

Social Value Strategy

Non-Residential Development

Date: 2.11.2021

Fusion21 ref: 12829

Developer name: Seybourne Estates Ltd

Planning ref: TBC

Site name/address: Image Business Park,
Acornfield Road,
Knowsley

Social Value Strategy

It is a planning condition that Seybourne Estates Ltd. submit a social value strategy (SVS) for the development of Plot 3 at Image Business Park, Acornfield Road, Knowsley. On approval of this plan by KMBC it will form a compliance document and will be implemented by Seybourne Estates Ltd through its contractor/works package contractors supported by a site- specific social value delivery plan which Fusion21 will develop with the contractor (once appointed) unless otherwise agreed with KMBC.

Fusion21 have been engaged by Knowsley Metropolitan Borough Council (KMBC) for the delivery of this overarching strategy and subsequent strategies for full planning applications for the duration of the development/build.

The Section 106 agreement indicates a target for social value weeks delivery which is the overall aim, it should be noted however elements this target may require flexibility by KMBC. KMBC shall approve the SVS in accordance with the terms of the Agreement.

This SVS has been prepared in consultation with Fusion21 and in accordance with the KMBC 'Adding Social Value to Development' supplementary planning document (SPD) adopted in September 2018.

In accordance with item 4.11 of the SPD The Council would especially like to see a Social Value Strategy commit to as many of the following measures as is practicably achievable:

- Provision of apprenticeships (or trainees where apprenticeships are not possible) for Knowsley residents aged under 25, which can be from the construction or end use phases, or a combination of the two;
- Provision of employment opportunities in the end use phase and which have appropriate support to make them suitable for long-term unemployed Knowsley residents (i.e. those who have been out of work for at least two years);
- Provision to notify the Council or any other agency nominated by the Council, of job vacancies arising from both the construction and end use occupation; and
- Provision for delivery of bespoke pre-employment and skills training for Knowsley residents that will provide them with the skills to access the jobs that are being created.

Activity Profile:

Typical examples of the activities that developers, contractors and their supply chain are expected to undertake in support of the above measures include the following:

- Targeted recruitment and training requirements, ensuring that apprenticeship and other work opportunities for Knowsley residents help to alleviate unemployment;
- Targeted vacancy filling, maximising the use of employment support partners;
- Work placements for Knowsley residents designed to support education and learning;
- Participation in education initiatives, supporting the transition between school and work;
- Supporting the local supply chain, helping to develop a wider business base
- Provision of opportunities for social enterprises, which have explicit social, economic or environmental aims

- Participation in fora created to promote sector development, sharing good practice to stimulate

- improvement; and
- Participation in fora created to promote community development, maximising the benefits of a strong voluntary and community sector.

Although this document records the formal strategy, the above list is not exhaustive and Fusion21 will apply a flexible approach to compliance and achieving the targets with the works package contractors in accordance with the applicable SPD.

A wide range of other local employment and training measures may also be secured through this Social Value Strategy, and further examples are provided in Appendix 1 of the SPD.

Our Strategy:

Fusion21 will use its forecasting model to determine the total number of social value weeks that will be required based on the type of project, the construction cost and its duration. (Note: this has been done and is forecast to be 131 weeks)

In order to meet the requirements of the strategy it has been agreed that:

- In consultation with Fusion21 the Contractor will develop a social value delivery plan detailing job/apprenticeship opportunities and other social value activities to be carried out. This will be shared with local services via the Fusion21 social value steering group (SVSG).
- The contractor and their subcontractors will ensure that all vacancies are referred to Fusion21 in the first instance with the aim of recruiting Knowsley residents via the SVSG; however, if vacancies cannot be filled via this route they may recruit elsewhere;
- The contractor will advise Fusion21 of their preferred local labour agency;
- The contractor/subcontractors will support short term voluntary work placements for unemployed adults and NEET's either directly or through the supply chain where safe and practicable. Candidates will not be under 16 years of age (unless KMBC are satisfied that adequate safeguarding procedures are in place) and will have completed appropriate Health and Safety training.
- The developer/contractor will engage with Fusion21 to ensure the provision for delivery of bespoke pre-employment and skills training for Knowsley residents that will provide them with the skills to access the jobs that are being created.
- The contractor will ensure that Fusion21 are provided with all necessary information to be able to monitor outcomes;

End user social value:

- At the earliest possible opportunity, the end user will (with assistance from Fusion21) complete an employment and skills matrix detailing future employment needs and required skills/qualifications. This matrix will be used by Fusion21 and the social value steering group to deliver pre-employment and other training to Knowsley residents to prepare them for upcoming opportunities
- The end user will offer guaranteed interviews to Knowsley residents who have participated in pre-employment/other training as above, however if the candidates are not suitable, they may recruit from elsewhere.