

Knowsley Borough Council

Social Value Strategy

Developer Name: Starship Group

Planning Ref: 25/00026/PREAPP

Fusion21 Ref: 18894





Introduction

It is a planning condition that Starship Group submit a Social Value Strategy for the development at Halsnead Farm, Foxs Bank Lane, Cronton, Knowsley, L35 3SU.

On approval of this strategy by Knowsley Borough Council (KMBC), it will form a compliance document and will be implemented by Starship Group supported by a site-specific Social Value Delivery Plan which Fusion21 will develop with the developer and/or the main contractor once appointed. Fusion21 has been engaged by KMBC to support the delivery of this strategy.

A section 106 agreement or unilateral undertaking is intended by KMBC to secure the provision of social value strategies by way of a commuted sum contribution towards specified social value projects provided by the Council's approved partner(s). In either case, the Supplementary Planning Document (SPD) notes that a commuted sum may also be sought towards the costs of preparing and monitoring the Social Value Strategies [paragraph 5.4].

Planning policy context

National Policy Context - National Planning Policy Framework (December 2024)

At its core, The National Planning Policy Framework promotes sustainable development through three key goals that work hand-in-hand:

- ✓ **Economic Goals:** Supporting a strong and competitive economy by making sure there's enough land in the right places at the right times to encourage growth, innovation, and productivity. This also means planning ahead for essential infrastructure.
- ✓ **Social Goals:** Helping create thriving, healthy communities by ensuring there are enough homes to meet everyone's needs, now and in the future. It's also about designing safe, beautiful, and accessible spaces with the services and open areas people need to live well.
- ✓ **Environmental Goals:** Protecting and improving our natural, built, and historic surroundings. This includes using land wisely, boosting biodiversity, cutting down on waste and pollution, and tackling climate change by moving toward a low-carbon economy.

The latest update to the NPPF in December 2024 puts an even greater focus on making sure planning decisions actively support sustainable development and help communities grow and thrive.

In particular, the NPPF highlights that planning should:

- ✓ **Encourage Sustainable Solutions:** Decisions should steer development toward options that work for the local area, reflecting its unique character and addressing its specific needs.
- ✓ **Be Positive and Collaborative:** Local councils are urged to take a creative approach when making decisions, using all the tools at their disposal and working closely with developers to make sure projects benefit the community economically, socially, and environmentally.

By focusing on sustainable development, the NPPF ensures that economic growth goes hand-in-hand with social well-being, helping to build resilient communities, protect precious resources, and create opportunities that leave a lasting positive legacy.





Local policy context – Knowsley ‘Adding social value to development supplementary planning document’

The Council has adopted a Supplementary Planning Document ‘Adding Social Value to Development’ with the objective of maximising the employment and training of local people. The SPD requires applicants for major developments such as this to submit a ‘Social Value Strategy’ to the Council setting out how they propose to provide employment and training benefits for residents in the local area during the construction of the new development.

Social value is identified as the additional economic, social, and environmental benefits that can be created as part of a development. The requirement for applicants for major developments to agree to a Social Value Strategy is intended by KMBC to ensure developers make a positive contribution to the local area during the construction phase of a development.

The SPD guides how the council will implement the requirements of the SPD, by requesting that developers in the borough prepare and implement a Social Value Strategy in a case where their scheme meets or exceeds the designated threshold. It outlines the process for creating Social Value Strategies and identifies the kind of social value outcomes which could be expected from new major developments. 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. There will also be a route to employment for local people [paragraph 1.4].

The SPD stipulates that KMBC would like to see a Social Value Strategy commit to as many of the following measures as is practicably achievable:

- ✓ Provision of apprenticeships 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, particularly those 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.
- ✓ Provision for delivery of bespoke pre-employment and skills training for Knowsley residents to provide them with the skills to access the jobs that are being created.

Knowsley 2030

Throughout 2019, the organisations that make up the Knowsley Better Together Partnership worked closely with local residents, businesses, community groups and others to develop a long-term strategy for Knowsley.

Knowsley 2030 outlines a series of shared aims for the future. The aspiration is that by 2030, Knowsley will be:

- A place with welcoming, vibrant, well-connected neighbourhoods and town centres.
- A place with a thriving, inclusive economy, with opportunities for people and business.
- A place where people are active and healthy and have access to the support they need.
- A place where people of all ages are confident and can achieve their full potential.
- A place where strong and safe communities can shape their future.

This Social Value Strategy has been designed to help realise the ambitions set out in the Knowsley 2030 strategy.

Our strategy and approach

Social value target

The Section 106 (S106) Agreement will set out a minimum social value target that must be delivered during the project's construction phase. For this development the target is:

191 social value weeks.

The method for calculating the target number of social value weeks is driven by an industry-approved model for addressing construction skills shortages in the local area. The Knowsley model applies regionally specific data published by the CITB Construction Skills Network Data.

The Knowsley social value weeks forecasting tool is aligned to planning class uses and reflects the standard industry measurement of labour as 'labour weeks' based on typical construction output. This approach ensures that targets are relevant to specific developments and reflect the business needs of Applicants/Developers/Contractors and their supply chains, so opportunities created are proportionate and sustainable.



Our approach

Knowsley 2030	Activity profile and measures
A place with welcoming, vibrant, well-connected neighbourhoods and town centres.	- Place communities at the heart of the town centre development by ensuring that any opportunities generated during the construction phase of the project benefit local people. See individual measures below. - Local people are given an opportunity to design artwork for the site hoarding. (Number of people involved).
A place with a thriving, inclusive economy, with opportunities for people and business.	- Meet the buyer events to engage Knowsley businesses. (Number of events and local participants). - Business mentoring for Knowsley businesses. (Number of businesses supported). - Subcontracting opportunities awarded to Knowsley businesses. (Number of subcontracting packages awarded and value of packages).
A place where people of all ages are confident and can achieve their full potential.	- Employment opportunities created for Knowsley residents. (Number of weeks). - Apprenticeship opportunities created for Knowsley residents. (Number of weeks). - Careers events to engage Knowsley Young People (virtual and in-person). (Number of events and beneficiaries). - Mentoring opportunities provided for Knowsley residents. (Number of opportunities and beneficiaries). - Site Visits for Knowsley young people. (Number of visits and beneficiaries). - Work experience opportunities for Knowsley young people, (Number of weeks and beneficiaries). - Knowsley T-Level students supported to access long-term work experience opportunities. (Number of weeks and beneficiaries). - Support for individuals taking part in Sector-Based-Work-Academy Programmes by offering site placements as part of their training. (Number of individuals supported and days/weeks spent on site).
A place where strong and safe communities can shape their future.	- Support for local VCSE businesses/groups by donating time, materials, and equipment. (Number of volunteer days and value of donations). - Knowledge share with local VCSE groups/mentoring. (Number of volunteer hours/days).

This project will deliver the required social value target of 191.

Monitoring and reporting social value outcomes

A key element of the delivery of this Social Value Strategy is successful monitoring and reporting outcomes. Fusion21 will lead this area of work on behalf of KMBC and has a dedicated member of staff who will assume overall responsibility for monitoring and reporting outcomes. This will be undertaken in conjunction with the developer/main contractor who will provide Fusion21 with the necessary information to fully monitor outcomes during the project's construction phase.

For this project the developer is also the main contractor, the build will use modern methods of construction via their modular factory in the Wirral. Direct social value outcomes will be delivered both on the Knowsley site and through activities at the Wirral factory, benefiting Knowsley residents and Knowsley based schools/colleges. Those that contribute directly to the project will be recorded against the weeks target.

Fusion21 will provide monitoring reports on an agreed basis detailing all outcomes delivered to date using the measures identified above. A final report will be submitted at the end of the project which will include overall performance against the social value target, data confirming how the target has been achieved and case studies bringing the outcomes to life. A signed final report will be submitted to KMBC to satisfy the S106 planning obligation. On acceptance of the final report, KMBC will formally discharge the condition in writing.



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