

Economic Benefits

Land East of Stone Road, Stafford
Construction of up to 650 dwellings and a Primary School

Construction Benefits

£120million

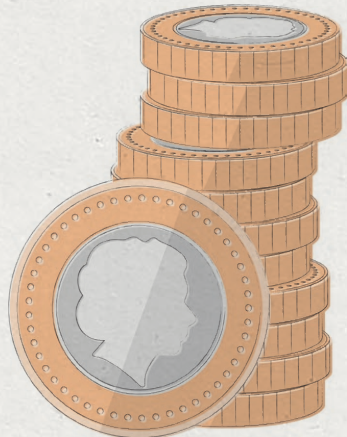
Estimated construction investment over 10-year build programme ¹

198

Direct construction roles and indirect/induced jobs supported during build phase

£144.1million GVA ²

Economic output contribution from jobs supported by activities at the Site over 10-year build phase ³



Operational Benefits

706

Economically active residents in employment estimated to live in the new housing



54%

Of employed residents estimated to be working in higher value/higher income occupations



£1.5million

Estimated annual increase in Council Tax revenue ⁴



£19.7million

Additional annual household expenditure



Social Value Benefits

£273,650

Estimated energy cost savings per annum from the Proposed Development, when compared to older homes



Up to 16

Apprenticeships could be supported during construction

Worth £152,750

In social value ⁶

707 tonnes

Less carbon emitted by the dwellings at the Proposed Development, when compared to older homes



New Primary School

To be delivered on site, increasing capacity and supporting jobs



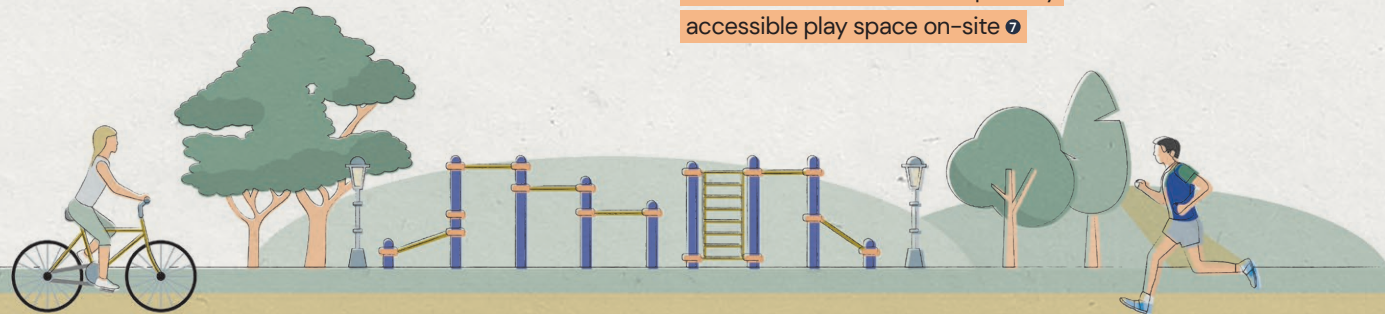
£61,068 – c5.93Ha Green Space

Annual social value generated as a result of green open space delivered by the Proposed Development ⁶



£183,390

In social value as a result of publicly accessible play space on-site ⁷



¹ The construction cost has been estimated using BCIS Online tool and is exclusive of external works, contingencies, supporting infrastructure fees, VAT, finance charges etc. (Accessed 11/09/2026).

² GVA, or gross value added, is the measure of the value of goods and services produced in an area, sector or industry.

³ Where future benefits are calculated into the future, they have been discounted to produce a present value.

⁴ Based on average Council Tax for band D properties in Stafford of £2,302.68 for 2026/27.

⁶ MeasureUp: Being on an Apprenticeship. Available at: <https://measure-up.org/mu-outcomes/being-on-an-apprenticeship/>. MeasureUp © 2024 by Impact Reporting, State of Life, PRD, Catherine Manning is licensed under CC BY 4.0.

⁶ Measuring Social Value – Paper 2: Brownfield Development Values, Homes England, November 2023. Available at: https://assets.publishing.service.gov.uk/media/6577c0c20467eb001355f53b/Brownfield_Development_Values.pdf.

⁷ Sourced from the Thrive Impact Evaluation Standard, 2026.