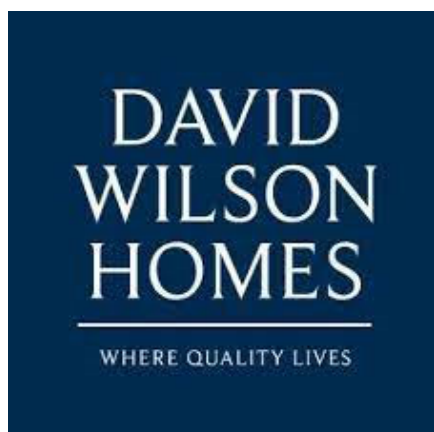




BARRATT & DAVID WILSON HOMES

SOCIAL VALUE STRATEGY

CHERRYFIELD DRIVE, KIRKBY

March 2022

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1. INTRODUCTION

4.1 This Social Value Strategy has been produced in support of a full application for residential development on vacant land off Cherryfield Drive in Kirkby, within the Metropolitan Borough of Knowsley.

4.2 The structure of this Social Value Strategy is as follows:

- Chapter two Sets out the national and local policy context for Social Value Strategies and provides details of what should be included as set out in the Adding Social Value to Development: Employment and Skills SPD (September 2018); and
- Chapter three sets out the Applicants' Social Value Strategy (SVS) for Cherryfield Drive, Kirkby.

2. NATIONAL AND LOCAL POLICY FRAMEWORK

National Policy and Guidance

2.1 The National Planning Policy Framework (NPPF) set out objectives for achieving sustainable development and emphasises the importance of meeting local needs.

2.2 Regarding business needs, paragraph 80 of the NPPF states:

“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”.

Knowsley Local Plan Core Strategy (January 2016)

2.3 A key requirement of the Core Strategy is to facilitate employment development of the right type and in the right location to support the Council's employment priorities. This is particularly important given the high levels of socio-economic deprivation which exist in the Borough. These and other requirements are addressed by **Policy CS4 Economy and Employment**:

1) Planning, site assembly and other available interventions will be used to:

[...]

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;

[...]

2.4 Policy SD1 Sustainable Development is relevant here. Part 1) and 2) of the policy state:

When considering development proposals, a positive approach will be taken, which reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. Work will be undertaken pro-actively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with the policies in this Local Plan (and any relevant policies in Neighbourhood Plans) will be approved without delay, unless material considerations indicate otherwise.

2.5 This approach reflects the need to encourage growth and investment within the Borough, while seeking to maintain and enhance environmental, social and economic sustainability.

2.6 In addition to Policy SD1, the delivery of sustainable development is reflected in a range of other policies within the Core Strategy. **Policy CS2 Development Principles** set out specific development principles which will be applied to ensure that sustainable development is delivered. Principle 1 says:

New development in Knowsley and the preparation of subsequent stages of the Local Plan will be expected to support the following development principles:
Principle 1: Promote sustainable economic development, tackle the causes of deprivation and disadvantage and narrow the gap between the richest and poorest neighbourhoods by:

[...]

- b) Improving business productivity and employment levels in Knowsley;*
- c) Reducing economic, environmental, education, health and other social inequalities between Knowsley and other parts of the UK;*

Adding Social Value to Development: Employment and Skills SPD (September 2018)

2.7 The SPD is driven by the Council's aspiration to see additional benefits (known as social value) incorporated into its housing and other development opportunities. Social value is the additional economic, social and environmental benefits that can be created as part of a development.

2.8 The SPD provides guidance on how the Council will implement the requirements of the Core Strategy by requesting that Developers in the Borough prepare and implement a Social Value Strategy where their scheme meets or exceeds a certain threshold (30+ dwelling / 1 ha).

2.9 It outlines the process for creating Social Value Strategies and identifies the 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, and there will be a route to employment for local people.

2.10 The SPD sets out that Social Value Strategies should cover both the construction phase of all major residential and commercial development in the Borough, together with the end use occupation of all major commercial development.

2.11 It provides details of the context that could be included in Social Value Strategies including:

- In order to build high quality homes and developments where people want to live, it is vital that we deliver a broad range of social value that directly responds to the Council's "Adding Social Value to Development" Supplementary Planning Document (SPD).
- We have provided firm commitments regarding work placements, work experience and employment opportunities. We have committed pro-bono time to support wider Social Value initiatives for the Council.

- We have taken expert advice from F3 Partnerships to ensure our strategy benefits from our national credentials, but is tailored specifically to the needs of the local community to delivering a lasting impact.
- On site, we have processes in place to ensure the local supply chain and sub-contractors will directly benefit economically from the significant investment being made into the area, this is based on our existing recent schemes we are delivering across the Liverpool City Region.

3. OUR SOCIAL VALUE STRATEGY

3.1 Based on the current company policy and recent experiences in the North West region, Barratt Homes propose the following:

Direct Labour

3.2 Barratt Developments will be sourcing local labour, subcontractor and materials and all operatives and contractors will have valid CSCS cards.

- Offer work experience placements for individuals wanting to broaden their understanding of potential careers in the construction sector. These placements would be available to both those in education and not currently in education.

Apprenticeships

3.4 Barratt Homes currently provide intermediate and advanced apprenticeships in either trade, commercial or technical placements.

- Barratt supported 492 graduates, undergraduates and apprentices across the business
- Locally BDWNW employ 7 apprentices at Kew, Southport, Sundial Place and Thornton.

BDW will support these activities by proactively engaging with the following organisations to advertise any potential employment and skills opportunities on the Site:

- South Ribble Borough Council (Planning Department and Investment and Skills);
- Calico;
- Job Centre Plus; and
- CITB.

Monitoring and Reporting

15. The Plan will be delivered for the duration of the construction period, anticipated at this stage to cover the period from *
16. **BDW** Ltd will retain overall responsibility for ensuring that this Employment and Skills Plan is implemented.
17. Progress against the identified actions will be monitored by **BDW Ltd and reported to the Borough Council Planning Department** via review meetings, the frequency of which will be agreed in advance with the Council.

4.0 ECONOMIC INFOGRAPHIC FOR THE DEVELOPMENT

Construction Benefits

- Estimated construction investment is £97.1 million over a ten-year build programme.
- £96.9 million economic output contribution from jobs supported by activities at the site over ten-year build programme.

Operational Benefits

- 804 economically active and employed residents estimated to live in new housing.
- £3.7 million estimated first occupation expenditure.
- £9.5 million spend on food, drink, clothes etc.
- 34% employed residents working in higher value/higher income occupations.
- £1.5million estimated annual increase in Council Tax revenue.

Appendix 1

P22-3137

ECONOMIC BENEFITSLAND AT CHERRYFIELD DRIVE, KIRKBY
CONSTRUCTION OF 807 RESIDENTIAL DWELLINGS**PEGASUS
GROUP****CONSTRUCTION BENEFITS****£103.7million**Estimated construction investment over ten-year build programme.¹**£95.5million GVA²**Economic output contribution from jobs supported by activities at the site over ten-year build programme (present value).³**196**

Direct construction roles and indirect/induced jobs supported per annum during build phase.

OPERATIONAL BENEFITS**840**

Economically active and employed residents estimated to live in the new housing.

**£4.7million**

Estimated first occupation expenditure. Research suggests that the average homeowner spends approximately £5,000 within the first 18-months to make their house 'feel like home'.

60

Full-time equivalent jobs supported in the economy.

**£20.7million**

Total annual household expenditure.

£9.1million

Of spend on food & drink, leisure, clothes, household goods etc.

**39%**

Of employed residents estimated to be working in higher value/higher income occupations.

**£1.7million**Estimated annual increase in Council Tax revenue.⁴

1. The construction cost has been estimated using the BCIS Online tool and is exclusive of external works, contingencies, supporting infrastructure, fees, VAT, finance charges etc (data accessed (03/10/2023)).

2. GVA, or gross value added, is the measure of the value of goods and services produced in an area, sector or industry. Future GVA estimates are provided as net present value estimates.

3. Where future benefits have been calculated over a longer time frame, they have been discounted to produce a present value.

4. Based on average Council Tax for band D properties in Knowsley of £2,150.00 in 2023/24.