

# ECONOMIC STATEMENT

PROPOSED CARE HOME FOR OLDER PEOPLE,  
THE OAKS, WEELEY HEATH, CO16 9EF

**LNT** Care Developments

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Helios 47  
Leeds  
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## 1.0 INTRODUCTION

1.1 This statement has been prepared in support of a planning application for a new care home for older people (Use Class C2) at the site of The Oaks, Weeley Heath. In line with the Local Validation Checklist, an Economic Statement is recommended to be submitted with any application for development that creates new employment uses.

1.2 The supporting statement details:

- Existing and proposed job numbers by FTE
- The relative floorspace totals for each Proposed use
- Any community benefits
- Reference to any wider impacts (positive and negative) including any regeneration impacts

These matters will be covered within the following statement.

1.3 National policy indicates that local authorities need to set out a clear vision and strategy for their area which positively and proactively encourages sustainable economic growth. Tendring District Local Plan 2013 - 2033 identifies North Essex as an area of significant growth. The North Essex Authorities consist of Braintree, Colchester and Tendring Councils, who are working together across authorities to deliver strategic growth.

1.4 The vision for North Essex is to be an area of significant growth, embracing the need to build well-designed new homes, create jobs and improve and develop infrastructure for the benefit of existing and new communities. This statement addresses national and local policies and provides information relating to the employment and economic benefits of the scheme.

1.5 The development consists of the construction of a new purpose-built care home for older people and supporting/ancillary facilities. Subject to approval and any condition discharge requirements the development would commence, as an estimate in late summer 2024 and would be completed 16 months later.

1.6 The operation of the care home on completion would be carried out by Danforth Care, a sister company of LNTGroup.

## 2.0 PLANNING POLICY

- 2.1 Paragraph 81 of the National Planning Policy Framework (NPPF) states that ‘planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development’.
- 2.2 Tendring District Local Plan provides an emphasis on access to jobs and skills development. The plan identifies that new development will be important in the future, not only in terms of creating new employment opportunities and construction jobs but also for the opportunities that will arise for training, apprenticeships and work placements.
- 2.3 Policy SP5 Employment:– the policy promotes a strong, sustainable and diverse economy across North Essex with the planning authority pursuing a flexible approach to economic sectors showing growth potential across the Plan period.

## 3.0 OBJECTIVES

- 3.1 In line with Policy SP5 the aim of this statement is to set out how LNT Groups investment and engagement will improve local opportunities for employment and skills development through this proposal and following the flexible approach in allowing economic sectors to have growth potential.
- 3.2 The intention of this statement is to outline how the proposed development will create employment and training opportunities for local residents, with the main focus on the operation of the care home rather than the short-term employment benefits from its construction.
- 3.3 The approach to achieve this includes the following –

Considering the use of local labour from within LNT’s project team and the wider company.

Outlining how LNT will, where economically and practically feasible, procure goods and services from local contractors, subcontractors and suppliers to support the employment of the local community.

Highlighting the range of recruitment and training opportunities available within the company.

Demonstrating how LNT will provide opportunities for local residents to access jobs created during the construction phase of the development and subsequent operation of the care home.

Consider how the proposals and construction operations will reduce economic inactivity in the local area, and

Highlight how the Applicant will support the development of skills within the local community.

- 3.4 These objectives are explored in more detail within the remainder of this report, with the main focus on the operation of the home where there are more opportunities for employment and skills development.

## 4.0 EMPLOYMENT GENERATION

### During Construction

- 4.1 The construction of the home will generate employment on a temporary basis. LNT will subcontract the majority of the construction works such as scaffolding, brick laying, roofing, landscaping (this is not an exhaustive list) to local companies via a tendering process at the initial stages of the construction process. This ensures local trades and suppliers are used to help the local economy and provide a sustainable development.
- 4.2 There is a core team of staff within the construction team on site that will be employed by LNT Group, for example the site manager and assistant. These positions will be filled by current LNT employees that are local to the area where possible, if not then a suitable local candidate will be recruited. Other positions will be made available to local residents via a recruitment drive or recommendations from the local companies used for various trades.

### Operational

- 4.3 As stated within the accompanying Planning Statement the proposed care home will generate between 40-50 full-time equivalent jobs. These would be offered to suitable candidates from the local area. These jobs would range from the Home Manager; a series of Care Workers; through to Catering and Domestic Assistants. Full details of all the positions available within the home are contained within Table 1.
- 4.4 From the experience of operating other homes and as stated within the Planning Statement, residents and staff are likely to emanate from a three to five mile radius of the home. This can differ dependant on the geographical location and the availability of sustainable modes of transport.
- 4.5 The recruitment drive and marketing for the home is based locally to ensure staff have a local connection to the area. This helps to create common bonds with the residents and encourage sustainable travel to work. Contact with local education establishments including schools and further education colleges is made to form relationships with the potential to recruit any school leavers or others engaged in advanced learning.

## 5.0 EMPLOYMENT WITHIN THE CARE HOME

- 5.1 The care home will be opened in four phases to ensure a smooth introduction for residents and staff. The first phase would see up to 18no. residents moving into the home with the requirement for 29no. staff members, increasing to between 36 – 50 residents with the requirement for 50no. staff members in the third phase.
- 5.2 At capacity (fourth stage) the full rota for the care home creates a total of 58no. positions within the home. The positions within the home are contained within the table below. The figures in brackets indicate the number of employees required within that role.

Position	Days/ Shifts	Hours	FTE
Manger	Mon – Fri	08.00 – 17.00 = 40	0.95
Care Manager	Mon – Fri	08.00 – 17.00 = 40	0.95
Front of House Manager	Mon – Fri	09.00 – 17.00 = 35	0.83
Activity Co-ordinator	3 on 3 off	10.00 – 15.00 = 15	0.35
Activity Co-ordinator	3 on 3 off	10.00 – 15.00 = 20	0.47
Deputy (2)	3 on 3 off	08.00 – 20.00 = 42	1
Senior Care Assistant (6)	3 on 3 off	08.00 – 20.00 = 42	1
Care Assistant (10)	3 on 3 off	08.00 – 20.00 = 42	1
Part time Care Assista nt (6)	3 on 3 off	07.00 – 14.30 = 26.25	0.6
Part time Care Assista nt (6)	3 on 3 off	14.30 – 22.00 = 26.25	0.6
<b>Evening</b>			
Night Care Manager (2)	3 on 3 off	20.00 – 08.00 = 42	1
Senior Care Assistant (4)	3 on 3 off	20.00 – 08.00 = 42	1
Care Assistant (6)	3 on 3 off	20.00 – 08.00 = 42	1
<b>Ancillary Staff</b>			
Caretaker	Mon – Fri	10.00 – 17.00 = 35	0.83
Kitchen Manager	3 on 3 off	08.00 – 17.00 = 32	0.76
Cook	3 on 3 off	08.00 – 17.00 = 32	0.76
Kitchen Assistant (2)	3 on 3 off	09.00 – 15.00 = 21	0.5
Domestic	3 on 3 off	09.00 – 16.00 = 24.5	0.58
Domestic (3)	3 on 3 off	08.00 – 15.00 = 24.5	0.58
Laundry (2)	3 on 3 off	09.00 – 15.00 = 21	0.5
<b>To tal Positions = 58</b>		<b>Total FTE hours = 43.82 staff</b>	

Table 1 – Staffing levels within the home

- 5.3 The FTE is calculated on the 42 hours considered to be full time within the home. The FTE hours for each position within the home in noted within Table 1. The total for the home when fully staffed would be 43.82, eq uivalent to 44 positions.
- 5.4 The Care Home Manager will be recruited in advance of the completion of the construction of the home. The Home Manager is then involved with the recruitment process for all other staff within the home. Having a local connection and knowledge helps to tailor the recruitment drive to the appropriate catchment areas and establishments.

### Train ing and Progression

- 5.5 An extensive training and development programme is offered to all employees by Danforth Ca re. The recruitment process includes people new to care as well as experienced staff looking for a change of environment or better career progression.
- 5.6 The Training Ac ademy has been created to continue to develop and nurture employees and provide opportunities to progress through their career. A combination of ‘on the job’ training mixed with specialist training is available with supported induction to all positions.
- 5.7 The Academy offers apprenticeships which are available for new inexperienced staff and experienced care staff. These are undertaken alongside a Mentor within the home whilst working their current role and receiving full pay. On completion of the apprenticeship there is potential to progress to the next relevant qualification or career progression.

- 5.8 Continual personal development is also provided with funding available to undertake Health and Social Care courses along with management development in specialities such as HR training, Leadership and Management courses, Team Leadership and CQC inspection training. The Academy also offers internal management progression course, to introduce staff to all aspects of care home management to aid their progression.

## 6.0 COMMUNITY BENEFITS

- 6.1 The care home is considered to be a large part of the community by Danforth Care. To nurture this relationship and build on the community spirit they offer a range of activities and initiatives to bring the local community into the home.
- 6.2 The homes include a variety of facilities that can be enjoyed by the local community for organised functions and special occasions. For example the cinema room within a home has been used by local film groups, who along with residents, will screen a chosen movie on a monthly basis. Café/tea rooms are used by local community groups for meetings and events and the homes will offer lunch invites such as ‘fish and chip’ suppers to build on the relationship with the community.
- 6.3 Creating these ties helps the residents stay connected with the area they have called home and keep familiar faces within their new home environment.
- 6.4 Other groups will use the facilities such as health care professionals that are visiting the home, space is made available for group meetings and workspace to enable them to carry out their duties.
- 6.5 In addition to the above, Danforth Care use local suppliers such as butchers, bakers, greengrocers and hairdressers. The use of local providers has a number of benefits - supporting local businesses, enables fresh produce to be delivered to the home on a regular basis, smaller vehicles are used for delivery reducing the requirement for large delivery vehicles to access site and keeps a local connection for the residents.

## 7.0 CONCLUSIONS

- 7.1 A care home is very much centred around the local community. As mentioned within the report there are a variety of factors that lead to the staff being from the local area and the significant benefits of this.
- 7.2 The employment generation during the construction and operation of the home have been addressed, identifying the access to jobs created and the opportunities for training, apprenticeships and work placements.
- 7.3 It is considered that this statement has addressed the requirements of local policy and provides employment opportunities within the settlement where limited provision exists. Care homes are rarely identified within land availability assessments or allocations, the proposed development follows the flexible approach to growth potential identified within this sector and location as suggested by Policy SP5.

- 7.4 The proposed development positively and proactively encourages sustainable economic growth and provides inward investment and wider benefits to Weeley, Weeley Heath and Little Clacton and the surrounding areas.