

The new Labour Government, elected on 4 July 2024, has expressed its intention to “reform” the National Planning Policy Framework (NPPF)¹ to deliver “one and a half million homes over the next five years”.² The previous NPPF³ is built around a policy commitment to sustainable development, outlining the expectation that future development will play in meeting economic and social objectives.

The economic objective refers to building a strong, responsive and competitive economy. The social objective aims to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations.

Economic Impacts

Construction Phase Impacts

- Significant investment in construction, supporting 40 gross full-time equivalent (FTE) jobs on average during the construction period.
- A total of 40 direct, indirect and induced net additional FTE jobs in the South East on average during construction, including 15 for Eastleigh residents.
- Contribution of £15.2 million Gross Value Added (GVA) to the South East economy during construction, including £11.6 million concentrated in Eastleigh.

Operational Phase Impacts

- High-quality accommodation for 590 residents, a high proportion of whom will be in employment, enhancing Eastleigh’s economic competitiveness.
- Annual uplift of £495,000 Council Tax revenue for Eastleigh Borough Council.
- Annual resident expenditure of £6.6 million on retail and leisure goods and services, thus having the capacity to support 45 jobs in these industries.

These additional jobs, policy contribution and social benefits also represent the opportunity cost of non-delivery.

Public Health Impacts

- **High-quality, healthy housing** within Fair Oak, with connections to employment opportunities.
- **Multi-functional hub** providing local amenities and EV car and cycle charging to promote sustainable transport.
- **Enhanced open space** to promote social interaction and physical activity.
- **Connected development** through walking and cycle routes.

¹ Ministry of Housing, Communities and Local Government (2021) National Planning Policy Framework (NPPF).

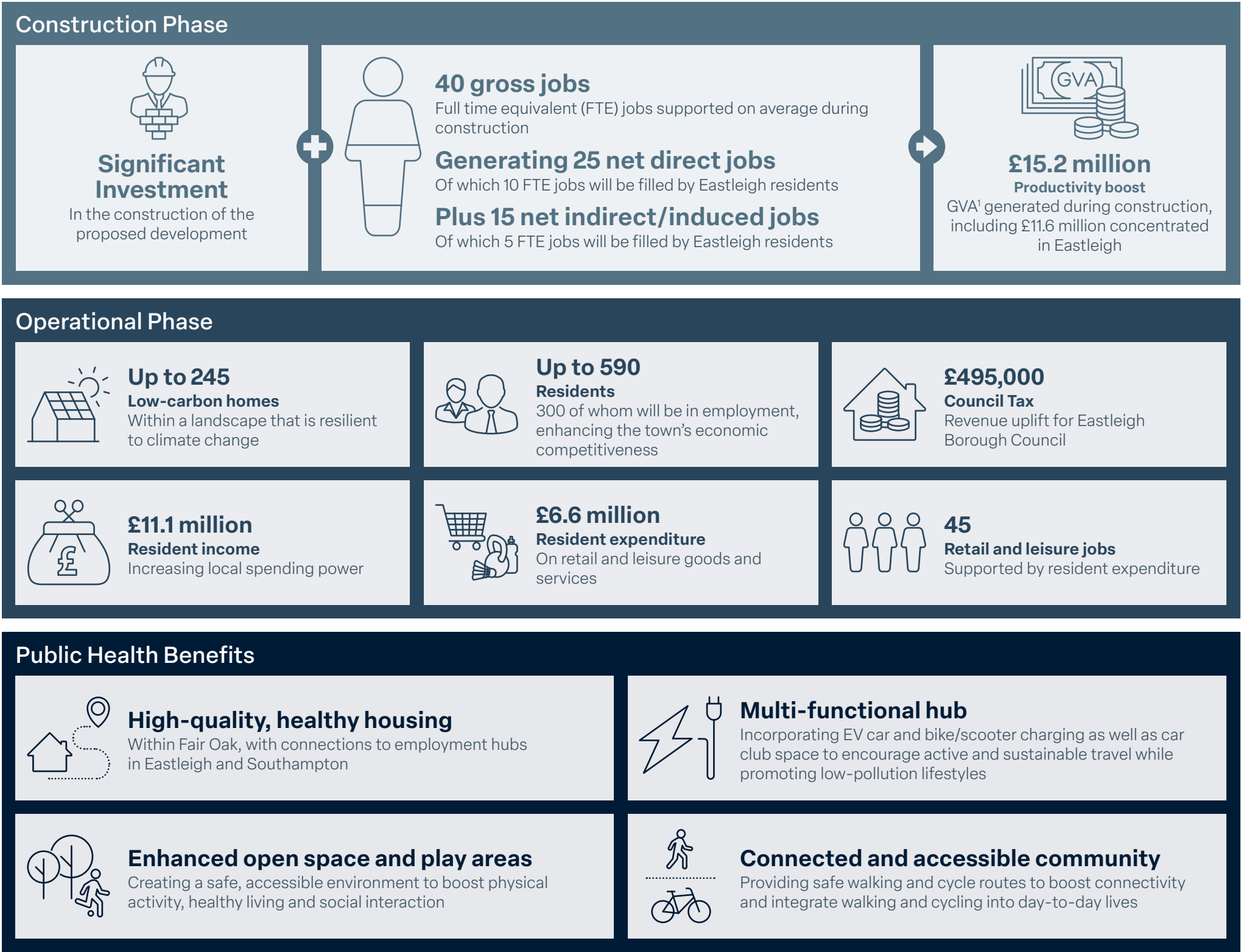
² Speech by the Chancellor, The Rt Hon Rachel Reeves MP, on 8 July 2024).

³ Department for Levelling Up, Housing and Communities (2023) National Planning Policy Framework.

Economic and Public Health Benefits Infographic

PROPOSED DEVELOPMENT: Creation of a sustainable residential led development to deliver up to 245 dwellings with up to 350 sqm multi-functional space, mobility infrastructure and open space

SITE: Land south of Mortimer’s Lane, Fair Oak



¹ GVA (Gross Value Added) measure the value of output created (i.e. turnover) net of inputs used to produce a good or service (i.e. production of outputs). It provides a key measure of economic productivity. Put simply the GVA is the total of all revenue into businesses, which is used to fund wages, profits and taxes.