

Social Value Strategy

Knowsley Business Park Industrial Development

Date:	10 February 2022
Fusion 21 Ref:	15807
Planning Ref:	22/00066/PREAPP

Developer name:	Pembury Developments Limited
Development overview:	'Proposed erection of a new building for Class E, Class B2 and Class B8 use together with associated parking, service yards, access points, landscaping and engineering works'

Site name/address:	Land Between Villiers Road & Penrhyn Road , Knowsley Business Park, Knowsley
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Social Value Strategy

It is a planning condition that Pembury Developments Limited submit a social value strategy for the development at Knowsley Business Park. On approval of this plan by Knowsley Borough Council (KMBC) it will form a compliance document and will be implemented by Pembury Developments Limited. Where appropriate, the designated main site contractor and sub-contractors will be expected to contribute towards the delivery of social value targets on site. Fusion21 have been engaged by KMBC for the delivery of this overarching strategy and subsequent strategies for any reserved matters applications for the duration of the development/build. As such, Fusion 21 will support Pembury Developments Limited to create a site-specific social value delivery plan and Fusion21 will lead on monitoring and reporting of social value activity on this site.

The Section 106 agreement indicates a target for social value weeks delivery which for this development is 51 weeks. 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 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 construction 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 the construction phase; 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;

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 Adding Social Value through Major Development 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 the Adding Social Value through Major Development SPD.

Our Strategy:

Fusion21 has used its bespoke social value 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. The requirement for this development is 51 social value 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; however, if vacancies cannot be filled via this route they may recruit elsewhere;
- 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 in accordance with the H&S policy of the supervising Contractor.
- The developer/contractor will provide Fusion 21 with the necessary information to allow Fusion21 to commission the 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. Where appropriate, the main contractor/sub-contractors will guarantee interviews for local residents who have taken part in this bespoke training package (though they may recruit other individuals if they are better suited to the role).
- The contractor will ensure that Fusion21 are provided with all necessary information to be able to monitor and report on outcomes including case studies which may be used for media releases.

End user social value:

- Pembury Developments Limited will make Fusion 21 aware once an end-user has been identified for this development and Fusion21 will seek to engage them in supporting their recruitment needs.
- Fusion 21 will support the end-users to complete an end-use matrix which will identify employment opportunities.
- Fusion 21 will work with local partners to recruit local people into these positions as much as possible.

Appendix 1

Explanation Forecasted Weeks

Whilst we are unable to directly influence the type or numbers of jobs created by this development we will forecast a baseline number of weeks for the provision of social value activities as referenced in the 'Adding Social Value to Development' SPD. The method of calculating the target number of Social Value weeks is driven by an industry approved model for predicting labour requirements according to planning class uses, which then applies regionally specific information sourced from published data by amongst others CITB Construction Skills Network Data.

This approach ensures that social value weeks targets are relevant to specific developments and allows flexibility for outcomes to be delivered which reflect the business needs of Applicants/Developers/Contractors and their supply chain so opportunities created are therefore genuine and sustainable.

This process enables a realistic expectation of outcomes. On a Development of this nature the method of construction is such that traditional trades apprenticeships may not be available within the construction programme, however we would expect to see local employment opportunities and other social value activities being delivered.

We strongly support work placement opportunities and engagement of schools/educational involvement in the development as a whole throughout the RIBA stages, to provide a range of opportunities for students linked more to the overall process of how development and construction works. We believe this will provide a better insight into the industry giving a wider range of careers knowledge which includes technical and professional roles, and encouraging young people to enter into careers in the built environment.

Our preferred method of delivering social value weeks is to have a range of delivery options that we can match opportunities to based on our construction programme, we believe from experience we can deliver meaningful outcomes.

Appendix 2

Monitoring and Reporting

A key element of the delivery of this social value strategy is successful monitoring and reporting of outcomes, to enable this Fusion21 has a dedicated Social Value Project Manager to undertake this piece of work. This will be undertaken in conjunction with the contractor's Site Manager and works package contractors (supply chain).

We will monitor and report on:

- Direct achievements against the baseline target weeks of 51

Supplementary/Additional weeks

- Jobs protected;
- Wider social value support to the local community;
- Health and wellbeing
- Local economy and enterprise

These two areas combined will show the overall baseline weeks achieved through this strategy and supplementary weeks achieved as additionality.

We will provide monitoring on a agreed basis detailing individuals, postcodes, start date, completion date, status (employed, trainee, placement) educational activities. A final report will be submitted collating monthly reports.

A method has been implemented that will enable access to site information to record the start date, and duration of all individuals involved in activities that can be counted towards the outcomes, this will also include those individuals within the Planning Authorities agreed area who we would class as maintaining employment as a result of the intervention by Planning requirements.