

**Social Value Strategy
Deacon Business Park
Knowsley
F21 Ref. 16725**



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1. Introduction

It is a planning condition that EEIP II Arundel Propco 2 Holdings Limited submit a Social Value Strategy for their development at Deacon Business Park, Knowsley. On approval of this Strategy by Knowsley Borough Council (KMBC), it will form a compliance document and will be implemented by EEIP II Arundel Propco 2 Holdings Limited, supported by a site-specific Social Value Delivery Plan which Fusion21 will develop with the developer and/or main contractor once appointed. Fusion21 have been engaged by KMBC to support the delivery of this Strategy.

A section 106 agreement or unilateral undertaking is intended by KMBC to secure 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 SPD notes that a commuted sum may also be sought towards the costs of preparing and monitoring the Social Value Strategies [paragraph 5.4].



2.1 Planning Policy Context - National Policy Context - National Planning Policy Framework (February 2019)

The overarching aim of the revised 2019 National Planning Policy Framework is to proactively deliver sustainable development to support the Government's economic growth objectives and deliver the development the country needs. Paragraph 8 sets out the three overarching objectives for the planning system to achieve sustainable development, one of which is:

"A social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being"

Paragraph 9 further states that:

"Planning policies and decisions should play an active role in guiding development towards sustainable solutions, but in doing so should take local circumstances into account, to reflect the character, needs and opportunities of each area."

Paragraph 38 also states that:

"Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available, including brownfield registers and permission in principle, and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area."

2.2 Local Policy Context – Knowsley ‘Adding Social Value to Development Supplementary Planning Document’

The ‘Knowsley: Adding Social Value to Development: Employment and Skills SPD’ was adopted by KMBC in September 2018. 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 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 provides guidance on 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 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 [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; 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.

2.3 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; and,
- ❖ 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.



3.1 Social Value Target

The S106 Agreement for the Higher Road, Halewood development will set out a minimum number of social value weeks which must be delivered during the construction phase of the project. For this development the target is;

238 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 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.

The activities outlined in section 3.2 provide an overview of how the social value target can be achieved during the construction phase of the project. All social value activity on site will contribute to the social value target including employment of Knowsley residents, work in local schools and colleges etc.



3.2 Social Value Delivery Options

The table below provides an overview of the types of activities that can be delivered during the construction phase of the Deacon Business Park development to satisfy the Social Value weeks target. Fusion21 will support delivery of these activities using their network of local partners. This list is indicative only and will be underpinned by a Social Value Delivery Plan which Fusion21 will create in partnership with Gener8, Knowsley Council and other local partners.

Knowsley 2030	Activity Profile and Measures
A place with welcoming, vibrant, well-connected neighbourhoods and town centres	- Place communities at the heart of new developments by ensuring that any opportunities generated during the construction phase of the project benefit local people (see individual measure below) - Local people given an opportunity to design artwork for the site hoarding (No. of people involved)
A place with a thriving, inclusive economy, with opportunities for people and business	- Meet the buyer events to engage Knowsley businesses (No. of Events and No. of local participants) - Business mentoring for Knowsley businesses (No. of businesses supported) - Subcontracting opportunities awarded to Knowsley businesses (No. of subcontracting packages awarded and value of packages)

3.2 Social Value Delivery Options continued

A place where people of all ages are confident and can achieve their full potential	• Employment opportunities created for Knowsley residents (No. of weeks) • Apprenticeship opportunities created for Knowsley residents (No. of weeks) • Careers Events to engage Knowsley Young People (virtual and in-person) (No. of Events and No. of beneficiaries) • Mentoring Opportunities provided for Knowsley residents (No. of opportunities and No. of beneficiaries) • Site Visits for Knowsley Young People (No. of visits and No. of beneficiaries) • Work experience opportunities for Knowsley Young People (No. of weeks and No. of beneficiaries) • Knowsley T-Level students supported to access long-term work experience opportunities (No. of weeks and No. of beneficiaries) • Support for individuals taking part in Sector-Based-Work-Academy Programmes by offering site placements as part of their training (No. of individuals supported and No. of 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/equipment (No. of volunteer days and £ value of donation) • Knowledge share with local VCSE groups/mentoring (No. of volunteer hours/days)

3.3 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 on this area of work on behalf of KMBC. Fusion21 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 allow full monitoring of outcomes during the construction phase of the project.

Fusion21 will provide monitoring reports on an agreed basis detailing all outcomes delivered to date using the measured identified above. A final report will be submitted at the end of the project. This final report will include overall performance against the social value target, data confirming how the target has been achieved and case studies/narrative/images 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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