



Social Value Statement

On behalf of:

Derwent Development Management Ltd

In respect of:

Huyton Trade Park,

Wilson Road

Huyton

L36 6JG



Date:

October 2022

Reference:

MA/DDML/008-06/R004

APPENDICES

APX1 Fusion 21 – Social Value Strategy inc Forecast

1.0 Executive Summary

- 1.1 This Social Value Statement has been prepared by Aylward Town Planning Ltd (ATP) to consider opportunities to maximise the beneficial impacts of a new commercial development in Huyton and seeks to highlight how this exercise has influenced the scheme proposals.
- 1.2 This Social Value Statement is submitted on behalf of our client; Derwent Development Management Ltd (DDML) in support of a planning application submitted by them as landowner to meet the requirements of future opportunities to deliver modern multi-let industrial units to meet the needs of ingoing tenants for employment use.
- 1.3 The application site is located south of Wilson Road and comprises an area of tired employment buildings and underused land. In addition to the dilapidated buildings, there are considerable areas of hard standing and a grassed area close to the entrance.
- 1.4 The residual areas to the west and east provide multi-let employment accommodation owned by DDML which is well let with frequent enquiries for modern specification units. Land to the other side of Wilson Road is also in established employment use. To the rear of the development plot (south) is an area in residential use.
- 1.5 Through this application, it is intended that the proposed development will deliver new employment opportunities on this long-established site whilst helping to attract further investment into the Huyton area.
- 1.6 This Statement is accompanied and underpinned by an analysis by Fusion 21 that sets out a framework for the implementation of this Social Value Strategy and recommends that upon a financial contribution in the sum of £7740 this will comply with the Council's objectives.
- 1.7 The developer is committed to delivering a commercial development scheme that is sustainable both in terms of the buildings themselves, and the operations that take place in the daily functioning of the site. This will include the financial contribution identified by Fusion 21, thus making the development acceptable in planning terms.

2.0 Relevant Policy

- 2.1 The applicant will comply with the relevant statutory requirements and the relevant national, regional and local policies.
- 2.2 The site falls within an area identified as an existing “Primarily Industrial Area” though the Development Plan. The key saved policy from Knowsley’s UDP (Policy EC3) states that primary industrial areas that are located on the Proposals Map are appropriate locations for Business (Class B1), General Industry (Class B2), and Storage Distribution (Class B8) uses.
- 2.3 The proposal for flexible employment uses (light industry, B2 and B8) is therefore wholly in accordance with the Development Plan and is wholly compatible with the surrounding use.

National Policy Framework

- 2.4 The ambition to deliver social value is virtually synonymous with the three objectives (economic, social and environmental) that are laid out in the revised NPPF at paragraph 8.
- 2.5 The NPPF is supplemented by the Planning Practice Guidance (PPG), which is regularly updated, and the presumption in favour of sustainable development carried within national policy is of particular importance in the context of taking decisions. Development that accords with the statutory development plan, which for Knowsley is the constituent documents of the Knowsley Local Plan, should be approved without undue delay.
- 2.6 As regards business needs, paragraph 81 of the NPPF states that:

“Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address challenges of the future.”

Adopted Local Plan Core Strategy

- 2.7 The Knowsley Local Plan was adopted in January 2016. In terms of social value assessment, the Local Plan Core Strategy provides no specific policy framework for DM proposals to provide justification in the context of these objectives.
- 2.8 However, there is a broad recognition that there is a need to improve opportunities to access new jobs and skills. In addition, Policies CS2 (Development Principles) and CS4 (Economy and Employment) are clear that planning interventions will be used to ensure that local residents can acquire the knowledge and skills they will need to take advantage of the new jobs which stem from growth. This does align with criteria D-F of policy CS4 and these are extracted:

- d. "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;*
- e. Address skills and educational barriers to employment;*
- f. Encourage recruitment targeted towards communities living in and around the development site."*

2.9 We also refer here to accompanying text at paragraph 5.29 which states:

"The Council's Economic Regeneration Strategy identifies that, in addition to supporting the growth of business and job opportunities, it is crucially important to provide policy interventions which help Knowsley residents to access the job opportunities which exist. These measures include improving the accessibility of employment areas from areas where people live, and also implementing initiatives which provide training and support attainment levels of residents."

Adding Social Value to Development: Employment and Skills SPD

- 2.10 The "Social Value" SPD was adopted in September 2018. In terms of social value assessment, it provides considerable additional clarity to the objectives espoused in the Local Plan Core Strategy with a particular focus upon the component parts of Policy CS4 highlighted above.
- 2.11 The SPD also makes reference to other Core Strategy policies and other Council objectives, to support the argument that the SPD both builds upon adopted Development Plan policy and the wider aspirations and corporate objectives of the Council.
- 2.12 The SPD confirms that the requirement for social value strategies will be imposed upon proposals for major development, albeit that this threshold is amended for residential uses to developments providing at least 30 homes (so therefore well above the threshold of major as set out in the DMPO).
- 2.13 The SPD provides commentary in respect of the scope of coverage that would be sought with reference to the consideration of Social Value and the range of measures and mitigation that would be anticipated.

3.0 Conclusions

- 3.1 The development proposal seeks full planning permission for the erection of blocks of flexible employment units, along with associated external storage, landscaping, boundary treatments and car parking.
- 3.2 This Social Value Statement is submitted as a validation requirement and also as a tool to guide development to ensure that local regeneration benefits are maximised.
- 3.3 The development is expected to deliver both construction and operational job opportunities. This is likely to deliver between 194 and 291 jobs during the operational phase. The number of construction jobs is not known but is expected to be significant.
- 3.4 In delivering on these jobs, the applicant commits to complying with the council's objectives which includes a contribution of £2,423 which includes a Social Value Contribution and monitoring fees.
- 3.5 DDML will provide the financial contribution and will endeavour to ensure that its contractors and end occupiers will work with Fusion 21 to ensure jobs offered are accessible to the local community, particularly construction based jobs which will offer training opportunities throughout the various stages of construction.
- 3.6 This will contribute directly to the ambitions set out within paragraph 2.7 of the SPD which seeks to ensure that:
- "major development contributes towards addressing Knowsley's current skills shortages and it will ensure that there is a better, appropriately skilled local workforce, which can provide a pool of talent for both developers and end occupiers".*
- 3.7 Fusion 21's draft strategy setting out a variety of measures which can be delivered and a breakdown of the contribution which will be secured through a Section 106 agreement and is referenced within the draft Heads of Terms document that has been prepared.
- 3.8 In conclusion, DDML's proposals for the subject site have been considered in light of the relevant policy and guidance framework in terms of the anticipated impact on Social Value. This includes consideration of the construction and operational stages of the development.

Social Value Strategy

Wilson Road Industrial Development

Date:	21 October 2022
Fusion 21 Ref:	16625
Developer name:	Derwent Development Management Ltd.
Development overview:	Demolition of existing buildings and Erection of B8/B2 multi-let employment space
Site name/address:	Huyton Trade Park, Wilson Road, Huyton, Knowsley

Social Value Strategy

It is a planning condition that Derwent Development Management Ltd. submit a social value strategy for the development at Wilson Road, Knowsley. On approval of this plan by Knowsley Borough Council (KMBC) it will form a compliance document and will be implemented by Derwent Development Management Ltd. with support from the main contractor on this project. Where appropriate, 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 strategy. As such, Fusion 21 will support Derwent Development Management Ltd. 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 31 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 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 31 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:

- Derwent Development Management Ltd. will make Fusion 21 aware once an end-user has been identified for the development.
- Fusion 21 will support the end-user(s) to complete an end-use matrix which will identify employment opportunities for local people.
- 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 31

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.

Construction Futures

Social Value Weeks

Date:	21/10/2022
Planning Reference:	TBC
Address:	Huyton Trade Park, Wilson Road, Huyton
Development Overview:	Multi let employment (new build). Net additional GIA 2423sqm. Use class B2/B8 (B2 used for forecast)

Planning / Development information

Planning Classes	Development Type	Area m2
B2 - General industrial	Industrial building	2,423

Social Value Contribution

EET/Social weeks forecast	End use opportunity potential	Financial Contribution
31	High	£2,423

Key Contacts

LA Planning	Developer	Fusion21
TBC	Derwent Development Ltd.	Sarah Maguire

This forecast has been produced using Fusion21's bespoke target forecasting model. This uses building prices per M² by planning class sourced from Spon's Architects and Builders Price Book to forecast the labour requirements of the development. The target number of weeks (termed 'Employment and Skills' or 'Social Value' weeks) is driven by regional historical information, CSN data from CITB and LMI data indicating future skills gaps.

All data is updated annually to reflect any fluctuations in building price and industry predictions.