

# Economic Benefits

Land south of Worcestershire Parkway Station  
Construction of up to 250 dwellings

## Construction Benefits

**£56.7million**

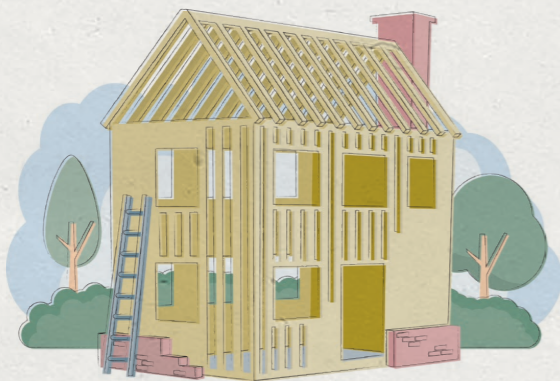
Estimated construction investment over 5-year build programme

**Up to 188**

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

**£68.2million GVA**

Economic output contribution from jobs supported by activities at the site over 5-year build programme (at current prices)



## Operational Benefits



**Up to 279**

Economically active and employed residents estimated to live in the new housing

**£1.8million**

Estimated first occupation expenditure. (Spending to make a house feel like a 'home')



**15**

Full-time equivalent jobs supported in the economy



**£7.1million**

Total annual household expenditure

**£2.9million**

Of spend on food & drink, leisure, clothes, household goods etc

**63%**

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



**£0.6million**

Estimated annual increase in Council Tax revenue



**Approximately £421 per annum**

Estimated energy cost savings per household over the lifetime of the scheme



## Social & Environmental Benefits

**Up to 40% Affordable Housing**

The proposals will seek to deliver up to 40% affordable housing, policy compliant provision on-site

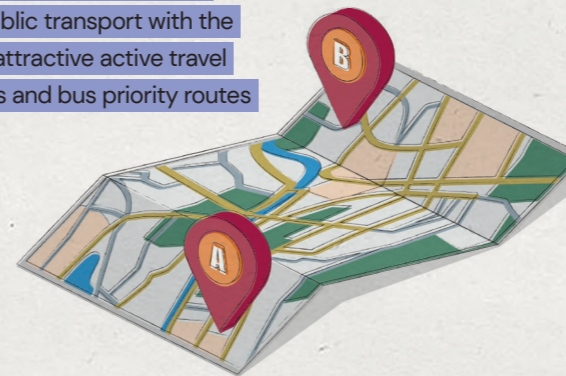


**40% Green Infrastructure**

The development will deliver 40% Green Infrastructure comprising of large areas of landscaped public open space, including both formal and informal recreational space

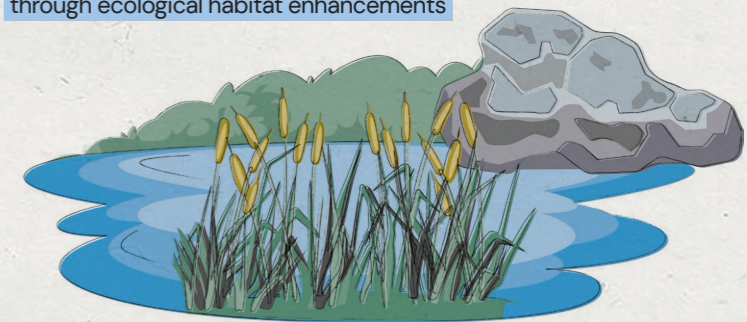
**Sustainable Travel**

Encouraging walking, cycling and access to public transport with the provision of attractive active travel and corridors and bus priority routes



**10% BNG provided on site**

Biodiversity Net Gain achieved through ecological habitat enhancements



**Low Carbon Homes**

Inclusion of low carbon and energy positive technology to ensure climate resilience. High quality sustainable homes, incorporating modern construction methods and renewable technologies



**Delivery of up to 250 High Quality Homes**

High quality sustainable new homes meeting a range of housing needs as part of a vibrant and balanced community

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. Its is based on the cost of a typical mixed housing scheme in the West Midlands (Accessed 07/05/2026).

2 Research suggests that the average homeowner spends approximately £7,000 to make their house 'feel like home' within 18-months of moving in (HBF research from 2024. Available at: <https://www.hbf.co.uk/research-insight/economic-footprint/>).

3 Based on Council Tax for a Band D dwelling in Wychavon of £2,373.00 for 2026/27.