



OCTOBER
2019

Social Value Strategy

Land between Cronton Road and M62 Motorway
Sliproad (Junction 6), Tarbock

Iceni Projects Limited on behalf of
Hatfields Jaguar Land Rover

October 2019

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ON BEHALF OF HATFIELDS
JAGUAR LAND ROVER

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Social Value Strategy
LAND BETWEEN CRONTON ROAD AND M62
MOTORWAY SLIPROAD (JUNCTION 6), TARBOCK

CONTENTS

1. INTRODUCTION.....	4
2. PLANNING POLICY FRAMEWORK.....	7
3. SOCIAL VALUE ARISING FROM CONSTRUCTION ACTIVITIES.....	9
4. SOCIAL VALUE ARISING FROM OPERATIONAL ACTIVITIES	10
5. CONCLUSIONS	12

1. INTRODUCTION

- 1.1 Icen Projects Ltd was commissioned by Hatfields Jaguar Land Rover (JLR), the applicant, to produce a Social Value Strategy to support the planning application for the proposed commercial development at the land between Cronton Road and M62 Motorway Sliproad (Junction 6), Tarbock.

Report Objectives

- 1.2 Since the Social Value Act was introduced in 2012, the development sector is increasingly required to report on the social value of new development. In this instance, social value generally refers to improvements in the economic, social and environmental wellbeing of the area in which the development is taking place. The purpose of this report is to set out the known social value benefits that the proposed development will bring to Knowsley, in accordance with relevant local and national priorities, through construction and operational activities, with a specific focus on supporting the local economy through employment and training. The report is structured to meet this purpose as follows:

- Section 2 discusses the planning context and policies which are relevant to social value
- Section 3 sets out the social value benefits from construction activities
- Section 4 sets out the social value benefits from operational activities
- Section 5 provides a summary of the social value benefits of the proposed development

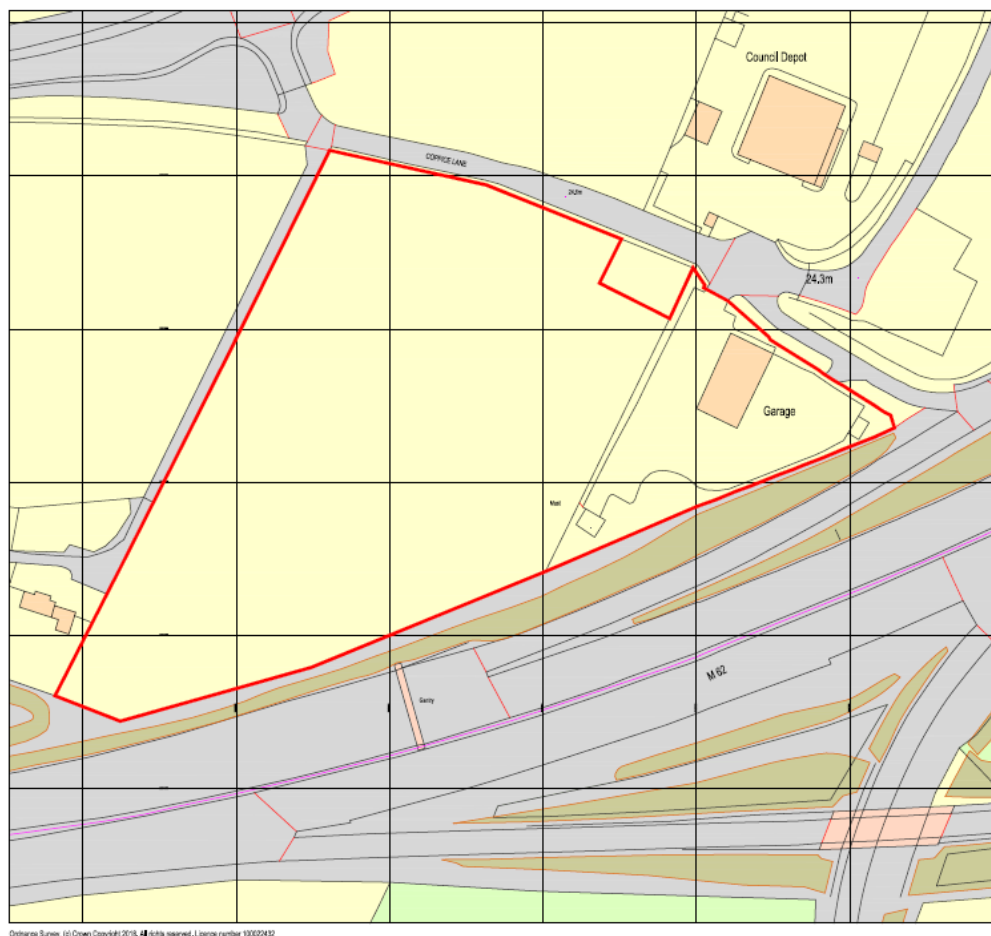
Site and Context

- 1.3 The application site comprises approximately 2.7 hectares. It is part vacant, containing a single storey low rise building and hardstanding as well as rough grassland, and is located between Cronton Road and the M62 Junction 6 slip road, with the Tarbock Interchange roundabout at the eastern end of the site. The site is accessed from Coppice Lane off Cronton Road.
- 1.4 The surrounding area is mixed use in character. Huyton Business Park is located to the north on the opposite side of Cronton Road. The Business Park comprises large scale warehouses and some commercial uses fronting Cronton Road, including the Chapel Brook public house and a Premier Inn hotel. These uses are located opposite the application site. The junction of the M62 and M57 is to the east and south east of the site beyond which is open space. Open space associated with Coppice Farm also directly adjoins the site to the west. Beyond Coppice Farm to the west is a residential area which includes a Tesco Express and Esso Petrol Filling Station fronting Cronton Road.
- 1.5 The site forms part of a larger area which benefits from a hybrid planning consent (Application Number 17/00301/HYB).

The Proposed Development

- 1.6 The proposed development is for a car showroom with associated workshop building (GIA of 50,500 sq. ft.), repair building (GIA 9,710 sq. ft), electric vehicle charging points, car parking and landscaping. It will occupy the entirety of the land aforementioned above, forming one consolidated development site.
- 1.7 This is an occupier led proposal, with JLR fully committed to taking this site forward. The proposals form part of their long-term strategy to relocate their two existing car showrooms in Liverpool and consolidate the Liverpool franchise. The franchise covers an area stretching from Southport in the north over to St. Helens in the east and down to Runcorn in the south. With the M62, M57 and M58 within close proximity, the proposed location provides improved access for both customers and staff, reducing congestion in Liverpool itself.
- 1.8 Figure 1.1 below shows the site boundary in red.

Figure 1.1 - The site



- 1.9 The proposed site layout and elevations are shown below.

Figure 1.2 – Proposed site layout

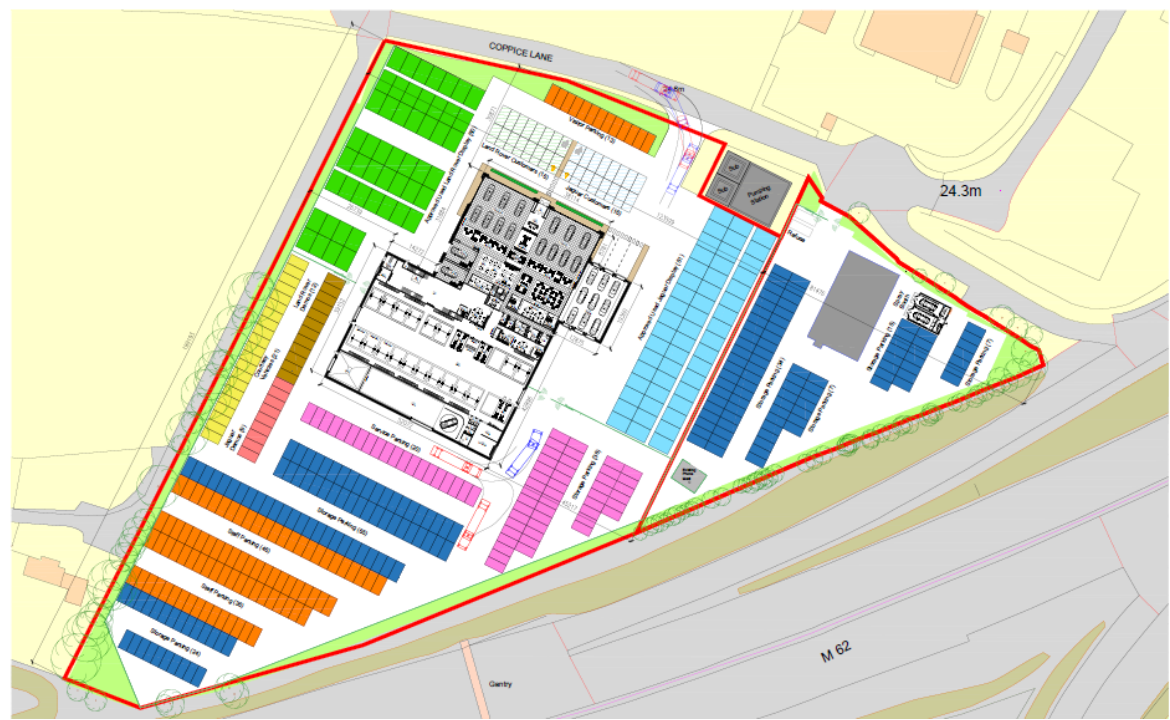
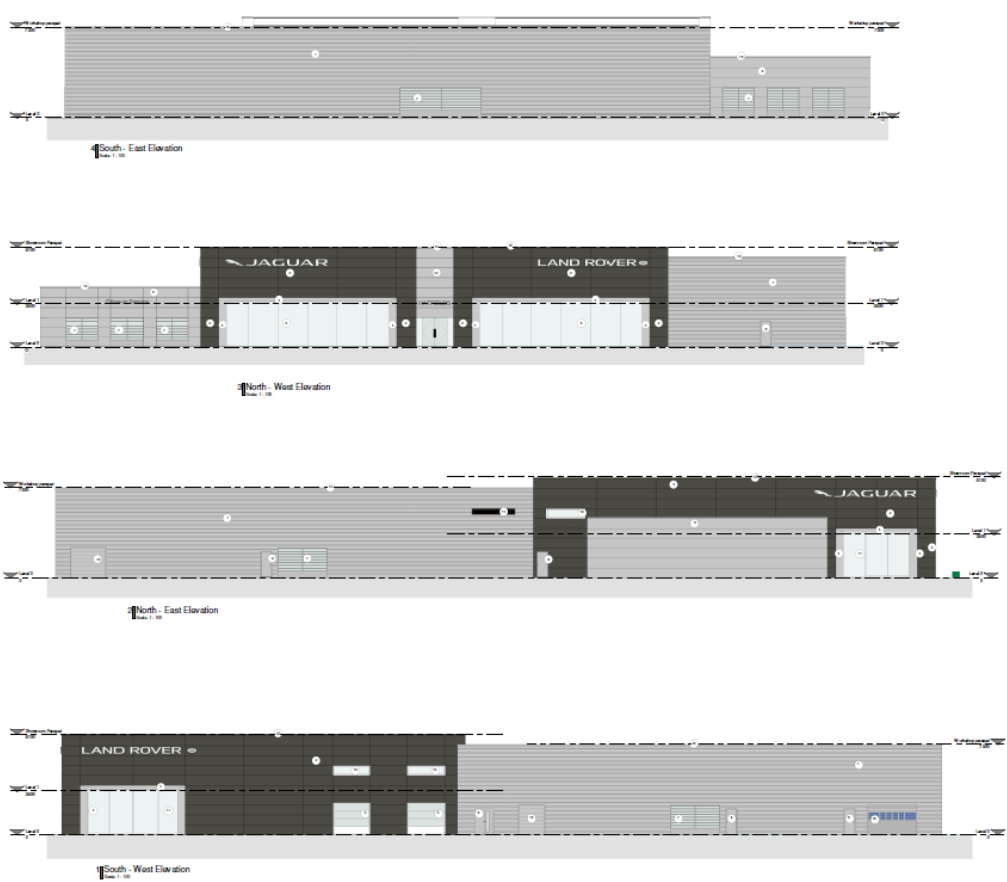


Figure 1.3 – Proposed elevations



2. PLANNING POLICY FRAMEWORK

- 2.1 The JLR development will be responsive to both national and local policy requirements. The specifics of such national and local policy are detailed below.

Public Services (Social Value) Act 2012

- 2.2 The Act calls for all public sector commissioning to factor in economic, social and environmental wellbeing in connection with public services contracts; and for connected purposes. It requires that all public bodies in England and Wales, including Local Authorities, to consider how the services they commission and procure might improve the social, economic and environmental wellbeing of the area. The Act is focused on ensuring public spending leverages value in all three recognised domains or pillars of sustainable development; economic, social and environmental sustainability.

Knowsley Local Plan Core Strategy (January 2016)

- 2.3 The Knowsley Core Strategy details specific objectives to improve employment and skills in the borough. The specific policy requirements of Knowsley Council are summarised below:
- **CS4: – Economy and Employment** states that, given the high levels of socio-economic deprivation which exist in the borough, planning, site assembly and other available interventions will be used to:
 - Support sustainable economic growth and meet the development needs of established and emerging employment sectors, including the Liverpool City Region key economic sectors;
 - Provide sufficient land to meet employment development needs to 2028;
 - Enhance the quality and efficiency of land use within existing employment areas;
 - Improve accessibility to an appropriate range of jobs, for example by encouraging mixed use employment/residential schemes where appropriate and improving transport linkages between housing and employment areas;
 - Address skills and educational barriers to employment; and
 - Encourage recruitment targeted towards communities living in and around the development site.

- 2.4 This supplementary planning document (SPD) is driven by the Council's aspiration to see additional social value benefits incorporated into relevant development opportunities. Social value is defined as the additional economic, social and environmental benefits that can be created as part of a development. By seeking to define social value commitments from major developments during the planning stage, the Council hopes to achieve added value benefits for the people of Knowsley, particularly in the area of employment and skills, to which the SPD particularly relates.
- 2.5 The SPD provides guidance on how developers in the Borough are to prepare and implement a Social Value Strategy. It outlines the process for creating Social Value Strategies and identifies the kind of social value outcomes which could be expected from new major development. Such strategies will commit to maximising the employment and training of local people during the construction phase and in the completed development, helping to develop the resident workforce skills, including a route to employment for local people.
- 2.6 In doing so, the commitments will also help to address a national shortage in construction skills so will directly support the needs of developers and their construction partners.

3. SOCIAL VALUE ARISING FROM CONSTRUCTION ACTIVITIES

- 3.1 At the current stage of the project, the construction contractor is unknown, and will be confirmed once planning permission is granted for the scheme. Contractor(s) will be appointed following a traditional tender process.
- 3.2 As such, precise employment, training and apprenticeship benefits that will arise from the construction phase of development cannot be fully determined at this time.
- 3.3 However, contractors bidding for the construction works will be asked how their submission will provide relevant social value benefits for Knowsley. This is likely to include measures such as;
- Recruitment and training opportunities;
 - Apprenticeships offered to local residents;
 - Work placement opportunities for Knowsley residents;
 - Notifying Knowsley Council of relevant employment vacancies;
 - Integration of the local supply chain in providing materials and labour for the works; and
 - Educational initiatives to engage with local schools.
- 3.4 Through engagement with procurement consultancy, Fusion 21, a social value labour requirement figure of 57 weeks has been calculated, that will be delivered through the activities listed above during the construction phase of the project.
- 3.5 Once a contractor has been appointed, the project team will work with Fusion 21 to ensure that the 57 hours is provided in a flexible manner to suit the contractor and project team, whilst delivering social value benefits to the local community.

4. SOCIAL VALUE ARISING FROM OPERATIONAL ACTIVITIES

- 4.1 Once complete, the proposed development will be operated by Jaguar Land Rover Hatfields (JLR) as a car showroom and servicing centre. It will also provide electric vehicle charging points, with associated environmental benefits arising from the decarbonisation of private transportation.
- 4.2 JLR is an independent, family-run business, operating dealerships across the North of England and in Shrewsbury. Representing a variety of vehicle manufacturers, the group caters for sales and aftersales requirements for Jaguar, Land Rover & Volvo at various sites, and employs over 300 people at its numerous locations.
- 4.3 JLR wishes to develop this site in Knowsley as a commitment to the north-west and the Liverpool city region specifically, by consolidating their existing showrooms to deliver a larger, higher quality premises. The location at a key motorway junction enables the business to promote itself to the thousands of motorists who drive past each day.
- 4.4 A total of 85 staff will move with the relocation, across sales, marketing, parts, servicing, administration and accounts. Staff will be both part and full time.
- 4.5 As a result of the development, an additional 29 employment opportunities will be created. The approximate breakdown of the expected additional staff numbers of staff to be employed within each sector of the business is shown in Table 4.1 below (numbers are indicative at this stage).

Table 4.1 JLR additional operational staff numbers and roles

Position	Senior management	Sales and marketing	Parts	Cleaner/ Driver	Customer care	Servicing	Admin and Accounts
Full time / Part time	1	3	2	2 / 2	0 / 2	8	2
Apprenticeship	0	2	1	0	0	4	N/A

- 4.6 In addition to the employment opportunities detailed above, JLR currently have four unfilled vacancies, bringing the total number of new job opportunities to 33, as a result of the proposed development. JLR operates a Local Area Recruitment Policy, which will provide direct benefits for Knowsley residents.
- 4.7 This brings the total number of jobs provided on site to 114.

- 4.8 Staff are recruited bearing in mind a maximum 30-minute drive time rule. As such, it is expected that employees will be from the locality, including the neighbouring areas of Huyton, Prescott, Whiston, Rainhill, Sutton and Halewood, again providing economic benefits to Knowsley through local employment.
- 4.9 The scheme will provide seven new apprenticeship roles for local residents. JLR utilise Babcock to recruit apprentices from local schools and colleges (apprentices are aged between 16-18). The apprentice program is an integral part of the business and its success. The seven apprentices will be mentored by senior staff and encouraged to develop within the business, allowing them to progress their careers within JLR. This strategy will develop local talent and see this site thrive, providing benefits to the wider community by linking local schools/colleges to a high quality, established employer.
- 4.10 The Council, or their nominated agents, will be advised of any vacancies that arise in the operation of the scheme for the benefit of unemployed local residents.
- 4.11 JLR also operate an Equal Opportunities Policy for staff and are committed to investing in the local community.
- 4.12 Operations at the site will also be reliant on a range of local companies to contribute to JLR's supply chain. JLR will utilise local companies for operations such as repairs and services (cosmetic damage, alloy repairs, windscreen replacements, car washing). They will also require a cleaning firm to service the showroom, as well as ground maintenance staff to maintain the external areas and landscaping.

5. CONCLUSIONS

- 5.1 The redevelopment of the site into commercial use will result in a number of long-term economic benefits, set out below.
- Significant economic benefits associated with construction and increased spending in the locality to support the vitality and viability of local services and facilities;
 - Benefits to Knowsley residents through existing and future employment, and on-the-job training opportunities;
 - Wider economic benefits through the employment of local businesses as part of JLR's supply chain;
 - Employment creation of approximately 33 jobs;
 - Safeguarding the positions of the current employees; and
 - The creation of seven apprenticeship positions that will train 16-18-year olds within the locality, across a range of roles. This will benefit the wider community by linking local schools/colleges to a high quality, established employer.
- 5.2 Although the main contractor for the construction of the scheme has yet to be appointed, relevant contributions to social value in Knowsley will be requested as part of the tender submissions and utilised in the evaluation process.
- 5.3 The above strategy therefore maximises the social value contributions that can reasonably be expected from the proposed development, during both construction and operational phases.