

2026

re:shape

Economic Statement Report

Ashley Park



Ashley Park Economic Benefits Statement

Final Report

RE:shape T Ltd

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Contents

1.0	Introduction	1
	The Site and proposed development	1
	Study Framework	2
	Structure of the Report	3
2.0	The Local Context	4
	Responding to local need	5
	Responding to policy	6
	Summary	8
3.0	Construction Impacts	9
	Direct Employment	9
	Indirect and Induced Employment	9
	Economic Output	10
	Summary	11
4.0	Operational Impacts	12
	Direct Employment	12
	Indirect and Induced Employment	13
	Economic Output	13
	Resident Expenditure	13
	First Occupation Expenditure	14
	Council Tax	14
	Business Rates	14
	Summary	15
5.0	Conclusions	16

1.0 Introduction

- 1.1 This report has been prepared by Lichfields on behalf of Re:shape T Ltd ('the Applicant') in support of a full planning application in respect of the former Ashley House site, Ashley Road, Tottenham Hale, N17 9LZ (the 'site'), within the London Borough of Haringey ('LBH'). The proposed development is referred to as 'Ashley Park' for the purpose of this application.
- 1.2 The planning application seeks full permission for *“a phased mixed-use development comprising: (i) enabling works and operations; (ii) residential development (Use Class C3) including affordable housing; (iii) shared living accommodation (Sui Generis), (iv) commercial and community floorspace (Use Classes E and F2); and (v) site-wide and/or phase-specific access, servicing, public realm, blue-badge parking, cycle parking, open space, hard and soft landscaping, utilities, plant and all other associated works.”*

The Site and proposed development

- 1.3 The site is located to the west of Ashley Road, south of the Rosa Luxemburg residential building, east of Down Lane Park, and north of residential properties along Hale Road. It comprises a vacant brownfield site following the demolition of the former Ashley House buildings in August 2023. The site is situated approximately 200 metres north-west of Tottenham Hale Underground and railway station. The surrounding area is characterised by a mix of uses, including a number of recent mixed-use developments incorporating commercial units at ground and lower ground floor levels with residential accommodation above.
- 1.4 The proposed development seeks permission for the delivery of 87 new affordable homes, 522 studios shared living units, 230 sq.m of Class E commercial floorspace and 125.5 sq.m of community floorspace and open and 361 sq.m of play space.

Figure 1.1 Ground floor floorplan of the proposed development

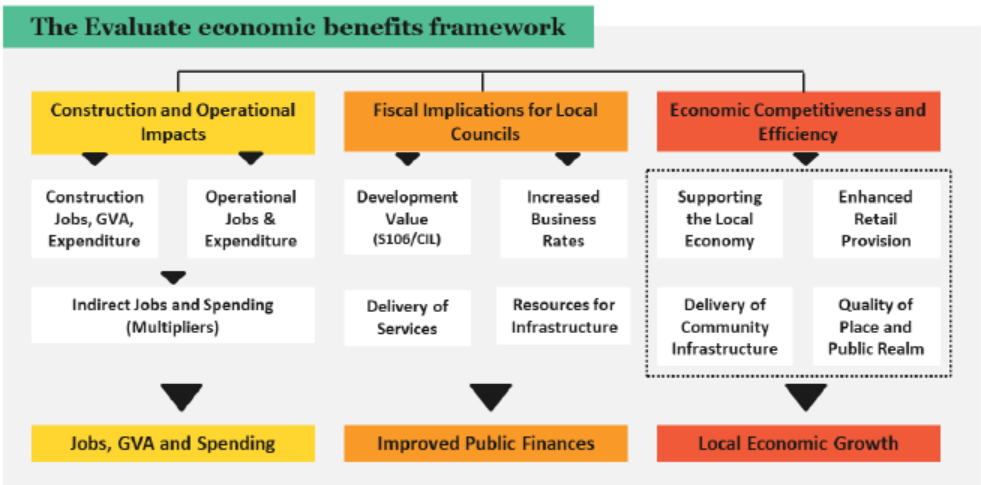


Source: DLA (2026)

Study Framework

1.5 This report draws on the [Evaluate](#) methodology developed by Lichfields, which provides an analytical framework for assessing the economic and social impacts arising from new development. The framework, as it relates to the analysis of the proposed development, is shown in Figure 1.2.

Figure 1.2 Evaluate Economic Benefits Framework



Source: Lichfields

- 1.6 The assessment focuses first on the key quantifiable impacts of the proposed development during its construction phase, before considering both the quantitative and qualitative effects that the proposed development could have once complete and operational in the context of supporting economic growth.
- 1.7 The scale and type of socio-economic impacts generated by the proposed development are determined primarily by:
- a An estimate of the scale of capital investment which generates employment and economic output during construction;
 - b The employment and economic output during the operational phase as a result of new commercial/community floorspace;
 - c The scale of expenditure by new residents and the resulting employment created in shops and services; and
 - d The potential for the proposed development to contribute to LBH's wider economic competitiveness and local growth aspirations.

Structure of the Report

- 1.8 This report assesses the socio-economic benefits of the proposed development, and outlines how it will create additional economic value and wider benefits to support the local economy. The remainder of this report is structured as follows:
- **Section 2.0** reviews the existing local context within Tottenham Hale and key socio-economic and housing market challenges and explores how the proposed development responds local need and local, regional and national policy objectives;
 - **Section 3.0** considers the economic benefits created during the construction phase of the proposed development;
 - **Section 4.0** assesses the economic benefits created once the scheme is fully operational; and
 - **Section 5.0** presents a summary and conclusions.

2.0 The Local Context

- 2.1 The area ¹ in which the proposed development is located, is home to just under 14,000 people and is characterised by a high proportion of core working age residents ² (i.e., with 75.9% aged 16-64) compared to LBH (70.8%), London (69.0%) and the national average (62.9%). However, despite the higher proportion of core working age residents, Tottenham Hale experiences lower labour market participation and a higher proportion of residents accessing Universal Credit and employment support. Housing affordability is a growing issue within LBH, with the site falling within the top 30% most deprived areas in the country in terms of barriers to housing and access to services.
- 2.2 Drawing on the latest data from the Office for National Statistics ('ONS'), analysis of the population living within LBH highlights the following key socio-economic characteristics:
- a **Higher levels of core working age** residents (i.e., aged between 16 and 64) of 70.8%, compared with London and the national average (i.e., of 69.0% and 62.9% respectively).
 - b **A weaker labour market participation rate** ³ (i.e., of 76.7%) relative to London and the national averages (79.8% and 79.5% respectively).
 - c As of June 2026, around 840 residents within the local area claimed Universal Credit / employment support ⁴ (i.e., equivalent to 7.9% of the working age population). This is **higher than the equivalent rate for LBH** (i.e., of 7.6%) and substantially higher than both London and national averages (i.e., of 5.6% and 4.0% respectively).
 - d In general, residents within the borough tend to be **more skilled**, as evidenced by the proportion of residents with degree level qualifications (i.e., of 61.3%) which is higher than the national average (i.e., of 48.0% respectively) but slightly lower than the average across London (i.e. 63.7%).
 - e **A more ethnically diverse community**, with a relatively higher proportion of residents from ethnic minority backgrounds (i.e., of 57.2%) relative to LBH (i.e., of 43.0%), London (i.e., 46.2%) and the national average (i.e., 16.8%).
 - f **A lower rate of home ownership** locally (i.e., 28.6%) compared to LBH, London and the national average (i.e., of 37.2%, 45.2% and 65.2% respectively).
 - g **Housing delivery across LBH has been relatively strong**, although below the current and emerging London Plan targets, with data from the latest LBH Authority Monitoring Report ⁵ (2025) indicating that 4,171 homes were delivered over the four-year period from 2020/21 to 2023/24. This equates to an average delivery of 1,043 homes per annum, below the current London Plan target of 1,592 homes per annum and the higher target of 1,903 homes per annum set for LBH under the Draft London Plan for 2027/28 to 2036/37.

¹ Defined as the 2025 Ward Tottenham Hale

² Aged between 16 and 64

³ Also referred to as economic active residents who are either in employment and/or looking for a job.

⁴ From ONS (2026), Claimant count by sex and age.

⁵ Haringey Council (2025), Authority Monitoring Report: 2020/21 to 2023/24.

- h LBH has a **growing issue around housing affordability** as shown by its housing affordability ratio of 15.5, which is significantly higher than the ratio for England (i.e., of 7.5). This means that house prices in LBH are high relative to local earnings.
- i The 2025 English Indices of Deprivation ⁶ ('EIoD') ranks the neighbourhood ⁷ in which the Site is located amongst the **30% most deprived neighbourhoods** in the country when considered in terms of barriers to housing and access to services.

2.3 The proposed development aims to directly respond to a number of these key local challenges, as well as local, regional and national policy objectives, as outlined in the following section.

Responding to local need

- 2.4 Once completed, the proposed development will provide up to 87 affordable residential homes, 522 shared living studios, 125.5 sq.m GIA community floorspace and 230 sq.m GIA commercial floorspace, public realm, open space and 361 sq.m of play space.
- 2.5 In line with guidance⁸ on large-scale purpose-built shared living ('LSPBSL'), shared-living units count towards meeting housing supply on a ratio of 1.8:1. This means that each 1.8 co-living units equate to one home. On this basis, the proposed development will contribute 377 new homes (comprising 87 affordable homes and 290 full home equivalents in the form of the shared-living studio units) to LBH's housing supply. This equates to 2.4% of LBH's 10-year housing target as outlined within the 2021 London Plan, and 23.7% of the borough's annual housing target (i.e., of 15,920 homes, or 1,592 homes per annum). While representing a significant addition to local supply, the proposed development will also contribute to the annual requirement which is considerably higher (at 2,810 dwellings per annum) under the new Standard Method.
- 2.6 The delivery of affordable housing will go some way towards addressing the acute affordability challenges in LBH. By providing a mix of standard residential units and shared living studios, the scheme provides opportunities for a diverse range of residents, including single-person households and young professionals who may not require self-contained homes. This will foster inclusivity, reduce barriers to high-quality housing, and create a neighbourhood where new and existing residents can thrive and contribute to the overall social and economic sustainability of the Tottenham Hale District Centre.
- 2.7 The qualitative and quantitative housing and social benefits of this mixed-use, mixed-tenure scheme have been evaluated in detail within the Shared Living Needs Assessment, which establishes a clear local demand for the proposed typologies. Primary evidence gathered through a survey of 50 local residents, workers and visitors to Tottenham Hale highlights the significant housing pressures experienced locally. Around 60% of respondents reported that finding suitable rental accommodation in Tottenham was either "*very difficult*" (24%) or "*somewhat difficult*" (36%).
- 2.8 Reflecting the affordability pressures within the local housing market, two-thirds of respondents (i.e., 67%) used negative terms such as "*expensive*", "*unaffordable*", "*pricey*"

⁶ Ministry of Housing, Communities and Local Government (2025), English indices of deprivation 2025.

⁷ The Lower Super Output Area (LSOA) which captured the development is Haringey 015F

⁸ Mayor of London (2024), London Plan Guidance: Large-scale purpose-built shared living.

or “*difficult*”, when describing local housing. Furthermore, 74% of respondents privately rent their homes, indicating a substantial proportion of the surveyed population that may be receptive to alternative professionally managed rental accommodation. This is supported by the finding that 80% of respondents agreed that the purpose-built shared-living model would be successful in Tottenham, indicating strong local support for the proposed typology and recognition of its potential role in meeting local housing needs.

2.9 Beyond the provision of housing, the proposed development comprises the transformation of vacant brownfield land into a high-density mixed-use scheme, incorporating 230 sq.m of commercial floorspace and 125.5 sq.m of community floorspace. A design-led approach has been adopted throughout, focusing on high-quality landscaping and public realm improvements that integrate with the existing Tottenham Hale Green Grid including new open space and 361 sq.m of play space for young children (ages 0 to 4).

2.10 By providing enhanced pedestrian and cycle connections, including a central route through the Site, the proposed development will improve access to the surrounding neighbourhood, Down Lane Park, and Tottenham Hale station, which is located approximately 200m away. The car-free nature of the development (save for 10 blue-badge spaces) and high PTAL rating of 6a further encourage sustainable travel choices. The layout and design of the proposed development ensures that the principles of community interaction and social cohesion are maximised within the revitalised district centre.

2.11 Once built and occupied, the proposed development will:

- **Provide 87 homes and 522 shared living studios** equivalent to 377 homes (i.e., Use Class C3) in total, delivered as part of a high-quality development, including 36% affordable housing by habitable room to help tackle the Borough’s identified shortfall in affordable provision.
- **Encourage low carbon travel and an active lifestyle** by delivering a car-free development (except for 10 blue-badge spaces) and providing secure on-site cycle parking with direct proximity to major transport links at Tottenham Hale station.
- **Improve the site's natural environment** by transforming a stalled brownfield site into a landscape-led development that contributes to the Green Grid and provides new high-quality public realm along Ashley Road.
- **Support community cohesion** by establishing strong physical and visual links to Down Lane Park and providing 125.5 sq.m of community space that can support local neighbourhood activities.

2.12 Ultimately, it is the ambition of the Applicant to deliver new homes in an Opportunity Area of significant need and facilitate social integration within a working centre that offers a variety of economic and employment opportunities. In particular, the design creates a logical and well-contained urban development that provides a high-quality public realm adaptable to the needs of the Tottenham Hale community.

Responding to policy

2.13 In addition to delivering a high-quality development tailored to the needs of the local community, the proposed development will also help to meet objectives and requirements of local planning and economic policy.

- 2.14 The proposed development directly supports the National Planning Policy Framework's ('NPPF')⁹ overarching commitment to achieving sustainable development by pursuing mutually supportive economic, social, and environmental objectives. By transforming a vacant brownfield site into a high-density, mixed-use scheme of 87 residential homes and 522 shared living studios, the project makes the most effective use of land in a highly sustainable location approximately 200m from a major transport interchange.
- 2.15 This aligns directly with the substantial weight given to brownfield redevelopment under Policy L2(1) and the density optimization standards under Policy L3(2)(c). This intensive delivery of 609 total units responds to the NPPF's social objective to ensure a sufficient number and range of homes are provided to meet the needs of present and future generations, specifically addressing the requirements of groups with diverse housing needs through both Class C3 and Sui Generis large-scale shared living accommodation as supported by Policy HO5 and Policy HO9(1)(c).
- 2.16 The scheme embodies the London Plan's¹⁰ core principle of good growth, growth that is socially and economically inclusive and environmentally sustainable. Located within the Lea Valley Opportunity Area, the proposed development contributes to the Mayor's strategic objective to maximise the delivery of new homes and jobs in areas with high development capacity. The provision of 522 studios specifically meets the criteria for Policy H16 (Large-scale purpose-built shared living), which supports accommodation under single management in areas well-connected to local services and employment by walking, cycling, and public transport. Furthermore, with a commitment to 36% affordable housing (i.e., by habitable room), the proposal meets the threshold approach set out in Policies H4- Delivering affordable housing and H5- Threshold approach to applications, ensuring a meaningful contribution toward the Mayor's strategic target for affordable housing in London.
- 2.17 The proposed development also strongly aligns with the Haringey Local Plan¹¹ and the Tottenham Hale Area Action Plan¹² ('AAP'), which designate the area as a primary growth area suitable for large-scale redevelopment. The site responds specifically to Site Allocations TH5 (Station Square North) and TH6 (Ashley Road South Employment Area), which call for comprehensive mixed-use redevelopment to support the new Tottenham Hale District Centre. By delivering 230 sq.m of retail commercial floorspace and 125.5 sq.m of community space, the scheme supports the AAP's objective to create a working centre with a variety of economic opportunities and enhanced employment stock. The provision of a mix of uses will also contribute to the vitality and viability of the District Centre. As an additional benefit, the commercial floorspace could also be let as affordable commercial/retail units, to attract local businesses and SMEs, and also optimise the letting potential and reduce the risk of vacancy. The project further facilitates local connectivity by contributing to the existing Tottenham Hale Green Grid, establishing a legible north-south connection along Ashley Road that links the district centre to surrounding open spaces like Down Lane Park.

⁹ Ministry of Housing and Local Government (2026), National Planning Policy Framework.

¹⁰ Greater London Authority (2021), The London Plan

¹¹ LBH (2017), Haringey Local Plan

¹² LBH (2017), Tottenham Area Action Plan

2.18 The delivery of high quality, sustainable homes and integrated community space will also help deliver upon the priorities set out within Haringey's Health and Wellbeing Strategy 2024-2029, which include:

- **Mental health and wellbeing** by creating a high-quality public realm that fosters social interaction and connectedness, addressing the wider determinants of mental health identified as a core strategy theme.
- **Housing and Health** providing modern, well-ventilated, and thermally efficient homes that mitigate the significant driver to poor health caused by damp, cold, or substandard housing conditions.
- **Healthy Place Shaping** delivering a car-free development (except for 10 blue badge spaces) and enhancing pedestrian and cycle routes, directly supporting the strategy's goal to support active travel and improve local air quality.
- **Preventative health and care** by providing 125.5 sq.m of community floorspace which can support the strategy's objective to increase opportunities for participation in community activities delivered locally in neighbourhoods. Further information on health is provided in the Health Impact Assessment submitted with the application.

Summary

2.19 The proposed development accords with national, regional and local planning policy, supporting the delivery of key strategic priorities for housing, inclusive economic growth and sustainable communities. In particular, it responds to the identified need for additional affordable housing in an area experiencing significant housing affordability pressures and barriers to accessing housing, whilst also creating employment opportunities and new commercial and community floorspace to support local economic participation. As such, the proposed development represents an important investment in Tottenham Hale, contributing to the wider regeneration of the area and helping to address key socio-economic challenges

3.0 Construction Impacts

- 3.1 This section sets out the potential economic impacts arising from the construction phase of the proposed development. The key impacts relate to new employment opportunities and additional economic output that will be generated over the duration of the construction phase, which is estimated to last approximately 29 months.

Direct Employment

- 3.2 The direct full-time equivalent ('FTE') jobs generated during the construction phase of the proposed development can be estimated by calculating the turnover that can be supported by one FTE construction job. This is calculated by dividing the total turnover in the construction sector in Great Britain¹³ by the total number of FTE jobs in the construction sector¹⁴.
- 3.3 The total cost of construction for the proposed development is then divided by this ratio, which indicates that the proposed development could support **180 gross direct FTE workers per annum** over the course of the 29-month construction period.
- 3.4 Applying the same medium displacement rate (50%) and medium leakage rate (25%) as for economic output based on the HCA's Additionality Guidance, it is estimated that the proposed development could support **68 net direct FTE workers per annum** over the course of the construction period, via direct, supply chain and wider induced effects. These figures represent jobs supported by construction activity across the economy.

Indirect and Induced Employment

- 3.5 The indirect and induced employment generated by the proposed development is calculated by applying multipliers derived from an analysis of the ONS IOAT¹⁵. This indicates that the proposed development could support a further **219 gross indirect FTE employees per annum** in the construction supply chain, as well as a further **68 gross induced FTE jobs per annum** over the course of the construction period.
- 3.6 After accounting for displacement (50%) and leakage (25%) assumptions, it is estimated that the proposed development could support 82 net indirect FTE and a further 25 net induced FTE. Taken together, the proposed development could support up to **107 net indirect and induced FTE per annum**.
- 3.7 Overall, it is estimated that the proposed development could support **175 total net additional FTE workers per annum** over the course of the construction period, via direct, supply chain and wider induced effects. These figures represent jobs supported by construction activity across the economy.

¹³ ONS (2025), *Count, turnover and average turnover in the UK by industry excluding finance and insurance*.

¹⁴ ONS (2025), *Business register and employment survey, 2024*.

¹⁵ Scottish Government (December 2025), *Input-Output Methodology Guide, Version 10*.

Economic Output

- 3.8 The construction phase will make a contribution to local economic output, as measured by gross value added ('GVA'), a commonly-used measure of productivity and economic performance.
- 3.9 It is estimated that the capital investment needed for the proposed development will amount to circa £114.2 million over an anticipated 29-month construction period. According to the 2023 ONS Input-Output Analytical Tables¹⁶ ('IOAT'), for each £1 spent in the construction sector, 37p of GVA is added to the UK economy. Therefore, over the anticipated construction programme, £17.9 million direct gross GVA per annum is estimated to be generated directly by the construction of the proposed development which is equivalent to a £42.2 million direct gross total GVA over the 29-month construction period.
- 3.10 Construction involves the purchase of goods and services from a range of suppliers who, in turn, procure goods and services from their own suppliers via their supply-chain. This is the indirect (or Type I) effect. The initial construction spend can therefore result in a greater than-proportional overall impact on economic outcomes, including employment and GVA, as initial spending is multiplied through the supply chain. The wages earned by workers in the direct and indirect supply chain also generate additional economic activity as they are spent in the wider economy, creating the induced (or Type II) effect.
- 3.11 When indirect and induced effects are taken into account, total GVA supported by construction activity is estimated at £70.9 million over the construction period, and results in **£47.9 million total gross GVA per annum**. This represents a substantial contribution to regional and national economic activity over the build period.
- 3.12 While the construction phase will generate substantial economic outputs, it is important to take into account the potential leakage and displacement of economic impacts. 'Leakage' refers to the jobs generated that accrue to those living outside of the study area, while displacement accounts for reduced outcomes elsewhere. Assumptions regarding the level of leakage are applied to estimate the proportion of employment and economic output retained within the impact area. A medium level of leakage (25%) is assumed at this level, reflecting the mobile nature of construction employment, where contractors and specialist trades may be drawn from outside the local authority area.
- 3.13 In addition, some of those employed during the construction phase may be drawn from other construction projects, particularly elsewhere across London, resulting in the temporary displacement of employment and economic activity. Given the scale and competitiveness of the capital's construction market, where labour and resources are shared across multiple schemes, a medium displacement rate (50%) has been applied. This provides a robust estimate of the proportion of construction activity that may substitute for employment on alternative developments while recognising that the proposed development will continue to support significant net economic benefits.
- 3.14 Once accounting for displacement and leakage, the proposed development is estimated to generate around **£17.9 million total net GVA per annum** over the construction period.

¹⁶ ONS (2025) *Input Output Analytical Tables: Industry by industry, 2023*

Summary

- 3.15 The proposed development will make a significant contribution to the local and regional economy during the construction phase by supporting up to **175 total net FTE jobs per annum**, and generate an economic contribution of around **£17.9 million total net GVA per annum** over the construction period via direct, supply chain and wider induced effects.

4.0 Operational Impacts

- 4.1 This section assesses the operational impacts generated by the proposed development once it is completed and fully occupied. This includes economic benefits through the creation of new employment opportunities on-site, as well as the contribution to supporting the vitality and viability of the local economy through increased resident expenditure.

Direct Employment

- 4.2 The proposed development will see the delivery of 522 shared living studios, 125.5 sq.m GIA community floorspace and 230 sq.m GIA retail commercial floorspace.
- 4.3 For the purposes of estimating employment, the community floorspace has been excluded as it does not have a standard employment density and typically such facilities do not generate permanent employment. It should be noted, however, that the community space may provide additional employment and other economic opportunities, which have not been quantified as part of the assessment.
- 4.4 The precise number of jobs that will be supported by the commercial floorspace will ultimately depend on the type of end occupiers. It should also be noted that the commercial floorspace could also be let as affordable commercial/retail units, to attract local businesses and SMEs, and also optimise the letting potential and reduce the risk of vacancy. Drawing on a range of potential employment density benchmarks from guidance by the Homes and Communities Agency¹⁷ ('HCA'), it is estimated that the proposed development has the potential to support 10 gross FTE jobs directly on-site.
- 4.5 Given the scale and nature of the proposed development, some of the employment generated may be filled by workers who would otherwise be employed elsewhere within the LBH. However, the commercial floorspace will provide additional employment opportunities within Tottenham Hale, which is undergoing significant regeneration and growth. As such, a low displacement rate of 25% has been applied, reflecting the limited extent to which the proposed employment is expected to substitute for existing jobs.
- 4.6 In addition, while the majority of operational employment is expected to be drawn from within London's highly connected labour market, some workers are likely to reside outside the defined impact areas due to commuting patterns. A low leakage rate of 10% has therefore been applied, reflecting the accessibility of the site and the wider London labour market, while recognising that not all employment benefits will be retained locally. Taking these allowances into account, the proposed development is therefore estimated to support approximately 7 net direct FTE jobs.
- 4.7 In addition, the 522 shared living studios will also result in additional employment. The Applicant has stated that once operational the proposed development will support around 14 gross FTE jobs, including management, building services, and cleaning roles. Applying the same low displacement rate (of 25%) and low leakage rate (of 10%) as above, it is estimated that the shared living component of the proposed development could support 9 net direct FTE jobs.

¹⁷ Homes and Communities Agency (2015), Employment Densities Guide, 3rd edition

- 4.8 Therefore, in aggregate, it is estimated that the proposed development could support **16 net direct FTE jobs** on-site as identified in Table 4.1 below.

Table 4.1 Direct employment supported by the proposed development

	Floorspace (GIA sq.m)	Employment density (GIA per FTE job)	Direct FTE Jobs	Direct Net FTE Jobs
Commercial Retail Class E	230	22	10	7
Shared Living Accommodation	N/A	N/A	14	9
Total			24	16

Source: HCA (2015) / Information provided by the Applicant / Lichfields analysis

Indirect and Induced Employment

- 4.9 The indirect and induced employment supported by the proposed development once operational is calculated by applying multipliers derived from an analysis of the ONS IOAT for the relevant economic sectors of the proposed uses. This comprises the 'retail trade' sector for the commercial floorspace, and the 'accommodation' sector for the management and maintenance of the shared living facility. This indicates that the proposed development could support up to a **net additional 10 FTE jobs in the wider economy**.

Economic Output

- 4.1 As with the construction phase, the operational phase will make a contribution to local economic output through the new employment. Estimates of GVA per FTE job using ONS data on GVA by industry¹⁸ are applied to provide an estimate of the GVA generated, which is subsequently fed through Type I and II multipliers to obtain the indirect and induced effects.
- 4.2 Based on multipliers derived from an analysis of the ONS IOAT it is estimated that the net direct FTE jobs supported on-site have potential to contribute **£1.0 million in net direct GVA per annum**. In addition, it is estimated that the wider employment supported by the proposed development would contribute around **£900,000 in net indirect and induced GVA per annum** across the local economy.
- 4.3 In aggregate, it is therefore estimated that once operational, the proposed development has the potential to support up to **16 net additional FTE jobs** and generate up to **£1.9 million GVA each year**.

Resident Expenditure

- 4.4 Information provided in the Environmental Statement Socio-Economic chapter indicates that once operational, the new residents living in the social rent units of the proposed development will generate approximately **£3.1 million in annual expenditure**, a proportion of which will be spent in the local area and Greater London more broadly¹⁹. In

¹⁸ ONS (2025) Regional gross value added (balanced) by industry, 2023

¹⁹ The resident expenditure estimates have been provided by Trium and the proportion of total resident expenditure that will be retained within the local area or Greater London is not known and has therefore not been quantified as part of this assessment.

addition, the 522 shared living units will generate approximately **£7.8 million annually** in resident expenditure. Therefore, in total, the proposed development is estimated to support around **£10.9 million in annual resident expenditure**.

First Occupation Expenditure

- 4.5 Furthermore, residents of the 87 new affordable homes will also generate a one-time boost in local expenditure, often described as ‘first occupation’ expenditure. This is defined as the money spent by new homeowners on making a new house ‘feel like home’.
- 4.6 Based on research by OnePoll ²⁰, it is estimated that the average homeowner spends around £7,800 (in 2026 prices) within the first 18 months of moving into a new property. Applying this to the indicative housing mix of 87 new affordable homes, it is estimated that the proposed development could generate a further **£293,000 in first occupation expenditure**, providing an additional boost to the vitality and viability of businesses across LBH.

Council Tax

- 4.7 The proposed development will generate additional Council Tax receipts for LBH, providing an additional boost to the Council’s revenue base. The scheme will provide 87 affordable homes and 522 shared-living studios. For the purposes of estimating the potential Council Tax contribution, and recognising the different nature of the shared-living accommodation, the 522 studios have been converted into conventional dwelling equivalents using a ratio of 1.8 shared-living units to one home. On this basis, the proposed development is equivalent to approximately 377 homes, comprising 87 affordable homes and approximately 290 conventional home equivalents from the shared-living studios ²¹.
- 4.8 Having regard to the Council Tax levied by LBH for the year 2026/27 as a proxy ²² and the indicative housing mix, it is estimated that the proposed development could generate around **£775,000 per annum** in annual Council Tax receipts.

Business Rates

- 4.9 The provision of flexible commercial floorspace within the proposed development will also see the generation of additional revenue for the LBH in the form of Business Rates revenue. As with on-site employment, the amount of business rates revenue generated will depend on the end uses located within the flexible commercial units.
- 4.10 Based on an assessment of the proposed retail floorspace (230 sq.m), the Applicant estimates that the proposed development could generate approximately **£19,900 per annum** in additional Business Rates revenue per annum once fully operational.

The figures should consequently be considered as an estimate of total resident expenditure generated by the proposed development, rather than expenditure that will necessarily be captured within the local economy.

²⁰ Research carried out by OnePoll on behalf of Barratt Homes (August 2014).

²¹ The actual Council Tax treatment of the 522 shared-living studios will depend on the final operating, management and tenancy arrangements. In shared-living/HMO accommodation, the Council Tax liability may fall to the operator or landlord rather than individual residents, with the associated cost potentially incorporated within residents’ rental payments. Nevertheless, the accommodation will generate a Council Tax liability and associated receipts for LBH, and the final amount will be determined by the applicable Council Tax treatment and the operating arrangements at the time of occupation.

²² LBH (2026), Haringey Tax Bands & Charges 2026/27

Summary

- 4.11 Overall, it is estimated that once operational, the proposed development has potential to support up to **16 net additional FTE jobs** and generate up to **£1.9 million GVA each year** as a result of the employment space delivered.
- 4.12 In addition, the residents of the 87 new affordable dwellings within the proposed development could generate approximately **£293,000 in a one-off 'first occupation' expenditure**, in addition the 87 new affordable homes and 522 shared living units will support around **£10.9 million of net additional household expenditure** each year in perpetuity.

5.0 Conclusions

- 5.1 The proposed development represents an opportunity to deliver 87 affordable residential homes and 522 shared living studios in an area with acute housing affordability challenges, as evidenced by a housing affordability ratio in LBH of 15.5. The proposed development will make an important contribution to local supply, representing approximately 23.7% of LBH's current annual housing target. This delivery includes a commitment to providing 36% affordable housing (by habitable room) to help tackle the Borough's identified shortfall.
- 5.2 The proposed development will also create a vibrant and healthy community in line with the NPPF by delivering a range of homes that meet the needs of present and future generations, specifically addressing the requirements of groups with diverse housing needs through both Use Class C3 and Sui Generis shared living tenures. By transforming a vacant brownfield site in a highly sustainable location approximately 200m from Tottenham Hale station, the scheme will support local economic participation and help address the high levels of deprivation and barriers to housing found in the local area.
- 5.3 The proposed development will deliver further community benefits through the creation of 230 sq.m of commercial floorspace (Use Class E) and 125.5 sq.m of community floorspace (Use Class F2), alongside new high-quality public realm, open space, and 361 sq.m of play space. An additional benefit is that the commercial floorspace could also be let as affordable commercial/retail units, to attract local businesses and SMEs, and also optimise the letting potential and reduce the risk of vacancy. The car-free nature of the development (with the exception of wheelchair accessible spaces) and enhancements to pedestrian and cycle routes will improve local connectivity and support the existing green grid in Tottenham Hale.
- 5.4 In addition to the above, the quantifiable economic impacts generated during the construction phase of the proposed development include:
- Supporting approximately **175 total net FTE jobs per annum** throughout the 29-months construction period, via direct, supply chain, and wider induced effects; and
 - Generating a **total net economic contribution of £17.9 million GVA per annum** via direct, indirect, and induced effects.
- 5.5 Once operational, the proposed development also has the potential to generate the following quantifiable economic benefits:
- Supporting **16 net additional FTE jobs** and generating **£1.9 million in GVA** each year through the new on-site commercial floorspace;
 - Generating **net additional household expenditure of approximately £10.9 million per annum**;
 - Generating a one-time **£293,000 boost in 'first occupation' expenditure** (from the 87 affordable homes);
 - Delivering **£775,000 in additional Council Tax receipts** per annum for LBH; and
 - Delivering **£19,900 in additional business rates revenue** each year.

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