

Cronton

Social Value Strategy

Bellway Homes Limited (North West Division)

23 December 2025

LICHFIELDS

67395/06/SPM/CHH
40465740v4

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1.0 Introduction

Purpose of this Document

- 1.1 This Social Value Statement has been Prepared by Nathaniel Lichfield & Partners [Lichfields] on behalf of Bellway Homes Limited (North West Division) [Bellway] in accordance with the guidelines set out in Knowsley Metropolitan Borough Council's [the Council] Supplementary Planning Document [SPD] '*Adding Social Value to Development: Employment and Skills*' published in September 2018.
- 1.2 The purpose of this Social Value Statement [SVS] is to meet the requirements of the SPD and assist the Council in its consideration of an application for outline planning permission for the following development:
- "The erection of up to 120 dwellings and associated works (all matters reserved except for access)"*
- 1.3 This SVS is predicated on an assessment of the maximum number of dwellings in accordance with the parameter plans set out with the application, along with the details in the accompanying documents and technical reports.

Site Location & Description

- 1.4 The site extends to approximately 4.26 hectares [ha] and comprises relatively flat, undeveloped land located on the western edge of Cronton. It contains scattered shrubs, trees, and hedgerows along its boundaries.
- 1.5 The site is bounded:
- To the north by undeveloped agricultural fields.
 - To the east by residential development forming the western edge of Cronton.
 - To the south by residential development located off Cronton Road, which forms the remainder of the southern boundary. Cronton Road provides access to Cronton from the M62 and M57 motorways and connects the site to the northern edge of Widnes to the east and Huyton to the north-west.
 - To the west by undeveloped agricultural fields, beyond which are scattered residential properties located off the A5080 Cronton Road.

2.0 Policy Context

- 2.1 This section summarises the most relevant planning policy context relating to the social value aspects of the proposed development at the national and local levels.

National Planning Policy

National Planning Policy Framework (December 2024)

- 2.1 The most recent iteration of the National Planning Policy Framework [the Framework] was last published in December 2024. The overarching aim of the Framework is to proactively deliver sustainable development to support the Government’s economic growth objectives and deliver the development the country needs.
- 2.2 Paragraph 8 sets out the social objective of sustainable development as being:
- “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 well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being”.*
- 2.3 Paragraph 96 states that planning decisions should aim to achieve healthy, inclusive and safe places by promoting social interaction and enabling and supporting healthy lifestyles.
- 2.4 This version of the Framework has increased the emphasis of the importance of housebuilding in supporting social and economic development. Housing delivery is regarded by the Framework as central to economic growth and improving living standards.
- 2.5 In particular, the Framework states that local authorities should meet housing needs in order to delivering sustainable growth. To meet this, local authorities are expected to bring forward land which could help deliver this supply of housing and meet housing requirements. This includes being able to meet the local housing need calculated under the new Standard Method [SM3].
- 2.6 Paragraph 39 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. Decision-makers at every level should seek to approve applications for sustainable development where possible.”*

Planning Practice Guidance

- 2.7 On 6th March 2014 the Government launched the PPG web-based resource¹. This brought together many areas of English planning guidance into a new format linked to the NPPF. Whilst the PPG does not provide guidance setting out how a development must consider

¹ <http://planningguidance.planningportal.gov.uk/>

social value during construction, several of the categories included in the PPG can help to guide development in considering how to maximise social impact, including:

- Air Quality;
- Noise;
- Healthy and Safe Communities;
- Housing Supply and Delivery; and,
- Planning Obligations.

Local Planning Policy and Guidance

Knowsley Local Plan: Core Strategy

2.8 The Knowsley *Local Plan: Core Strategy* was adopted by the Council in January 2016. It contains overarching strategic objectives and Policies setting the strategic framework for the growth and development of Knowsley up to 2028.

2.9 Key excerpts from Policies relating to social value are included below:

Policy SD1: Sustainable Development

“...Work will be undertaken proactively 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.”

Policy CS2: 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...

....c) Reducing economic, environmental, education, health and other social inequalities between Knowsley and other parts of the UK”

2.10 **Policy CS4: Economy and Employment**

“Overall Employment Development Strategy

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;

f) Encourage recruitment targeted towards communities living in and around the development site...”

Supplementary Planning Documents

2.11 The ‘Knowsley Adding Social Value to Development: Employment and Skills SPD’ was adopted by the COuncil in September 2018.

- 2.12 The SPD is driven by the Council’s aspiration to see wider societal 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.
- 2.13 The SPD provides guidance on how the Council will implement the requirements of Policy CS4 of the Knowsley Local Plan. This requires developers in the Borough to prepare and implement a SVS in new developments of 30 or more dwellings (for the construction phase). It outlines the process for creating SVS and identifies the kind of social value outcomes which could be expected from new major development; such strategies are expected to 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].
- 2.14 Through the requirement for major developments to agree to a SVS the Council seeks to ensure that the 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 [paragraph 2.7].
- 2.15 The Council states that it will take a flexible approach when negotiating the preparation of SVS with developers – for example, it may be that a developer already has an appropriate training or local labour scheme in place:
- “The Council will assess all development proposals exceeding the thresholds set out in SV1 and will work positively with developers to either endorse their existing Social Value schemes or to prepare a new site-specific strategy which meets the requirements of this SPD.” [paragraph 4.5]*
- 2.16 The SPD confirms that an SVS will, as a minimum, be expected to contain:
- “realistic estimates of the social value training and employment weeks that the developer, through its appointed contractor and supply chain, would envisage being created by the construction and end use phases. The Council will work with approved partners with local expertise in social value to advise on and monitor the content and implementation of developers’ Social Value Strategies.” [paragraph 4.10]*
- 2.17 The SPD stipulates [paragraph 4.11] that the Council would like to see an SVS 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 end use 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 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.
- 2.18 Typical examples of the activities that the Council identify they may expect developers to undertake in support of these measures are set out in 8 bullets following paragraph 4.12. A

wide range of other local employment and training measures that could also be secured through an SVS are provided in Appendix 1 of the SPD.

- 2.19 The SPD indicates that a legal agreement pursuant to Section 106 of the 1990 Act (or unilateral undertaking) may be required to secure delivery of the actions set out in an SVS either directly by a developer or 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 SVS [paragraph 5.4].

Emerging Policy and Guidance Documents

- 2.20 A consultation draft revision to the Framework was published in December 2025.² Policy S1 of the draft document proposes to strengthen the language surrounding achieving sustainable development. This adds that development plans should plan positively for future growth and change by seeking to meet the development needs of their area as a minimum, which means providing for objectively assessed housing need.
- 2.21 Policy HO7 goes on to say that substantial weight should be given to the benefits of providing accommodation that will contribute to meet the evidence needs of the local community, taking into account local housing need, and other relevant evidence (including the extent to which there is a five-year supply [5YHLS] and performance against the Housing Delivery Test [HDT]).
- 2.22 In March 2025, Knowsley Borough Council's Cabinet approved the decision to prepare a new Local Plan for the Borough. At the time of writing, there is no updated guidance or publicly available information which sets out changes to how the Council will consider the preparation of Social Value Strategies.

² MHCLG (2025) National Planning Policy Framework: proposed reforms and other changes to the planning system.

3.0 Current Skills Landscape

3.1 The proposed development is located in the ward of Whiston and Cronton, and the Lower Super Output Area [LSOA] of ‘Knowsley 017d’ within Knowsley Borough. For the purpose of this analysis, Lichfields has identified a Local Impact Area [LIA] which includes Knowsley 017d and wider LSOAs surrounding the site.³ These LSOAs have been selected due to their proximity to the site and represent a best-fit boundary for the local area. Where data is available, Lichfields has included analysis of the LIA. Where data is not available, Lichfields has analysed data across the local authority and compared against the North West region and national average.

Key Socio-Economic Indicators

3.2 Table 3.1 shows the latest unemployment and economic activity data for Knowsley when compared against the wider region and national picture. Knowsley’s unemployment rate (4.1%) is in-line with the regional rate and is only slightly below the national. In terms of economic inactivity, Knowsley is higher at 23.0% when compared against the North West (22.7%) and England (21.2%). This suggests there is a higher proportion of residents in Knowsley who are not in or actively seeking employment who could potentially be supported back into employment.

Table 3.1 Economic Activity (aged 16-64, year to June 2025)

	Unemployment (%)	Economically Inactive (%)
Knowsley	4.1%	23.0%
North West	4.1%	22.7%
England	4.2%	21.2%

Source: ONS Annual Population Survey (2025)

3.3 The Liverpool City Region ‘Working Plan’ recognises that the City-Region experiences challenges surrounding employment due to a range of factors including skills gaps and spatial disadvantage.⁴ Across the districts, skills shortages and deprivation is recognised as key challenges. To address this, the Plan acknowledges that the local talent pool requires targeted improvement and programmes which can boost skills among economically inactive residents. As part of efforts to improve the skills landscape, the Local Skills Improvement Plan has set targets to increase the number of people accessioning training and improve employer partnerships.⁵ This includes the construction industry which it recognises faces several skills barriers and challenges recruiting young people.

3.4 Figure 3.1 presents data for the highest level of qualification based on 2011 Census data. The LIA contains a high level of residents who are educated to Level 4 and above (i.e. Higher and Further Education) with 31.4% possessing this qualification compared to just 23.8% across Knowsley. Although this is in-line with the North West (31.2%), it is below the national picture (33.9%).

³ For the purpose of defining the LIA, analysis has covered: Knowsley 017A, 017B, 017C and 017D. This covers the site itself and surrounding LSOAs within Knowsley Borough.

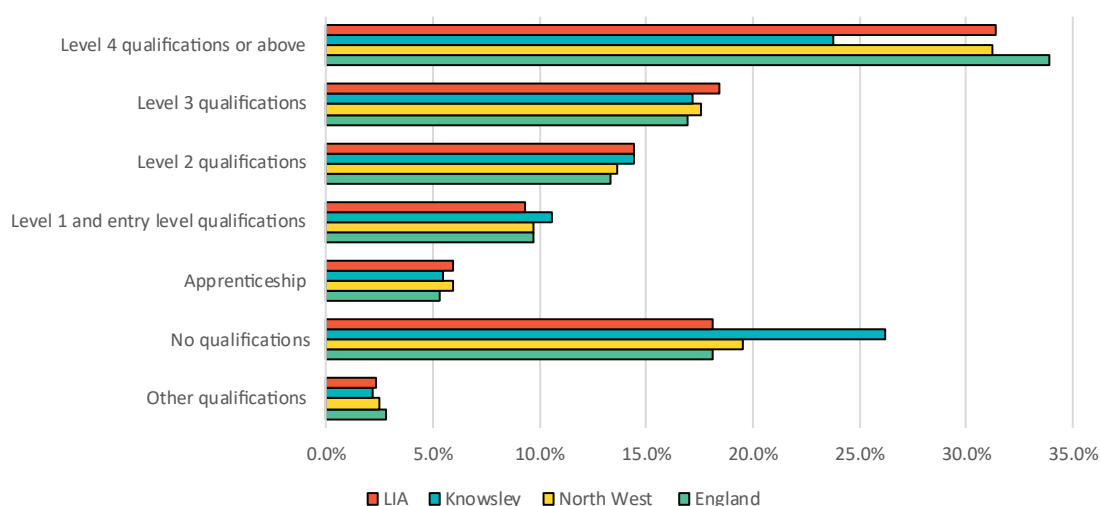
⁴ Liverpool City Region Mayoral Combined Authority (2025) Get Liverpool City Region Working Plan.

⁵ Liverpool Chamber of Commerce (2025) Local Skills Improvement Plan Progress Report

3.5 Of greater relevance to this SVS, it is important to consider those residents who contain lower level qualifications who could be supported by the training initiatives set out in Section 4. Whilst the LIA contains a lower proportion of residents with no qualifications (18.1%), when considering the wider Borough, Knowsley has a notably higher figure at 26.2% compared to the North West (19.5%) and England (18.1%). Although Bellway will seek to maximise the number of employment and training initiatives that are targeted to those within the local area, it is likely that many of the training opportunities will extend to residents across Knowsley. The proposed development will, therefore, provide opportunities to improve the skills profile of residents across the Borough, particularly those with lower level or no qualifications.

3.6 Finally, both the LIA has a higher proportion of residents with apprenticeships at 6.0% which is above the total across Knowsley (5.5%), the North West (5.9%) and England (5.3%).

Figure 3.1 Highest Level of Qualification in Local Impact Area and Comparator Areas

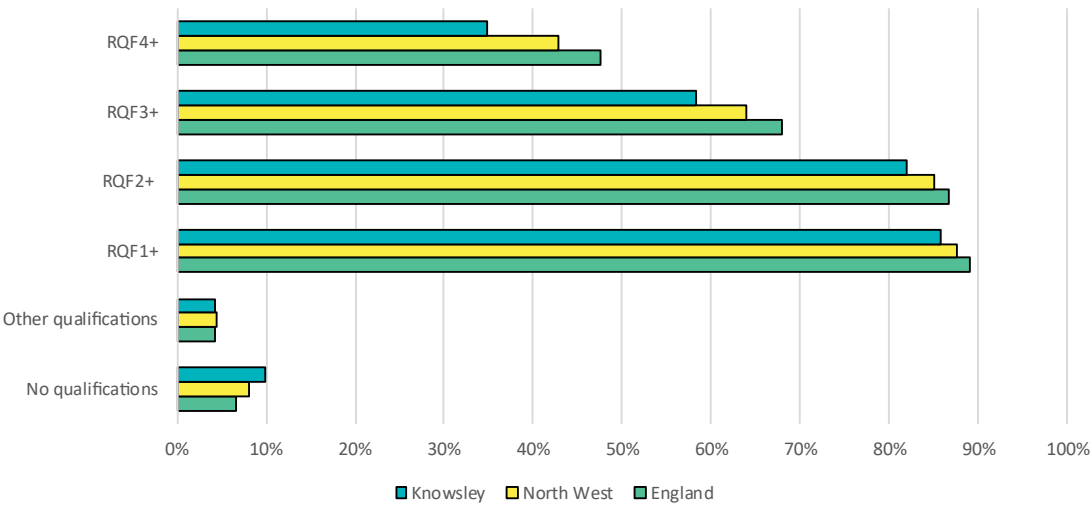


Source: Census (2021)

3.7 Figure 3.2 presents the latest data for Regulated Qualifications Framework [RQF] in Knowsley Borough for residents aged 16-64 which is based on the most recent data provided by the Annual Population Survey [APS] for 2024.

3.8 The 2021 Census suggests that Knowsley in particular has a different profile than the North West and England, with a lower proportion of residents achieving GCSE grades or degree-level qualifications but a higher proportion having no qualifications. This suggests that Knowsley is well-placed to benefit from new training initiatives.

Figure 3.2 Qualifications in Knowsley Jan-Dec 2024 (16-64 year olds)



Source: ONS Annual Population Survey (2025)

- 3.9

Table 3.2 shows the latest data for levels of overall deprivation relating to Knowsley Borough. Average ranks are based on LSOAs within each borough, and the rank of average rank aggregates these up to local authority level, with a rank of 1 indicating the most deprived area and 296 representing the least deprived.
- 3.10

The data makes clear that Knowsley faces significant levels of deprivation, ranking the 13th most deprived local authority with around 73.0% of LSOAs within the top 50% most deprived in England. In fact, 40.0% of LSOAs are within the top 10% most deprived. However, in terms of LSOAs in the top 10% most deprived nationally, the local authority is within the top 10 most deprived local authority.

Table 3.2 Deprivation in Knowsley, 2025

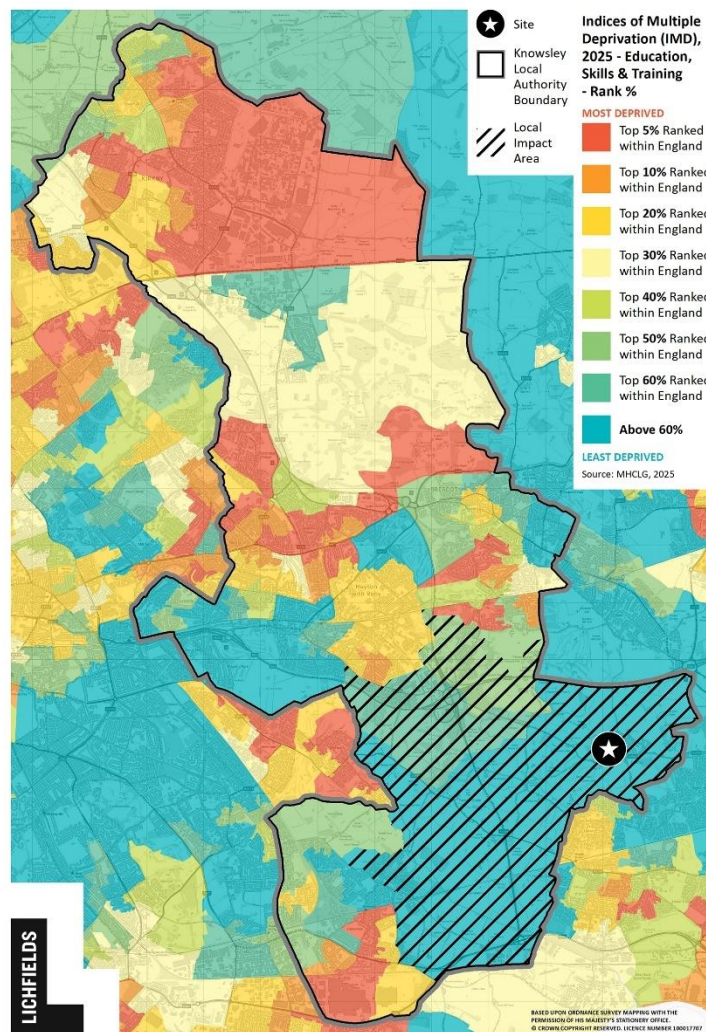
	IMD - Rank	Proportion of LSOAs in most deprived 10% nationally	Rank based on proportion of LSOAs in most deprived 10% nationally
Overall	13	40.0%	7

Source: MHCLG English Indices of Deprivation (2025)

- 3.11

In terms of education, skills and training deprivation, whilst the LIA is ranked within the top 40% least deprived, there are significant pockets of deprivation north of the LIA which fall within the top 20% with LSOAs falling within the top 5% most deprived nationally.

Figure 3.3 Education, Skills and Training Deprivation, 2025



Source: MHCLG English Indices of Deprivation (2025)

3.12

Despite some progress in recent years since the previous 2019 Indices of Multiple Deprivation [IMD], where Knowsley was ranked the 3rd most deprived based on its LSOAs, Knowsley still remains in the top 10 most deprived borough in the country, and clearly has underlying issues with education, skills and training. There are higher-than-average levels of residents who are economically inactive or have no qualifications, and of those who do enter education, fewer tend to reach higher levels when compared to regional and national figures. There is clearly a significant need for improved access to education and training in the borough and surrounding areas, as identified in the Local Plan.

4.0 Skills Legacy of Construction

- 4.1 This section provides direct responses to the social value guidelines as stated in the SPD, as well as setting out wider social value commitments from Bellway and their contractors. The scope of these commitments is limited to the construction phase of the development, in accordance with Table SV1 of the SPD. However, it is important to note that this does not represent the full social value generated by the proposed development as the provision of new housing itself, alongside the wider economic benefits, will help to deliver social value in the Borough through job creation, resident expenditure and meeting the need for new homes.

Bellway's Commitment to Social Value

- 4.2 Bellway was founded in 1946 and has grown to become one of the UK's leading housebuilders. Bellway is committed to providing high quality homes in desirable locations to address the country's ongoing housing shortage. It aims to do this while operating the business in a responsible and ethical way, delivering long-term benefits for its customers, employees, shareholders, suppliers, and the wider communities where it builds.
- 4.3 Bellway4Good is the Group banner for managing Corporate Responsibility [CR] activities which Bellway delivers under the following three core pillars:
- Environment - biodiversity and ecology; carbon emissions; energy; transport; water.
 - Construction - planning; procurement; research and development; site management; waste management.
 - Society and Economy - charities; customers; economic development; employees; health and safety; stakeholders
- 4.4 With targets focussed on these 'pillars', Bellway ensures that it takes a sustainable approach to house building and consider the interests of its diverse stakeholder groups at all times.

Examples of Previous Schemes

- 4.5 Bellway has been highly active in the Liverpool City Region in recent years and has made social value commitments and secured key outcomes across their portfolio of developments. Some examples are summarised below:
- Earlsfield Park – Bellway donated pea gravel to Knowsley Lane Primary School in order to enhance their outdoor area.
 - Scotchbarn Rise – Bellway donated a cabin to Rainhill Rockets to be used as female changing rooms and hosted site visits for pupils at Eccleston Lane Ends Primary School to improve their construction and health and safety knowledge.
 - Nutwood – Bellway designed and delivered a green space for Age UK Mid Mersey Roby Hub and sponsored the free shuttlebus for the Knowsley Flower show.
 - Melling View – Bellway hosted site visits for pupils at Melling Primary School to improve their construction and health and safety knowledge.
 - Roby Park – Bellway staff buried time capsules with pupils from Roby Park Primary School.

- 4.6 In addition to the above, Bellway are willing to commit to several sponsorships in the local area, such as Local Community Centres, to help build further connections and support the local community.

Existing Training Schemes

- 4.7 Paragraph 4.8 and 4.9 of the SPD reference existing training platforms. Below is a list of existing programmes which Bellway already uses to provide a range of training and work opportunities. Many current staff employed are ex-apprentices, trainees and graduates. The schemes detailed below apply across Bellway nationally:

- Work Experience Opportunities across a range of areas and disciplines.
- Trade Apprenticeships e.g. bricklayers and joiners. Bellway works with its supply chain partners to create and support these opportunities.
- Professional apprentices / graduates e.g. technical, commercial, sales and production. Bellway will recruit and employ trainees across these disciplines directly and provide on-job and, if necessary, off-job training.

- 4.8 Bellway aims to bring apprentices into the business to address the shortage of skilled workers within the housebuilding industry and to provide a pathway for talent to be identified and developed for the medium and long-term benefit of the business. Furthermore, they are committed to maximising opportunities for apprenticeships in locations they are delivering projects within the Liverpool City Region.

Further Commitments

- 4.9 Paragraph 4.10 of the SPD asks that:

“The Social Value Strategy will, as a minimum, contain realistic estimates of the social value training and employment weeks that the developer, through its appointed contractor and supply chain would envisage being created by the construction and end use phases.”

- 4.10 In addition to Bellway’s existing commitments and initiatives, Bellway can commit to specific additional measures (identified as possible actions in paragraphs 4.11, 4.12 and Appendix 1 of the SPD) subject to willing and appropriate participants identified. These measures are set out below and are grouped under:

- a Local training and employment
- b Support for local schools and young people.

Local Training and Employment

Apprenticeships for Knowsley residents aged under 25

- 4.11 As shown in Table 4.1, it is expected that approximately **2** Apprenticeship opportunities will be made open to Knowsley residents under the age of 20, totalling 182 weeks of training employment over the course of the development. This will help to provide local training and support for young people considering a career in construction whilst also strengthening the labour supply pipeline into the industry.

Notification of Job Vacancies

- 4.12 To maximise local employment opportunities during construction, Bellway will provide details of job vacancies and upcoming opportunities to Widnes Jobcentre (Kingsway House, Caldwell Road) to help aid local people back into employment. As part of this, Bellway will also provide details of job vacancies to Council representatives as part of the Quarterly Reporting Procedure which can be shared with relevant departments and teams to promote available vacancies.

Vocational Training

- 4.13 As part of the vocational training Bellway will provide during construction, Bellway will target that 100% of all office-based trainee/apprentice employees undertake NVQs [National Vocational Qualification] or HNCs [Higher National Certificate] to Level 3 or above. This will help to strengthen the skills and qualification background of trainees, supporting them for future employment opportunities following their training and improve employability of residents.

Work Experience

- 4.14 During construction, Bellway will provide 1-2 weeks work experience at Bellway's Liverpool office for 2 residents for each year of construction. This will result in around 7 work experience opportunities for local residents, providing an insight into the construction industry and help to encourage young people to consider the opportunities provided by choosing a career in construction.

Construction Skills Certification Scheme [CSCS]

- 4.15 During construction, Bellway will set a target that all on-site trainees, apprentices and graduates achieve 100% compliance with the Construction Skills Certification Scheme [CSCS]. This helps workers involved in construction to demonstrate compliance with industry best-practice requirements and can help support future employment prospects for trainees and employees.

Employment Initiatives

- 4.16 In-light of the above, Table 4.1 provides indicative estimates of employment initiatives specific to the proposed development. The tables highlight the opportunities available. As part of this, Bellway will follow industry-best practice in accordance with existing recruitment policies and procedures within the company (this includes compliance with the Equality Act 2010).

Table 4.1 Employment Initiatives, Bellway estimates

Beneficiary	Type	Duration	Annual Number of Opportunities	Total Opportunities	Training and Employment Weeks over Development Period
Ages 16+	New Entrants	1-2 weeks	3	10.5	21 weeks
Ages 16+	Trainees	1-2 years	0.5	1.75	182 weeks
Ages 16+	Work Experience (Bellway Liverpool Office)	1-2 weeks	2	7	21 weeks

Beneficiary	Type	Duration	Annual Number of Opportunities	Total Opportunities	Training and Employment Weeks over Development Period
Ages 16-20	Apprenticeships (Bellway Liverpool Office)	1-2 years	0.5	1.75	182 weeks
Ages 18-25	Undergraduates (placements)	2-3 months	1	3.5	45.5 weeks
Ages 21+	Graduates	2 years	0.5	1.75	182 weeks
Total				26.25	633.5 weeks

Source: Bellway (2025)

Support for Local Schools and Young People

Talks and Work-Based Learning

4.17 Bellway can commit to delivery of career talks and work-based learning activities for ages 15+, in order to provide information to potential candidates in local schools (these can be identified in agreement with the Council). These will include:

- Career and Opportunities talks by ex-graduates/apprentices at Bellway (15+ year olds) at Local Secondary Education Schools/Academies to raise awareness and highlight the full range of opportunities within construction; and,
- Supervised site visit and talk – this could include primary or secondary education, depending on the suitability of the visit.

4.18 Talks to be provided on a basis which is appropriate – 15+ year old school/college students may be annually or bi-annually, compared to site visits which may be once each year of construction depending on suitability and site safety.

Careers Fairs

4.19 Bellway already attends careers fairs at local higher education institutions in Merseyside which are undertaken on an annual basis. This will continue during the construction of the proposed development.

Training Hours for Young People

4.20 Table 4.2 refers to the specific examples of social value initiatives outlined in Appendix 1 of the SPD. The hours included relate to one person. It is anticipated that these would be delivered by at least two members of Bellway staff as reflected in the total column.

Table 4.2 Social Value, External estimates, Development specific

Beneficiary	Type	Appendix 1 Item	Duration per person	Annual Provision per person	Total over Development Period (2 persons)
Primary Schools	Health and Safety Talk	Curriculum Support	30-45 minutes	5	26 hours
Local Schools	Sustainability Talk	Curriculum Support	30-45 minutes	2	10.5 hours
Local Schools	Site Visit and Talk	Work-based learning	1.5-2 hours	1	14 hours

Secondary Schools/Academies/Colleges	Career Talks from former apprentices/graduates/trainees	Career Aspirations and 'tasters'	45-60 minutes	4-5	35 hours
Secondary Schools/Academies/Colleges	Careers Fair Attendance	Career Aspirations	5-6 hours	1	21 hours
				Total Hours (2 persons)	106.5 hours

Source: Bellway (2025)

Employment and Skills Plan

- 4.21 As part of Bellway's commitment to social value, an Employment and Skills Plan will be created which sets out the obligations and contributions relevant to achieving the social value commitments set out above. The Employment and Skills Plan sets out the process by which Bellway will ensure that skills development and employment initiatives are integrated within its construction scheme for the development. It also includes expectations required from the Council to ensure the proposed social value initiatives can be met.

Obligations

- 4.22 Prior to the commencement of construction, Bellway shall provide the Council with contact details of its nominated representative responsible for liaising with the Council's representative in respect of the social value strategy.
- 4.23 Bellway shall report to the Council's representative on a quarterly basis in accordance with the dates to be confirmed (in a format to be agreed with the Council) outlining the achievements during the previous quarter against the SVS commitments and Targets and will provide details of the various employment and skills activities delivered in the previous quarter.
- 4.24 The report shall be provided to the Council's Representative on dates agreed between Bellway and the Council.
- 4.25 The Council's Representative shall be responsible for monitoring compliance with and implementation of the Employment and Skills Plan and such monitoring shall form part of the Council's assessment of Bellway's compliance with the commitments.
- 4.26 The Developer shall provide such evidence as the Council may reasonably require that the Employment Commitments have been achieved in respect of the Development by way of an update on a quarterly basis as a Quarterly Update Report.

Contributions

- 4.27 The SPD notes that a commuted sum may also be sought towards the costs of preparing and monitoring the Social Value Strategies. There is no methodology contained within the SPD setting out how financial contributions for the preparation and monitoring of social value strategies will be calculated.
- 4.28 In the absence of this figure, Bellway would welcome further information on how this figure will be derived and the provision of a detailed costing plan from either the Council or Fusion 21 setting out why it is necessary for a sum to be paid for 'monitoring' purposes.

Bellway will of course already be investing significantly to implement the commitments made in this social value strategy.

- 4.29 On similar schemes elsewhere, Bellway has been willing to provide Councils with quarterly updates from a named monitoring staff member, who will provide the required updates (usually in table form) as a regular contact with the Council as part of a Quarterly Update Report to confirm the progress of the commitments. This is considered to be a proportionate and reasonable arrangement for the monitoring of the social value strategy.

5.0 Potential Effects

- 5.1 This section details the likely socio-economic impacts arising from the proposed development of up to 120 dwellings on land at Cronton Road, Knowsley. The development is expected to commence in 2027 and will likely be phased over 3.5 years.

Employment Impacts

Direct Jobs

- 5.2 It is estimated that the proposed development will result in a total capital investment in the order of £23.4 million. This has been derived by applying the latest data from the Build Cost Information Services [BCIS] (Q3 2023) to the proposed quantum of development.
- 5.3 Using labour coefficients from the Homes and Communities Agency [HCA] 'Calculating Cost per Job Best Practice Note' (2015), it is possible to estimate the number of direct construction jobs supported by the proposed development over the course of the construction phase. Given the nature of the proposed development, a 'new housing' coefficient is considered as the most appropriate for estimating the number of direct construction jobs generated by the proposals. This coefficient assumes that 19.9 years of Full-Time Equivalent [FTE] employment would be generated per £1 million of construction cost in 2011 prices.
- 5.4 To use the coefficient, the estimated construction cost of c.£23.4 million has been deflated from 2025 to 2011 prices using the UK Government GDP Deflator (March 2025). Applying the new housing coefficient to the deflated construction cost of £17.4 million and then dividing the result by the estimated length of the construction phase (3.5 years) leads to the proposed development supporting **99 gross direct FTE jobs** annually over the construction phase⁶.
- 5.5 Although national and regional construction firms often use their own labour on projects, it is typical that a share of the contractors employed is drawn from the local labour pool. However, it is difficult to determine the likely source of labour to fill these jobs before contracts have been let. It is reasonable to expect a proportion of the construction jobs to be taken up by local workers, particularly if measures are in place to raise local skill levels and encourage local recruitment (e.g., through apprenticeships).

Indirect Jobs

- 5.6 Construction also involves acquisitions from a number of suppliers, who in turn purchase from their suppliers through the supply chain. The relationship between the initial direct spending and total economic effects is known as the 'multiplier effect', which demonstrates that an initial investment can have much greater indirect effects as this spending is diffused through the economy.
- 5.7 In addition, local businesses would be expected to benefit to some extent from a temporary increase in expenditure from the direct and indirect employment effects of the construction phase. Although only a proportion of these benefits would be felt in the local area, it would

⁶ Homes and Communities Agency (2015): *Calculating Cost per Job: Best Practice Note*

be expected that the local economy would gain a sizeable temporary boost from the wage spending of workers in shops, bars and restaurants, and other services and facilities. Such effects are typically referred to as ‘induced effects’.

- 5.8 Research undertaken on behalf of the National Housing Federation indicates that the North West construction industry has an indirect and induced employment multiplier of 2.32⁷. Applying this multiplier to the 99 direct construction FTE jobs per annum indicates an **additional 114 indirect / induced FTE jobs** would be supported by the proposed development in sectors across the UK economy.
- 5.9 This is in addition to the direct construction FTE jobs discussed earlier, therefore indicating a total of **213 direct and indirect FTE jobs** supported on average annually throughout the duration of the construction phase.

Economic Effects

- 5.10 The construction phase of the proposed development could also contribute to local economic output, as measured by Gross Value Added [GVA]. GVA is a measure of the difference between what is produced as output (goods and services) and the inputs (raw materials, semi-finished products etc.) used in the production of those outputs. It represents the additional value that is added through economic activity.
- 5.11 Based on Experian data, the construction sector generates an average GVA per FTE worker of £69,772 per annum (2023 prices) in the North West⁸. Applying this to the *direct* employment impact of the scheme (as derived above), it is estimated the direct construction activity could generate £8.2 million of direct GVA per annum. In estimating the indirect and induced uplift in economic output, a Type II GVA multiplier⁹ of 2.29 has been applied¹⁰. This indicates that a further £10.5 million of indirect and induced GVA could be generated – on average – during each year of construction.
- 5.12 In total, this equates to **£18.7 million of direct, indirect and induced GVA** per annum¹¹. It should be noted that not all of this will be retained locally.

⁷ National Housing Federation, Local Economic Impacts Calculator (LEIC): Methodology and Assumptions (2019)

⁸ Experian, Gross Value Added, (2023). The GVA per FTE worker has been re-based to 2025 prices (approximately £98,509 per FTE worker).

⁹ Type II multipliers account for indirect and induced effects

¹⁰ National Housing Federation, Local Economic Impacts Calculator (LEIC): Methodology and Assumptions report (2019)

¹¹ Figures may not sum due to rounding.

6.0 Summary & Conclusions

- 6.1 The proposed development will have a beneficial socio-economic impact across Knowsley, with the strongest impacts felt in the immediate LIA. Bellway's commitment to positive social value actions and outcomes in this SVS seek to ensure that their proposed development raises the overall level of skills within the Borough; prioritises the use of local labour when opportunities arise; and addresses underlying skills shortages in Knowsley.

Summary

- 6.2 Bellway has an extensive and longstanding reputation for delivering quality social value outcomes within Merseyside and has experience delivering SVS agreed with other councils.
- 6.3 Subject to willing participants, Bellway is committed to 633.5 weeks' worth of training and employment as part of the following measures that will deliver the requisite social value on this project:
- 21 weeks' worth of training for new entrants;
 - 182 weeks' worth of opportunities for new trainees;
 - 21 weeks' worth of work experience at Bellway's office;
 - 182 weeks' worth of apprenticeship training;
 - 45.5 weeks' worth of undergraduate placements; and,
 - 182 weeks' worth of graduate training.
- 6.4 Alongside this, Bellway will also deliver around 106.5 hours of training hours for young people in Knowsley and Merseyside including curriculum support, work-based learning, career talks and attendance at careers fairs.
- 6.5 The potential benefits of the development to the local economy during construction include:
- 99 gross direct FTE jobs p.a. over the 3.5 year construction period;
 - Supporting 114 indirect FTE jobs as a result of construction expenditure; and,
 - A total additional GVA of £18.7 million per year of construction.
- 6.6 The scale of housing to be provided at the site is also crucial to the deliverability of the Local Plan's strategy for Knowsley. Bellway's commitments to social value will address a clear need for improved access to education, skills and training within Knowsley, and also make use of the existing skills base. There are also significant economic benefits to the local area as a result of construction.
- 6.7 The proposed development therefore represents a significant new capital investment in the area, which will help to enhance the profile of Knowsley and will address underlying issues by raising the overall level of access to skills, training and employment, as well as boosting economic activity and expenditure in the area.