



Land North of Camer Road, Meopham Environmental Statement

Chapter 4: Socio-Economics

Iceni Projects on behalf of

The McManus Family

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4. SOCIO-ECONOMICS

Introduction

- 4.1 This chapter of the ES has been prepared by Iceni Projects and presents an assessment of the likely significant effects of the Proposed Development with respect to socio-economics. Mitigation measures are identified, where appropriate, to avoid, reduce or offset any significant adverse effects identified and/or enhance likely beneficial effects. Taking into account the mitigation measures, the nature and significance of the likely residual effects are reported.
- 4.2 This chapter is supported by the following technical appendices:
- **Appendix 4.1: Policy review;** and
 - **Appendix 4.2: Health Impact Assessment.**

Legislation and Policy Context

Legislation Context

- 4.3 There is no legislation which is directly applicable to the assessment of socio-economic effects. However, the general provisions of the Environmental Impact Assessment (EIA) Regulations (2017) (Part 1, 4 (2)) specify that EIA should consider the effects of Proposed Development on population and human health. Therefore, the impact on health and wellbeing of the local population has been considered in this chapter and in further detail in the Health Impact Assessment (HIA) at **Appendix 4.2**.

National Planning Policy

- 4.4 The following national planning policy is relevant to the Proposed Development:
- National Planning Policy Framework (2024)¹.

Regional Planning Policy

- 4.5 The following regional planning policies are relevant to the Proposed Development:
- Kent and Medway Economic Framework (2024)².

Local Planning Policy

- 4.6 The following local planning policies are relevant to the Proposed Development
- Gravesham Local Plan Core Strategy (2014)³; and
 - Gravesham 2040 (2025)⁴.

Guidance

- 4.7 The approach follows a desk-based assessment and applies industry best-practice and professional judgment, in line with Institute of Sustainability and Environmental Professionals (ISEP) Social Impact Assessment in Environmental Impact Assessment in the UK guidance.

Assessment Methodology and Significance Criteria

- 4.8 This section presents the methodology used to assess the potential effects of the Proposed Development in relation to socio-economics.

Consultation

Table 4.1: Summary of Comments

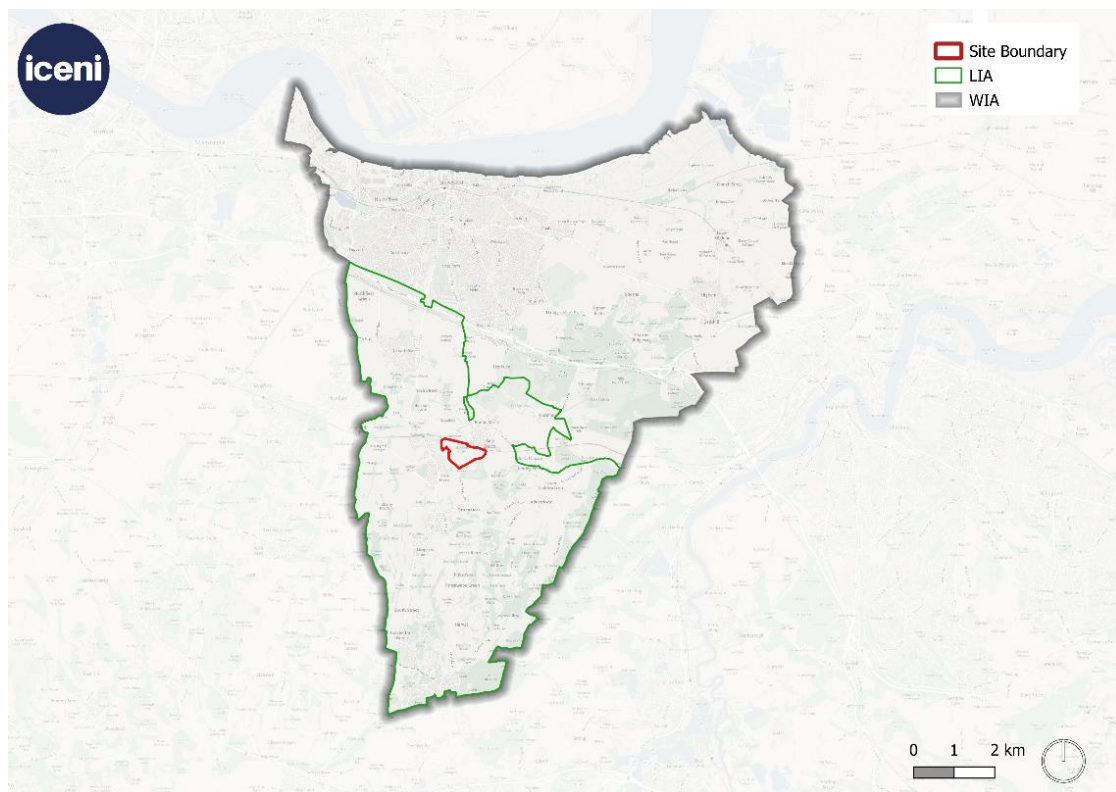
Consultee	Comment	Response
Kent County Council	No comments were received on the socio-economic ES chapter methodology.	Socio-economic Assessment conducted in line with Scoping Report methodology.
Kent County Council	Cumulative effects to be agreed with GBC's policy team.	Cumulative schemes considered as part of this assessment have been agreed with Gravesham Borough Council (GBC)'s policy team.
Kent County Council Public Health Team	Health data presented in the Health Impact Assessment should reflect the most current information available, including the Fingertips tool. It would be beneficial to incorporate mental and physical health considerations for neighbouring residents during the construction phases, as well as assess the potential health impacts on both new and existing residents following the completion of the development.	The baseline section of the Health Impact Assessment includes data from Fingertips. Consideration is given to both existing and new residents during the construction and operational phases.

Study Area and Scope

Study Area

- 4.9 When assessing the socio-economic effects of the Proposed Development the geographical scope of the assessment must be clearly defined.
- 4.10 A Local Impact Area (LIA) has been identified as Middle Super Output Areas (MSOAs) Gravesham 012 and Gravesham 013 to provide an understanding of the characteristics of the area surrounding the Site. The Gravesham Borough Council (GBC) boundary has been identified as a Wider Impact Area (WIA) as it is expected that the Borough will capture a large proportion of the impacts. In some instances, data from the South East and England has been used for comparison purposes. To determine access to social infrastructure such as childcare and sport and recreation facilities, a distance of 1.6km has been used as this equates to an approximate walking time of 20 minutes.
- 4.11 The extent of these impact areas may be varied for some receptors following best practice or the availability of data. This will be highlighted where this is the case. A map of the proposed LIA and WIA are shown in **Figure 4.1**.

Figure 4.1 Impact Area Map



Source: Icen Analysis, 2025

Scope

- 4.12 The technical scope of the assessment reported in this ES chapter comprises the following:

- Generation of direct and indirect employment opportunities during the construction stage and the completed development stage;
- Generation of direct and indirect gross value added (GVA) during the construction stage and the completed development stage;
- Generation of additional spending by new residents once the development is completed;
- Uplift in the supply of affordable housing once the development is completed;
- Impact on deprivation levels once the development is completed;
- Impact on the capacity of existing early years, primary and secondary education facilities because of the new residential population once the development is completed;
- Impact on the capacity of existing healthcare facilities because of the new residential population once the development is completed;
- Impact on the capacity of existing places of worship, libraries and community facilities because of the new residential population once the development is completed;
- Impact on access to open and play spaces once the development is completed; and
- Temporary impacts on the health of the population living close to the Site related to the construction stage, and permanent health impacts arising once complete and occupied.

4.13 A HIA is appended to this chapter as a standalone document to evaluate the impact of the Proposed Development on the wider determinants of health. Based on the scale and nature of the Proposed Development, the HIA is a 'rapid HIA' that involves a focused investigation of health impacts considering both qualitative and quantitative evidence.

4.14 The following elements have been excluded from the scope of the construction assessment, as confirmed through the EIA scoping process and have therefore not been considered further within this chapter:

- Generation of additional spending by new residents during the construction stage;
- Uplift in the supply of market and affordable housing during the construction stage;
- Impact on deprivation levels including consideration of crime during the construction stage;
- Impact on the capacity of existing early years, primary and secondary education facilities during the construction stage;
- Impact on the capacity of existing healthcare facilities during the construction stage;
- Impact on the capacity of existing places of worship, libraries and community facilities during the construction stage; and
- Impact on access to open and play spaces during the construction stage.

Construction Assessment Methodology

Employment

- 4.15 The number of 'person years' of direct construction employment generated and how this impacts the baseline levels in construction employment.
- 4.16 The indirect and induced jobs (those created from local procurement and supply chain activities) is calculated using adjustment factors (leakage, displacement and multiplier) from the Additionality Guide.

Gross Value Added

- 4.17 The generation of GVA and indirect multiplier effects generated from the supply chain and the spending into the local economy. The data sources for the assessment are the Workforce Jobs Dataset and regional GVA figures.

Health and Wellbeing

- 4.18 The HUDU Rapid Tool has been used as the basis for undertaking the HIA (**Appendix 4.2**). The conclusions of the HIA are used to reach an overall level of significance for the impact on health and wellbeing during the construction phase.

Completed Development Assessment Methodology

Employment

- 4.19 The number of ongoing direct employment opportunities generated by the non-residential floorspace are calculated using average employment densities⁵, and how this impacts the baseline levels in employee jobs.
- 4.20 The indirect and induced jobs are calculated using adjustment factors (leakage, displacement and multiplier) from the Additionality Guide.

GVA

- 4.21 The generation of direct GVA is calculated by applying the average GVA per worker for the region to the number of direct employment opportunities supported, with indirect GVA multiplier from the Additionality Guide.

Residential Expenditure

- 4.22 Average household spending data for the South East region⁶ are applied to the new dwellings to show the uplift in spending by residents. Professional judgment is used for the scale of effect.

Housing

- 4.23 The GBC housing target as set out in the Local Plan is used to compare the uplift and impact on housing provision in the LIA and WIA. The significance is based on professional judgement to gauge the impact of new dwellings.

Education Facilities

- 4.24 The Department for Education Pupil Yield Dashboard 2025⁷ is used to estimate the number of children that will live in the proposed development and compared to available capacity in local schools sourced from the Get Information About Schools database⁸.

Healthcare Facilities

- 4.25 National Health Service (NHS) data sources provide information on the ratio of registered patients per GP for each facility. The number of new residents is used to inform analysis of whether local GP capacity goes above or below the recommended benchmark capacity of 1 GP per 1,800 patients⁹.

Community Facilities

- 4.26 The baseline assessment shows current access and provision. The assessment considers the extent to which new and existing residents have the ability to access provision. Professional judgement and policy assess the significance of availability.

Open Space, Play Space and Sports Facilities

- 4.27 The baseline assessment shows current access and provision. The Sport England, Active Power Places Catchment Tool¹⁰ provides information on the nearest sports facilities. The assessment considers the extent to which new and existing residents have the ability to access provision. Professional judgement and policy assess the significance of availability.

Deprivation

- 4.28 The baseline provides an overview of deprivation levels in the local area based on the Index of Multiple Deprivation (IMD)¹¹ data. The assessment will use the data to understand how the Proposed Development might affect deprivation levels.

Health and Wellbeing

- 4.29 The HUDU Rapid Tool has been used as the basis for undertaking the HIA **Appendix 4.2**. The conclusions of the HIA are used to reach an overall level of significance for the impact on health and wellbeing during the completed development phase.

Assessment Methodology

Significance Criteria

- 4.30 The scale attributed to each effect has been determined based on the sensitivity of the receptor and magnitude of impact arising as a result of the Proposed Development. Professional judgement and experience have been drawn upon to assess the scale and significance.

Receptors and Receptor Sensitivity

- 4.31 The sensitivity of each receptor was evaluated as being high, medium, low or negligible based on a review of the baseline position of each receptor and its performance against benchmark areas. The receptors and the definition of sensitivity of a receptor (high, medium, low) is based on a scale set out in **Table 4.1**.

Table 4.1 Receptor Sensitivity Description

Value (Sensitivity)	Description
High	The economic or social infrastructure receptors are operating at full capacity with no surplus capacity for additional demand arising from additional residents. A receptor may also be considered highly sensitive if identified as a priority in national, regional or local strategies or policies.
Medium	The economic or social infrastructure receptors are operating at near capacity levels with limited surplus capacity for additional demand arising from additional residents.
Low	The economic or social infrastructure receptors are operating below capacity with excess surplus capacity.
Very Low	Receptors are of limited or no importance.

Magnitude of Impact

- 4.32 The magnitude of impact to a receptor has been determined by considering the estimated deviation from baseline conditions both before, and, if required, after mitigation. The scale used for determining the magnitude of an impact has been based on **0**.

Table 4.2 Magnitude of Impact Description

Impact Magnitude	Description
High	The proposed development could be expected to have substantial effects (by extent, duration, or magnitude) of more than local significance on the key elements/ features of the baseline conditions, including the population profile, levels of employment and facility provision.
Medium	The proposed development could be expected to have notable effects (by extent, duration, or magnitude) on the key elements/ features of the baseline conditions, including the population profile, levels of employment and facility provision.
Low	The proposed development could be expected to have slight, short or localised effects (by extent, duration, or magnitude) on the key elements/ features of the baseline conditions, including the population profile, levels of employment and facility provision.
Very Low	The proposed development could be expected to have negligible effects (by extent, duration, or magnitude) of local significance on the key elements/ features of the baseline conditions, including the population profile, levels of employment and facility provision.

Assessing Significance

0 provides a matrix for determining the significance of an effect based on the sensitivity of the receptor and the magnitude of impact.

Table 4.3 Significance of Effect Matrix

Receptor Sensitivity	Magnitude of Impact			
	High	Medium	Low	Very Low
High	Major Beneficial / Adverse	Major Beneficial / Adverse	Moderate Beneficial / Adverse	Minor Beneficial / Adverse

Receptor Sensitivity	Magnitude of Impact			
	High	Medium	Low	Very Low
Medium	Major Beneficial / Adverse	Moderate Beneficial / Adverse	Minor Beneficial / Adverse	Negligible
Low	Moderate Beneficial / Adverse	Minor Beneficial / Adverse	Negligible	Negligible
Very Low	Minor Beneficial / Adverse	Negligible	Negligible	Negligible

4.33 Effects classified as major or moderate are considered 'significant'. Effects classified as minor or negligible in scale are considered 'not significant'.

4.34 In determining the scale of effect and its significance, consideration has also been given to the duration of the effect, i.e. short term (< 5 years) and medium term (6-10 years) and temporary, or long term (>10 years) and permanent.

Limitations and Assumptions

4.35 In undertaking the socio-economic assessment of the Site and wider surrounding area, there are a number of limitations and constraints affecting the outputs from this work. These include:

- The sources used are referenced throughout. Furthermore, while the latest available data has been used, it should be noted that many data sources are frequently updated and could be subject to change from the time of drafting or during the planning application process, however every effort has been made to ensure the data used is as up to date as possible at the time of drafting. Data cited is a secondary source, and therefore reliant on the methodology and limitations of those who collated the data.
- In the social infrastructure baseline, distances have been provided from the Site to the location of the social infrastructure. This has been reported as a walking distance. Where possible a consistent central point from the Site to a central point of the social infrastructure has been used, but the distance may vary.

- 4.36 These assumptions and limitations are typical for an assessment of this type and are not expected to affect the validity of the outcome of the assessment.

Baseline Conditions

Establishing Baseline Conditions

- 4.37 Data was obtained from the following sources in order to establish the baseline conditions within the LIA and WIA study areas:

- Office for National Statistics (ONS). 2022 Mid-year Population Estimates¹².
- Nomis Labour Market Profile Gravesham. 2025.
- Ministry of Housing Communities and Local Government. Index of Multiple Deprivation. 2025¹³.
- Office for Health Improvement and Disparities (OHID). Fingertips - Public Health Data. 2024¹⁴.
- Department for Levelling Up, Housing and Communities. Live Table 600: Local Authority Waiting Lists. 2024¹⁵.
- Office for National Statistics. House Price Statistics for Small Areas and Annual Survey of Hours and Earnings. 2024¹⁶.
- Homes and Communities Agency. Additionality Guide. 2014¹⁷.
- Oxford Economics. Workforce Jobs Dataset. 2023¹⁸.
- Office for National Statistics. Regional gross value added (balanced) by industry: all International Territorial Level (ITL) regions - Table 1c. 2023¹⁹.
- NHS London Healthy Urban Development Unit. Rapid Health Impact Assessment Tool. 2019²⁰.
- Homes and Communities Agency. Employment Density Guide. 2015²¹.
- Office for National Statistics. Family Spending Survey. 2023²².
- Department for Education (DfE). Pupil yield from housing developments 2023²³
- Department for Education (DfE). Get Information About Schools database. 2025²⁴.
- NHS London Healthy Urban Development Unit. HUDU Planning Contribution Model Guidance Notes. 2009²⁵.

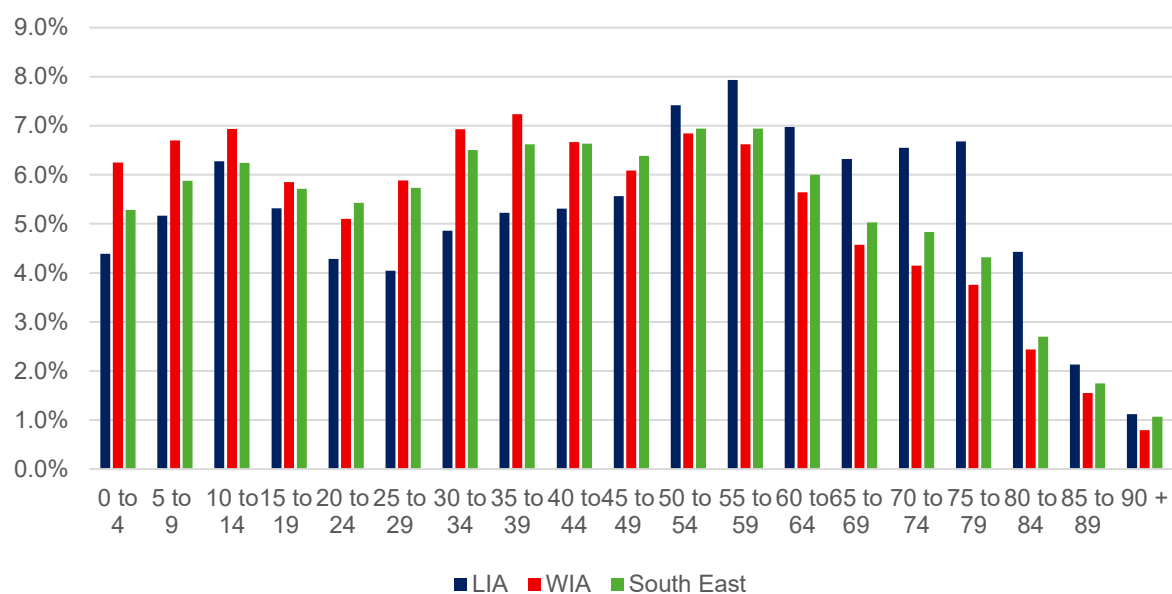
Baseline Conditions

- 4.38 This section will include a description of the environment as it currently stands. The baseline position will be taken as the current conditions on the Site, taking account of the planning designations and assuming that all existing land uses in the surrounding area beyond the Site remain.
- 4.39 Based on the 2024 mid-year population estimates²⁶, the total population of the LIA was 13,528. This equates to 12.2% of the population of the WIA (110,671).

Age Structure

- 4.40 **Figure 4.2** provides a comparison of the population age structure in the LIA, WIA and the South East of England. It shows that the population aged 0-19 in the LIA (21.7%) is lower when compared to the WIA (26.2%) and the South East (23.3%). There is also a much lower proportion of the population aged 20-49 in the LIA (29.0%) when compared to the WIA (38.5%) and the South East (37.4%). Conversely, there are more people aged 50 to 64 in the LIA (21.9%) when compared to the WIA (18.3%) and the South East (19.5%). There are also more older people aged over 65 in the LIA (27.4%) than the WIA (16.9%) and the (19.8%).

Figure 4.2 Population Age Profile



Source: ONS, Mid-Year Population Age Estimates, 2022

Deprivation Profile

- 4.41 The IMD measures relative deprivation using a series of data to rank every lower-layer super output area (LSOA) in England. The IMD combines information from nine domains – income, employment, education, health, crime, barriers to housing, living environment, income deprivation affecting children, and income deprivation affecting older people- to produce an overall relative measure of deprivation. A decile of deprivation is also provided where the first decile is the most deprived and tenth decile is the least deprived. GBC is ranked 94th out of 317 local authorities in England, placing it within the 30% of least deprived local authorities.
- 4.42 The Site is located mainly within the Gravesham 012E LSOA boundary which was ranked in the 10% least deprived neighbourhoods in the country. The area's lowest deprivation scores is for Barriers to Housing and Services falling within the 30% of most deprived neighbourhoods. The area is ranked in the 10% of least deprived areas in terms of Health, Income and Employment. **Table 4.4** provides a breakdown of each domain of deprivation score.

Table 4.4 Deprivation Profile Gravesham 012E

Domain of Deprivation	LSOA Decile (where a score of 1 is the most deprived and 10 is the least deprived LSOAs)
Income	10
Employment	10
Education, Skills and Training	8
Health	10
Crime	7
Barriers to Housing and Services	3
Living Environment	8
Income deprivation affecting children	10
Income deprivation affecting older people	10
Overall IMD	9

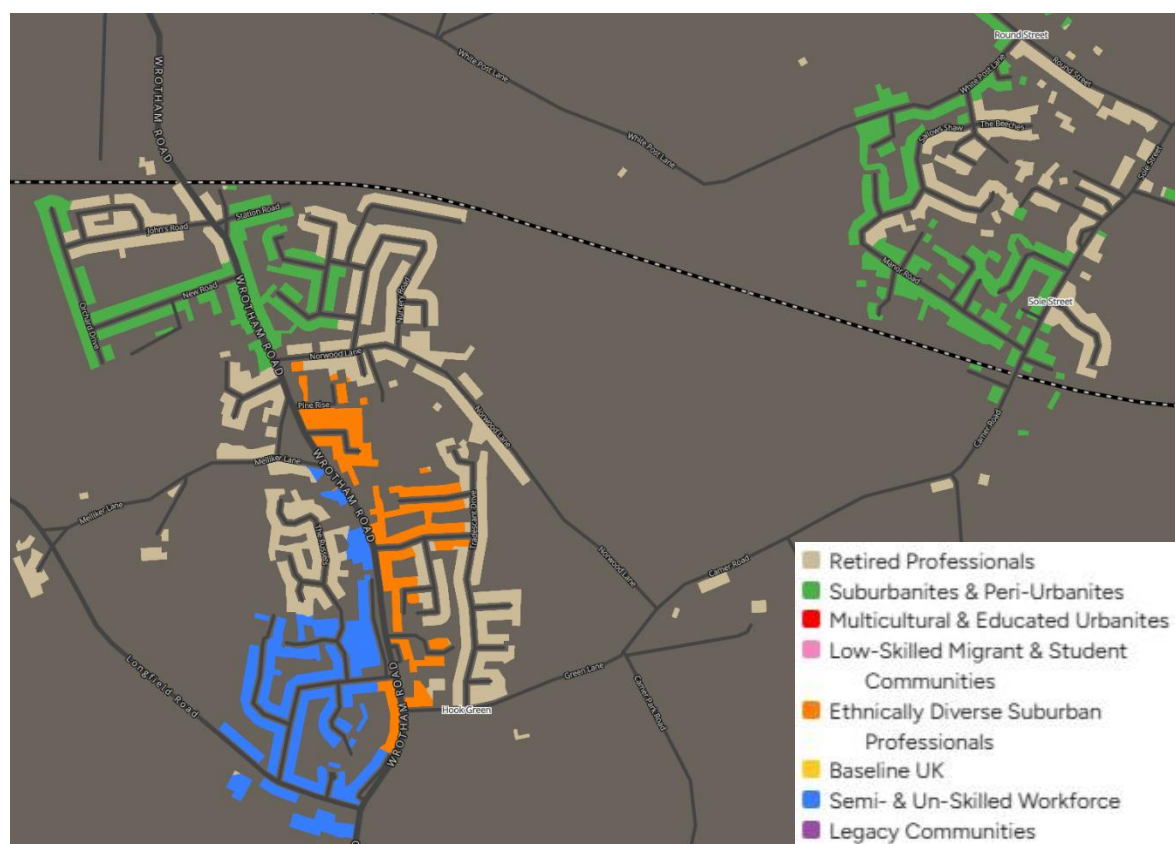
Source: Ministry of Housing, Communities and Local Government, 2025

Socio-economic Classification

4.43 Based on the Area Classification for Output Areas data²⁷, the population of the Site and surroundings are classified as comprising primarily “Retired Professionals”. Retired Professionals are typically classified as having the following traits:

- Typically married but no longer with resident dependent children;
- Well-educated households either remain working in their managerial, professional, administrative or other skilled occupations, or are retired from them;
- The modal individual age is beyond normal retirement age;
- Underoccupied detached and semi-detached properties predominate, and unpaid care is more prevalent than reported disability; and
- Rural lifestyles prevail, typically sustained by using two or more cars per household.

Figure 4.3 Socio-economic Classification Map



Source: ONS and University College London. 2021 Classification for Output Areas

Economic and Labour Market Profile

- 4.44 Based on the ONS midyear- 2022 population estimates, 55.7% of those in the LIA were of working age (aged 16-64 years; economically active and inactive) in comparison to the WIA at 61.5% and the South East at 61.7%. A higher working-age population is beneficial as it provides opportunities for economic growth, but at the same time creates challenges for job creation to support the working-age population.
- 4.45 Typically, economic and labour market data is not presented at a neighbourhood level, therefore a high-level economic profile of the WIA is analysed and summarised below.
- 4.46 The economic activity rate measures the proportion of the working-age population who are active members of the labour market. The WIA has a lower proportion of the population who are active members of the labour market (70.6% aged between 16 and 64) when compared to the South East (81.1%) and England (78.8%).
- 4.47 The unemployment rate in the WIA (4.2%) is higher than the South East average of 3.3% and England (4.0%). This indicates that there is flexibility within the job market to accommodate new employment opportunities.

- 4.48 There is a lower proportion of the WIA population in Tier 1-3 occupations, (48.7%) when compared with the South East (55.7%), and England (53.7%). Tier 1-3 typically involves the highest paying jobs (managers, directors, professionals and technical experts).
- 4.49 Levels of RQF4+ (equivalent to a Certificate of Higher Education/ first year of a bachelor's degree education) attainment are lower in the WIA (34.5%), than the South East (48.2%) and England (46.8%). Typically, it could be expected that higher levels of educational attainment are linked with higher incomes.
- 4.50 Within the WIA, gross weekly wages are lower than across the South East and England. Within the Borough, average resident earnings amount to £690.50 per week compared to £779.20 across the South East and £732.0 across England. Workplace earnings are slightly higher in GBC (759.80) than the South East (£754.10) and England (£732.10).

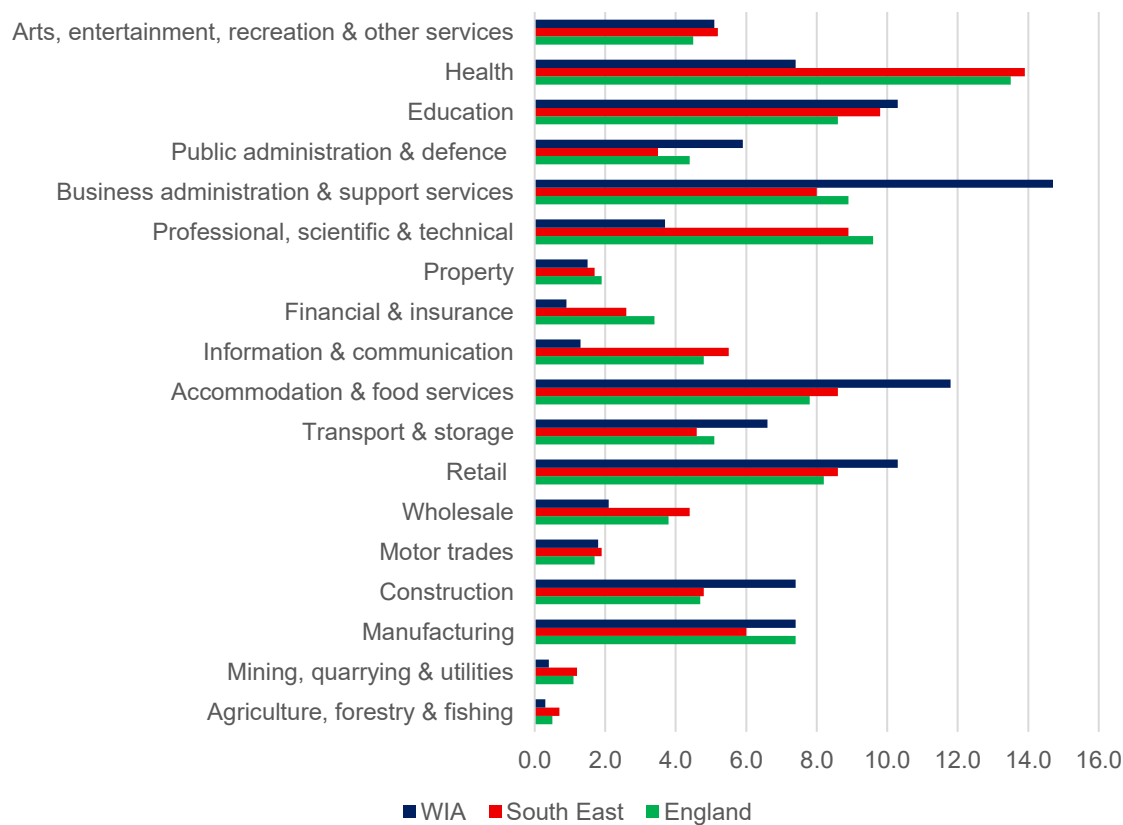
Table 4.5 Labour Market Indicators

Indicator	WIA	South East	England
Working-age population (16-64 years) % of the Total Population (2022)	61.5%	61.7%	62.9%
Economic Activity Rate (April 2024 – March 2025)	70.6%	81.1%	78.8%
Unemployment - as a proportion of economically active aged 16-64 (April 2024 – March 2025)	4.2%	3.3%	4.0%
Tier 1-3 Occupations (managers, professionals, associate professional) (April 2024 – March 2025)	48.7%	55.7%	53.7%
RQF4+ Qualifications (January 2024 – December 2024)	34.5%	48.2%	46.8%
Earning by place of residence (2024), Gross Weekly Pay	£690.5	£779.2	£732.0
Earning by workplace base (2024), Gross Weekly Pay	£759.8	£754.1	£732.1

Source: ONS (2025)

4.51 The Business Register Employment Survey (BRES)²⁸, provides data on the proportion of an area’s Industry Employment Sectors. In the WIA, the highest proportion of people work in Business administration & support services (14.7%) and Accommodation & food services (11.8%), followed by Retail (10.3%), and Education (10.3%).

Figure 4.6 Industry Employment Sectors



Source: BRES (2023)

Housing Profile

- 4.52 In 2023, there were 44,911 dwellings within the WIA²⁹. In the same year, there were estimated to be 42,842 households within the WIA³⁰ . The Government 2018-based Household Projections (2020) forecast that the number of households in the WIA will increase to 46,301 households by 2043, a 3.1% increase from 2023.
- 4.53 Based on ONS data (September 2024), the average median house price within the WIA was £350,000³¹ which is lower than the South East median (£370,000) but higher than the England median (£285,000).
- 4.54 ONS data on the housing market and house prices indicates that the ratio of median house price to median earnings was 9.26 in GBC in 2024, meaning that on average working people in the Borough could expect to pay around nine times their annual earnings on purchasing a home. The WIA average

is higher than the average for the South East region (9.17) and England (7.58), meaning that housing in the WIA is slightly less affordable than regionally and nationally.

- 4.55 At the lower end of the housing market, the ratio of the lower quartile house price to lower quartile residents' earnings in the WIA is 10.87. This is higher than the South East average (9.29) and the English average (6.79). This demonstrates that for those residents in the WIA who are of lower-income, housing is extremely unaffordable. This also highlights a barrier to market entry for first-time buyers in the Borough.
- 4.56 The Gravesham Local Plan Core Strategy outlines a need for at least 438 dwellings per annum for years 2024/2025 – 2027/2028 (1,752 dwellings) in the Borough. At least 363 dwellings per annum were required for years 2019/2020 – 2023/2024. The latest Gravesham Annual Performance Report³² showed that in 2023/24, 381 total net additional homes were added to the Council Tax valuation list.
- 4.57 The Housing Delivery Test 2023 analyses the housing requirement compared to the net number of homes delivered over the previous three financial years. The measurement for Gravesham is 59% meaning that a presumption in favour of sustainable development applies.

Social Infrastructure

Early Years

- 4.58 There are a range of early years facilities within 1.6km of the Site. The closest is Playpen Pre-School located 1.1km to the south-west of the Site while Mini Meopham Nursery is located 1.2km also to the south-west. The next closest is Busy Bees Day Nursery located 2.1km to the south-west. To the north-east, Cobham Community Pre-School is 2.5km away from the centre of the Site. The distances to the nearest childcare facilities are typical for a dispersed village setting.

Primary Schools

- 4.59 Within 1.6km of the Site there is one Primary School, Meopham Community Academy located 1.1km to the south-west. The school has capacity for 420 pupils with 445 currently registered, resulting in a deficit of 25 places.
- 4.60 The Site falls within the Gravesham Rural South Planning Group³³ which includes five primary schools. These schools have a combined capacity of 1,266 places with 1,204 pupils on roll resulting in a surplus of 62 places. However, the majority of these schools fall outside a 1.6km (20-minute) walking distance of the Site.

Table 4.6 Primary Schools in the Gravesham Rural Planning Group

Primary School	Distance	Places	Pupils on Roll	Surplus/Deficit
Meopham Community Academy	1.1km south-west	420	445	-25
Cobham Primary School	2.8km north-east	216	216	0
Istead Rise Primary School	3.9km north-west	210	208	2
Culverstone Green Primary School	4.8km south-west	210	204	6
Vigo Village School	6.5km south-west	210	131	79
Total		1,266	1,204	62

Source: Get Information about Schools (accessed September 2025)

Primary School Forecast

- 4.61 The Commissioning Plan for Education Provision in Kent³⁴ indicates that the Gravesham birth rate and number of births have fallen sharply since 2019 but remain above the county and national figures. Following a small increase in 2022, the rate dropped again in 2023. Forecasts indicate that there are surplus Reception places across the Primary planning groups in the Borough, and Kent County Council (KCC) is working with schools in the areas, with the larger surpluses, to see whether there is any need to reduce their PAN in order to remain viable. However, small pockets of primary deficits are forecast in more rural parts of Gravesham, which are expected to be covered by adjacent planning groups.

Secondary Schools

- 4.62 There are no secondary schools within 1.6km of the Site – Meopham School is the closest, located 2.1km to the south west of the Site. The school has 832 places with 957 pupils on roll resulting in a deficit of 125 places. Secondary school children are expected to be able to travel using school or public transport to get to school¹ and therefore might attend schools further away. Leigh Academy

¹ The statutory walking distance of 3 miles to secondary school is prescribed by section 444(5) of the Education Act 1996

Longfield is located 5.4km from the Site. The school has 1,150 places with 980 pupils on roll resulting in a surplus capacity of 170 places.

Secondary School Forecast

- 4.63 Meopham School falls within the Gravesham and Longfield non-selective planning group. There are seven schools in the planning group: Leigh Academy Longfield, Meopham School, Northfleet Technology College, Northfleet School for Girls, Thamesview School, St. George's Church of England School and St. John's Catholic Comprehensive School.
- 4.64 The Commissioning Plan states that demand is expected to fluctuate throughout the forecast period which will require additional capacity. KCC intends to commission 30 temporary Year 7 places for 2020/21 and expand Meopham School by 1 FE. The following year KCC intends to add a further 1 FE at both Meopham and Thamesview Schools. A further 3 FE of provision will be required from September 2023/24 which will be managed through the expansion of existing provision.

Healthcare Provision

GP Surgeries

- 4.65 The closest GP surgery to the Site is Meopham Medical Centre located 1.4km to the south west of the Site. The most recently released data from NHS Digital³⁵ has 10,317 registered patients served by 4.9 Full-Time Equivalent (FTE) GPs resulting in a ratio of one GP per 2,101 patients which is above the recommended benchmark ratio of 1:1,800³⁶.
- 4.66 It should be noted that some of the new residents moving into the Proposed Development may already be registered at GP practices in the local area due to living locally.

Hospitals

- 4.67 The nearest hospital to the Site is Gravesham Community Hospital located 8.5km to the north of the Site. The nearest Accident and Emergency department is located at Darent Valley Hospital located 11.9km to the north-west.

Open Space, Play Space and Sport and Recreation Facilities

- 4.68 The nearest public open space is Camer Park located 450m to the centre of the Site on the opposite side of Camer Road. The park is a 45-acre designated area of Outstanding Natural Beauty with mature parkland and a small area of woodland. It has areas for picnics and a children's play area. There is also car parking, toilets and a refreshment kiosk. Other areas of open space include Judson's Recreation Ground located 1.3km from the Site to the west and Hook Green open space located 1.4km from the same spot.
- 4.69 There is one sports facility within 1.6km of the Site, the Railway Inn located adjacent to the Site hosts a pétanque club. Meopham Leisure Centre is located 2.2km south west of the centre of the Site and

includes a gym, sports hall, two tennis courts and two studios. Meopham lawn tennis club is located 2.3km south of the same point at the Site's edge. There is a football pitch along with changing rooms at Judson's Recreation Ground 1.3km from the Site.

Community Facilities

- 4.70 There are several facilities for local community use within a 20-minute walk from the Site, the nearest being St Mary's Church located 700m to the north east of the Site. The Church has a hall for regular bookings, and one-off events. St Paul's Catholic Church is located 950m to the south west of the Site. Saint John the Baptist Church 1.5km to the south west while St Mildred's Church is 2.3km to the north west.
- 4.71 The nearest library to the Site is Meopham Library located 2.1km to the south-west of the Site. The library is open five days a week and offers free computers and Wi-Fi, printing and photocopying, and a regular 'Knit and Natter' group. Meopham village hall is located 2.2km to the south east of this point of the Site, it hosts a gardeners club, guitar classes, karate, tap dancing, yoga classes, scrabble among many other activities. Saint John the Baptist's Church 1.5km from the Site holds numerous events such as pilates, bridge club, choirs, U3A, performing arts classes and a community café.

Receptors

- 4.72 A list of existing and future receptors is included in **0 4.7**.

Table 4.7 Existing and Future Sensitive Receptors

Receptor	Sensitivity
Existing Receptors	
Local housing market and people requiring housing in the LIA	High
Local labour market and local economy	Medium
Local education facilities	High
Local healthcare facilities	Medium
Community facilities	Low
Open/amenity space and sports and recreation	Low

Receptor	Sensitivity
Deprivation	Low
Future Receptors	
Future Residents	High
Future Employees	Medium
Future School Age Children	High

Future Baseline

- 4.73 The future baseline conditions help to identify any changes anticipated in the baseline conditions in the absence of the Proposed Development.
- 4.74 Population growth in the WIA is expected to be positive overall up to 2043. Growth is driven by the 65+ age bracket with an average growth rate of 1.25% per annum (**Table 4.8**). The working age population is expected to register slower growth (-0.00%) while the 0-15 age group is expected to see a decline in population growth (-0.22%).
- 4.75 The higher population growth in the 65+ age bracket suggests pressure in the future upon public services, particularly health services, and potential issues in filling vacancies and replacing capabilities and skill levels, as well as volume levels, within the current workforce.

Table 4.8 Population Projections for the WIA

Projected Year	Total	Aged 0 to 15	Aged 16 to 64	Aged 65+
2023	107,296	22,687	65,256	19,353
2028	108,004	21,960	65,054	20,991
2033	108,872	21,208	64,988	22,675
2038	110,110	21,196	64,793	24,120
2043	111,743	21,729	65,210	24,804
CAGR (%) 2023 - 2043	0.20%	-0.22%	-0.00%	1.25%

Assessment of Effects (Construction and Operational)

Environmental Design and Management

4.76 The following design interventions have been incorporated into the design of the Proposed Development, to mitigate the potential impacts identified during the course of the design evolution process:

- Substantial open space provision - In order to enhance the Site and contribute to the external space needs of residents, new landscaped open space with recreational features, including play areas, outdoor gyms and sports pitches and play hubs will be provided on the Site, which will improve quality and quantity compared to existing provision;
- Provision of a two-form entry primary school - there is only one primary school located within 1.6km of the Site, Meopham Community Academy which currently has a deficit of 25 places. The primary school will therefore provide vital educational infrastructure for the residents of the Proposed Development; and
- Provision of a Local Centre (use class E) of 500sqm - while there are two churches located within 1.6km of the Site the local centre will provide a non-religiously affiliated space for the local community, enhancing social infrastructure.

Effects During Construction

4.77 It is expected that the development of the Site will lead to private sector construction investment of £190.5 million. This represents a significant injection of private sector investment within the WIA in the medium term. As set out in **Chapter 3: Proposed Development and Description of Alternatives**, is expected that the development of the Site will take approximately five years.

Direct Employment

4.78 To estimate the number of construction jobs supported during the construction phase, an output to employment ratio for the South East of England's construction sector has been used. This draws on the ONS Output in the Construction Industry and Business Register and Employment Survey resulting in a ratio of one job per £77,120 of construction output. Applying this construction ratio to the construction cost (the output generated by the Proposed Development) results in 2,470 total construction jobs, equivalent to 494 direct construction jobs per annum over the construction period.

4.79 Construction involves a wide range of trades and sub-sectors. Construction labour is typically mobile, meaning that the economic benefits have been assessed across the WIA and the East of England. Notwithstanding, it can be expected that the Proposed Development will help support existing local trades and contractors. There is potential that the Proposed Development will lead to opportunities for apprenticeships and training during the construction phase.

Indirect and Induced Employment

- 4.80 Several additional effects need to be considered when calculating the economic benefits of the construction phase, in line with the HCA Additionality Guide (2014)³⁷.
- 4.81 In terms of construction employment, the level of displacement is the number of the 2,470 gross direct jobs that would be supported elsewhere in the study area if the Proposed Development did not take place. Labour resources are finite and therefore labour requirements can lead to a reduction in economic activity elsewhere.
- 4.82 However, construction labour tends to be highly mobile and flexible meaning levels of displacement tend to be lower than for employment in general. Displacement in construction tends to mean a delay in alternate economic activity rather than it not taking place at all. On this basis, it is considered appropriate to apply a medium discount for displacement (25%) for the region.
- 4.83 The level of leakage is the proportion of jobs which are taken by workers that are not residents in the East of England. Based on the HCA Additionality Guide ready reckoners a low-level leakage has been applied at 10%. This implies that a reasonably high proportion of the benefits will be retained within the East of England with a proportion also being retained within the WIA.
- 4.84 Multiplier effects relate to the further economic activity (such as jobs, expenditure or income) associated with additional income, local supplier purchases and longer-term development effects. In terms of housing development, the scale of the multiplier effects will depend on the extent to which local sub-contractors (with their local labour) and local suppliers (for materials and services) are used in construction. For commercial development, multiplier effects are relevant to employment, investment and income associated with the construction phase.
- 4.85 To deduce the indirect employment effect a multiplier has been applied in line with HCA guidance. For Region, a multiplier of 1.5 is used which suggests that for every direct construction job supported, a further 0.5 jobs are likely supported in the supply chain and through additional income expenditure.
- 4.86 Applying the additionality assumptions to the gross direct construction jobs, the Proposed Development could support a further 834 indirect jobs for residents in the region during the construction phase (equivalent to 167 jobs per year).
- 4.87 The direct and indirect employment generated during the construction phase is assessed as having a temporary, direct and minor beneficial (not significant) effect across the WIA and the South East.

Economic Output

- 4.88 The contribution of the construction sector to the economy can be measured by GVA. GVA only considers the actual added value of the industry and excludes costs incurred in the construction process. The average ratio of expenditure to jobs in the construction industry is £70,853 per workforce job across the region. Applying this to the gross direct employment impact of the Proposed Development results in GVA output of around £174.4 million over the construction period.
- 4.89 In terms of indirect GVA, the HCA Additionality Guide suggests a composite output multiplier of 2.7 is appropriate for the construction sector. This indicates that the Proposed Development could generate up to £296.4 million over the construction period. It should be noted that indirect GVA impacts are likely to extend over a wider spatial area.
- 4.90 In total the Proposed Development could therefore generate £470.8 million direct and indirect GVA for the national economy. The GVA generated during the construction phase of the Development is assessed as having a temporary, direct and minor beneficial (not significant) effect across the WIA and the South East.

Health and Wellbeing

- 4.91 Construction activities have the potential to impact the health and wellbeing of existing residents in the area immediate to the Site in terms of access, noise impacts and air quality. There may also be impacts on access to public rights of way at the Site. The HIA (**Appendix 4.2**) identifies a potential adverse health impact during the construction phase in relation to air quality. However, this will be short-term and temporary, confined to the duration of the construction phase. The Air Quality Assessment identifies mitigation measures in relation to air quality. In addition, a Construction Environmental Management Plan (CEMP) will set out best practice measures of environmental control during construction.
- 4.92 Overall, given the mitigation measures proposed, the size of the geographical area impacted and the temporary nature of the construction phase, the impact on health and wellbeing during the construction phase is assessed as having a **temporary minor adverse effect (not significant)** in the LIA.

Effects Once the Proposed Development is Operational

- 4.93 For the purposes of this assessment, the parameters detailed below have been tested which represents the expected quantum of Proposed Development on completion:
- Up to 725 dwellings; and
 - A two-form entry primary school; and

- A local centre.

4.94 Prior to understanding the effects on socio-economic receptors, the population estimates of the proposed 725 dwellings should be known. The average household size in Gravesham is predicted to be 2.46 persons in 2028^{xxix}. Therefore, it is estimated that the 725 dwellings could accommodate approximately 1,784 residents.

Child Yield

4.95 To examine the impact of the Proposed Development on early years and education services, the likely child yield has been calculated using the Department of Education Pupil yield from housing developments. This is based on multipliers applied to the proposed numbers of units adjusted according to the unit type (flat/house), size (number of beds) and tenure (market/ intermediate and social rented/ affordable).

4.96 **Table 4.9** sets out the anticipated child yield for the Proposed Development based on the dwelling mix. This demonstrates that the Proposed Development is expected to provide accommodation for 373 children. Primary and secondary school child multipliers have been sourced from KCC³⁸ however as no Kent level multipliers have been published for early years aged pupils, early years aged children have been calculated using information from the Department for Education^{xxxvii}.

Table 4.9 Child Yield

Phase	Pupil Yield x Houses	Pupil Yield x Flats	Total Child Yield
Early Years	0.07 x 653 = 46	0.06 x 72 = 4	50
Primary School	0.28 x 653 = 183	0.07 x 72 = 5	188
Secondary School	0.20 x 653 = 131	0.05 x 72 = 4	135
Total			373

4.97 It is not sufficient to conclude if the population on its own will lead to a beneficial or adverse effect on the local area as the effect of such an increase will need to be balanced against a range of uses, which are set out below.

Direct Employment

4.98 Once complete and operational, the provision of flexible floorspace at the local centre will support permanent employment opportunities in Gravesham. Using the Homes and Community Agency

(HCA) Employment Density Guide^{vii} it is estimated that a 500sqm local centre of Use Class E will generate 31 direct jobs, equating to 27 FTE roles.

4.99 Using data from the School Workforce Census, it is estimated that the two form entry school included in the Proposed Development will support 40 jobs. These will likely be comprised of:

- 15 – 18 teachers
- 10 – 15 teaching assistants
- 5 – 10 support staff
- 2 – 3 senior leaders

4.100 BRES (2023) data^{vi} indicates the proportion of employee jobs in Gravesham's education sector that are full – time and part – time respectively. Applied to the 40 roles created at the primary school it is estimated that this will equate to **31 FTE direct roles**.

4.101 Therefore, the employment generating elements of the Proposed Development will likely generate **71 permanent direct roles, equating to 58 FTE jobs**.

Indirect and Induced Employment

4.102 In addition to the direct jobs considered above, some indirect employment would also be created by additional spending on goods and services by the new employment-generating occupiers of the Site. The wage expenditure for workers employed directly at the Site, as well as those employed in local businesses supplying these employment uses, would also support jobs in shops, services, and other businesses within the local economy^{vii}.

4.103 Census data indicates that 44% of those working in Gravesham commute in from elsewhere. This proportion has been used as the leakage rate for the operational workers. The displacement rate used for the operational phase is the same as that used for the construction phase (25%). Using these assumptions, it is estimated that a total of 9 indirect workforce jobs will be created in Gravesham.

4.104 The direct and indirect employment associated with the Proposed Development is considered to deliver a permanent, **minor beneficial (not significant)** impact on employment in the LIA and WIA.

Economic Output

- 4.105 The contribution of the construction phase to the economy can also be measured by GVA. The average GVA per worker in the education industry across the South East is £51,575^{ixx}. Applied to the 40 operational phase workers gives a gross GVA of £2.1 million.
- 4.106 Roles within a local centre are likely to fall into the industry classification of 'other service activities', for which average GVA per worker is £49,235 per annum. Applied to the 31 operational phase roles within the local centre, gives an estimated £1.5 million in gross GVA per annum.
- 4.107 Therefore, combined the primary school and local centre are estimated to generate **£3.6 million in gross GVA per annum**.
- 4.108 In terms of indirect GVA, Table 4.11 of the 2014 HCA Additional Guide suggests a composite output multiplier of 1.8 is appropriate for the education sector. This indicates that the Proposed Development could generate £2.9 million of indirect and induced GVA over the construction period for the national economy. It should be noted that indirect GVA impacts are likely to an extent over a wider spatial area.
- 4.109 Therefore, the total estimated GVA over construction period (direct and indirect) is approximately £6.5 million. The effects of the estimated generation in GVA is assessed to have a permanent, **minor beneficial (not significant)** effect in the LIA and WIA.

Income Generation

- 4.110 Median annual gross wages for those working in the education sector in the South East are £39,781 according to data from the Annual Survey of Hours and Wages (ASHE)^{xi}. Applied to the 40 estimated operational workers at the school provides an estimate of £1.6m in annual wages earned by those who will work directly at the primary school.
- 4.111 Median annual gross wages for the 'other service activities' sector are £26,883^{xiii}. Applying this to the 31 jobs expected to be created at the local centre will generate £833,373 in earnings per annum. **Combined, direct wages are estimated at £2.4 million per annum.**
- 4.112 The median annual wage for those working in Gravesham is £29,529 in 2024, across all industries. Applying this to the 9 indirect roles likely to be created from the operational phase of the development returns an estimate of £265,761 in indirect earnings.
- 4.113 Combined, both indirect and direct earnings are estimated to reach £2.7 million per annum during the operational phase of the development.

Resident Expenditure

- 4.114 The ONS Family Spending Survey^{xiv} provides data on household spending in the South East. It is expected that the average expenditure amongst future residents of the scheme will be £552.50 per week per household (excluding housing, fuel and power). This includes spending on convenience (food and drinks) and comparison goods (clothing and footwear and household goods) as well as recreation & culture, transport and eating out.
- 4.115 It is estimated that the households of the new residential units within the Proposed Development could generate total gross spending of £20.9 million each year which could support the vitality and viability of GBC, as well as businesses and services across the South East.
- 4.116 New housing development can lead to increased resident expenditure in the local area. Research has shown that homeowners are spending on average £7,000 on furnishing their homes for the first time³⁹. While research conducted by Savills found that over the four years through to 2023, an average of 25% of those who purchased new build homes were mortgage backed first time buyers⁴⁰.
- 4.117 Given that the scheme proposes to deliver up to 725 units, an estimated 178 will be bought by first time buyers. Therefore, spending in the region of £1.2 million on comparison goods such as furniture and appliances in local shops will support new and existing business and support retail businesses and tradesmen operating locally. This is a conservative estimate as spending on new furnishings by other types of buyers is not included.
- 4.118 The effects of the estimated increase in residential expenditure (both first occupation and continued spending) are assessed to have a permanent, **minor beneficial (not significant)** effect in the LIA and WIA.

Provision of Housing

- 4.119 The provision of 725 new residential dwellings in the WIA represents 11.8% of the Local Plan's target of 6,170 dwellings to be delivered between 2011-28 (later targets are not available).
- 4.120 On balance, taking all relevant information into consideration, in terms of housing, the Proposed Development is assessed as having a permanent, **moderate beneficial (significant)** impact across the LIA and a permanent, **minor beneficial (not significant)** impact across the WIA.

Education

- 4.121 The impact of the Proposed Development on the provision capacity of early years education, and childcare and schools in the LIA depends upon the number of children that will be generated by the residential development, alongside the existing availability of pupil places in the schools surrounding the Site.

Early Years

- 4.122 As described in the baseline section, there are two Early Years and Childcare facilities within 1.6km of the Site.
- 4.123 The Proposed Development is expected to generate around 50 early years aged children. The Gravesham Insight Report⁴¹ suggests that in Gravesham 79.4% of funded childcare places taken (with 562 vacancies) which is slightly lower than the occupancy rate across Kent as a whole (87.5%). As such, there would be a permanent, long-term **minor adverse (not significant)** effect on early years education facilities in the LIA.

Primary Education

- 4.124 For Primary Education, the baseline indicates that there is one primary schools within 1.6km of the Site, Meopham Academy with a deficit of 25 places.
- 4.125 The Proposed Development is likely to generate around 188 primary aged children. According to the Commissioning Plan for Education Provision in Kent⁴² the Gravesham birth rate and number of births have fallen sharply since 2019 but remain above the county and national figures. Following a small increase in 2022, the rate dropped again in 2023. Forecasts indicate that there are surplus Reception places across the Primary planning groups in the Borough, and KCC is working with schools in the areas, with the larger surpluses, to see whether there is any need to reduce their PAN in order to remain viable. However, small pockets of primary deficits are forecast in more rural parts of Gravesham, which are expected to be covered by adjacent planning groups. However, the two form entry primary school included in the Proposed Development is anticipated to create 420 primary school places. As such, there would be a permanent, long-term **moderate beneficial (significant)** effect on primary education facilities in the LIA.

Secondary Education

- 4.126 The Proposed Development is estimated to generate 135 secondary school aged children. The baseline suggests that there is a deficit of 125 places at the nearest secondary school. Therefore, there is unlikely to be sufficient capacity to accommodate the additional secondary school aged population.
- 4.127 Overall, the assessment of secondary education capacity shows that the Proposed Development will deliver a permanent, **minor adverse (not significant)** impact across the LIA and WIA.

Healthcare

- 4.128 As outlined in the baseline, there are no GP practices within 1.6km of the Site, the closest practice is Meopham Medical Centre located 1.4km to the south west of the Site. The surgery has 10,317 patients served by 4.9 FTE GPs resulting in a ratio of 1 GP per 2,101 patients. The addition of 1,784

residents would increase this ratio to 1:2,464 patients which is above the recommended benchmark of 1 GP per 1,800 patients.

4.129 It should be noted that some of the new residents who will move into the Proposed Development may already be registered at GP practices in the local area.

4.130 Overall, the assessment of healthcare capacity shows that the Proposed Development will deliver a permanent, **minor adverse (not significant)** impact across the LIA.

Open Space, Play Space and Sports Facilities

4.131 The addition of new residents will generate demand for open space, sports, and recreation facilities. The Proposed Development includes substantial new public open space including play space which will provide amenity space for residents and those in the surrounding community.

4.132 Considering the current baseline of open space within the vicinity of the Site and the quantum provided by the Proposed Development, the impact on open space, play space and sports facilities is **permanent, minor beneficial (not significant)** impact in the LIA.

Community Facilities

4.133 The estimated increase in the population of 1,784 people will give rise to additional demand for existing community facilities such as libraries, places of worship and community halls. The baseline identifies a good level of existing provision of community facilities and places of worship within a 20-minute walk from the Site, and it is likely that the additional population could help provide the critical mass required to support their ongoing operation.

4.134 Considering the current baseline of community facilities within 1.6km of the Site, the impact on community facilities is permanent **negligible** impact in the LIA.

Deprivation

4.135 As described in the baseline conditions, the location of the Site falls within the 10% of least deprived neighbourhoods in the country. Despite this, the Site is ranked within the 30% of most deprived areas in the country for barriers to housing and services. The delivery of 725 residential units, could reduce the barriers to access and housing domain of deprivation by increasing the local supply of homes. The provision of open space throughout the Site would also help to improve access to different types of green infrastructure, enhancing local resident health and well-being.

4.136 Overall, the impact on deprivation is assessed as having a permanent, **minor beneficial (not significant)** impact across the Impact Area.

Health and Wellbeing

- 4.137 Public health indicators show that life expectancy in the WIA is lower than across England for men, but higher for women. Childhood obesity levels in reception aged children are lower in the area in which the Site is located compared to the WIA and national average, and deaths from circulatory disease and respiratory diseases are also lower.
- 4.138 The Proposed Development is expected to contribute to a number of health wellbeing benefits including the provision of a commercial/community floorspace, which promotes social interaction, and new public open space, which can maintain or improve physical and mental health. The Proposed Development will also promote active travel and will maximise accessibility for people with mobility problems or disabilities.
- 4.139 As such, the Proposed Development is anticipated to have a minor beneficial (not significant) impact on health and wellbeing in the LIA.

Mitigation Measures

Mitigation During Construction

- 4.140 The construction employment opportunities to be created by the Proposed Development are expected to lead to short-term, temporary moderate beneficial effects. However, several measures or initiatives could be considered to maximise the local benefits of the Proposed Development. Examples of such measures may include providing full and fair construction employment opportunities, training, and educational opportunity for residents; encouraging procurement opportunities for local businesses to source products and services locally where possible and practical; and establishing links with local businesses to offer training and employment opportunities via work experience and apprenticeship schemes. These measures would be subject to discussions GBC and other relevant bodies and could be explored as part of the planning conditions for the application.
- 4.141 A CEMP will set out best practice measures of environmental control during construction to reduce impacts of construction dust which can have adverse health impacts. Measures include vehicle wheel cleaning, noise and vibration, contamination and pollution incident control, protection of surface and ground water resources, and dust, smoke, odour, and exhaust emissions. This will help to ensure that adverse health impacts identified during the construction phase are mitigated.

Mitigation Once the Proposed Development is Operational

- 4.142 The operational phase is anticipated to deliver planning contributions to the relevant social infrastructure to accommodate the future residents on Site within the WIA. The final planning contributions will be calculated and agreed with GBC as part of the determination phase.

Residual Effects and Monitoring

4.143 The residual effects arising from the Proposed Development are summarised in **0** below.

Table 4.10 Summary of Residual Effects

Effect	Receptor (Sensitivity)	Nature of Effect and Geographic Scale	Magnitude of Impact*	Classification of Effect	Mitigation and Monitoring	Residual Effect
Construction Effects						
Construction employment (direct and indirect)	Existing construction employment (Medium)	Short term (temporary) effect in the WIA and the South East	Low	Minor Beneficial (Not Significant)	Provision of local apprenticeship schemes, use of local supply chain and businesses	Minor Beneficial (Not Significant)
Economic Output	Existing economic output (Medium)	Short term (temporary) effect in the WIA and the South East	Low	Minor Beneficial (Not Significant)	None Required	Minor Beneficial (Not Significant)
Health and wellbeing	Existing population (Medium)	Short term (temporary) effect in the LIA	Low	Minor Adverse (Not Significant)	CEMP sets out measures to reduce impacts from construction dust	Minor Adverse (Not Significant)
Operational Effects						
Employment (direct and indirect)	Local labour market and local economy (Medium)	Permanent effect in the LIA and WIA	Low	Minor Beneficial (Not Significant)	None Required	Minor Beneficial (Not Significant)
Economic Output from commercial space	Existing economic output (Medium)	Permanent effect in the LIA and WIA	Low	Minor Beneficial (Not Significant)	None Required	Minor Beneficial (Not Significant)

Effect	Receptor (Sensitivity)	Nature of Effect and Geographic Scale	Magnitude of Impact*	Classification of Effect	Mitigation and Monitoring	Residual Effect
Income Generation	Local labour market and local economy (Medium)	Permanent effect in the LIA and WIA	Low	Minor Beneficial (Not Significant)	None Required	Minor Beneficial (Not Significant)
Residential Expenditure from the proposed dwellings	Local economy (Medium)	Permanent effect in the LIA and WIA	Low	Minor Beneficial (Not Significant)	None Required	Minor Beneficial (Not Significant)
Increase housing supply - 725 net additional homes	Housing supply (High)	Permanent effect in the LIA	Medium	Minor Beneficial (Not Significant)	None Required	Moderate Beneficial (Significant)
		Permanent effect in the WIA	Low	Minor Beneficial (Not Significant)	None Required	Minor Beneficial (Not Significant)
Increased demand for early years education	Existing early years provision (High)	Permanent effect in the LIA	Low	Minor Adverse (Not Significant)	Planning Contributions	Minor Adverse (Not Significant)
Increased demand for primary education provision	Existing primary school provision (High)	Permanent effect in the LIA and WIA	Medium	Moderate Beneficial (Significant)	Two Form Entry Primary School	Moderate Beneficial (Significant)
Increased demand for secondary education provision	Existing secondary school provision (High)	Permanent effect in the LIA and WIA	Low	Minor Adverse (Not Significant)	Planning Contributions	Minor Adverse (Not Significant)

Effect	Receptor (Sensitivity)	Nature of Effect and Geographic Scale	Magnitude of Impact*	Classification of Effect	Mitigation and Monitoring	Residual Effect
Increased demand for healthcare provision	Existing GP provision (Low)	Permanent effect in the LIA	Low	Minor Adverse (Not Significant)	Planning Contributions	Minor Adverse (Not Significant)
Increased demand for open space, play space and sports facilities	Existing and new open space, play space and sport provision (Low)	Permanent effect in the LIA	Low	Minor Beneficial (Not Significant)	None Required	Minor Beneficial (Not Significant)
Increased demand for community facilities	Existing community facilities provision (Low)	Permanent effect in the LIA	Low	Negligible (Not Significant)	None Required	Negligible (Not Significant)
Deprivation	Existing levels of deprivation (Low)	Permanent effect in the LIA	Low	Minor Beneficial (Not Significant)	None Required	Minor Beneficial (Not Significant)
Health and wellbeing	Health of existing population (Medium)	Permanent effect in the LIA	Low	Minor Beneficial (Not Significant)	None Required	Minor Beneficial (Not Significant)

Notes: * incorporating environmental design and management, ** incorporating mitigation and monitoring measures

Likely Significant Environmental Effects

- 4.144 No significant adverse or beneficial socio-economic effects have been identified during the construction phase.
- 4.145 During the operational phase, the provision of housing to increase supply has been identified as a minor beneficial (not significant) effect in the LIA. The Proposed Development of 725 new homes represents 11.8% of the GBC Local Plan target of 6,170 dwellings to be delivered between 2011-28 (later targets are not available).
- 4.146 The provision of a two-form entry primary school will create a surplus of primary school places, when weighed against the primary school places required from the additional population. As such, primary education has been identified as a minor beneficial (not significant) effect in the LIA.

Summary and Conclusions

- 4.147 The socio-economic assessment has been prepared to identify any potential effects on the LIA and WIA in terms of social infrastructure and local economy arising from the Proposed Development. Where an impact is identified, mitigation measures have been recommended to alleviate any adverse impacts or enhance or secure a beneficial impact.
- 4.148 The baseline assessment provides an overview of the demographic and socio-economic profile of the local population compared where possible to Gravesham and the South East. The baseline also provides an overview of existing levels of social infrastructure provision in the LIA and WIA.
- 4.149 The construction phase is expected to result in minor beneficial (not significant) effects in the short term from the injection of capital into the Gravesham economy as well as the delivery of construction jobs over the 5-year construction period. In terms of health and wellbeing, the construction phase is expected to result in a minor adverse (not significant) effect in the short term. A CEMP will set out best practice measures of environmental control during construction to reduce impacts of construction dust and noise which can have adverse health impacts. This will help to ensure that adverse health impacts identified during the construction phase are mitigated.
- 4.150 The operational phase will deliver up to 725 new homes, a two-form entry primary school and a 500 sqm local centre. The new housing will help GBC in meeting their housing target as well as providing residents with additional housing options. The Proposed Development will include new public open space and play provision for children and young people. The local centre will improve health and wellbeing, creating a space for community interaction. The only minor adverse effects that have been identified are in relation to early years, Secondary School provision, and GP capacity. However, planning contributions will be sought in order to mitigate these adverse effects.

4.151 The operational phase will also deliver approximately 71 jobs within the commercial/community floorspace and primary school combined. Indirect employment would also be created by additional spending on goods and services. The wage expenditure for workers employed directly at the Site, as well as those employed in local businesses, would support jobs in shops, services, and other businesses within the local economy.

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- ³⁹ Kent County Council (2026) Statistical Bulletin: Construction Industry in Kent
- ⁴⁰ Kent County Council (2025) Commissioning Plan for Education Provision in Kent 2025-2029
- ⁴¹ Kent County Council (2021/22) Gravesham Insight Report: Profile of the 0 – 5-year-old population 2021/22 <https://democracy.kent.gov.uk:9071/documents/s119950/Gravesham%200-5s%20District%20Profile%202021-22.pdf>
- ⁴² Kent County Council (2025) Commissioning Plan for Education Provision in Kent 2025-2029