

Social Value Strategy — Huyton Lane, Huyton



Introduction

Knowsley Council's aspiration is 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 to achieve significant added value benefits for the people of Knowsley, particularly in the area of employment and skills.

Knowsley Local Plan Core Strategy (2016) 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.

The Adding Social Value to Development: Employment and Skills Supplementary Planning Document provides guidance on how the Council will implement the requirements of the Knowsley Local Plan, and Policy CS4 in particular, by requesting that developers in the Borough prepare and implement a Social Value Strategy in a case where their scheme meets or exceeds a certain threshold.

Social Value Outcomes

The social value outcomes of the development can be split into the construction and end use phase.

Construction

McCarthy Stone manages its construction sites and employs sub-contractors to conduct the building activities. The level of employment varies during the construction but on average around 35 people will be employed over a 12 month build programme. McCarthy Stone encourages all its sub-contractors to employ local labour sources, particularly those who are currently unemployed. It also encourages sub-contractors to employ apprentices.

The construction of the proposed McCarthy Stone development at Huyton Lane, Huyton will be managed by Forge Construction Management on behalf of McCarthy Stone.

Training

The following training is provided for McCarthy Stone's site staff:

- Slinger / Banksman or Crane Supervisor training
- SMSTS for all Site Managers and Assistant Site Managers
- SSSTS for all other site staff
- All site staff are qualified in First Aid, resit every 3 years.
- CSCS card to be renewed every 5 years
- Vehicle Marshalling training for all Gangers and Labourers
- Temporary Works Coordinator for Contracts Manger, Site Managers and Assistant Site Managers.
- Scaffold Inspection – Contracts Manger, Site Managers and Assistant Site Managers
- Asbestos Awareness - Contracts Manger, Site Managers and Assistant Site Managers
- PASMA – Gangers, Labourers, Crane Drivers, (scaffold / tower training)
- NVQ L6 Construction Management for Site Managers

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End Use

The end use of the development will continue to be managed by McCarthy Stone.

Three months prior to the occupation of the development, a full-time house manager will be employed to manage the development. Candidates are usually sourced from the local area. The house manager will be on site during office hours, usually Monday-Friday.

McCarthy Stone's sustainability strategy has 4 key imperatives, 2 environmental and 2 social:

- Creating Communities
- Sustainable Living
- Developing People
- Building Clean and Green

'Creating Communities'

As a champion for older people, McCarthy Stone developments have a strong social purpose. They support independent, connected lives in thriving communities. McCarthy Stone are part of the fabric of social care in the UK, helping residents stay healthy and independent for longer. Our Objectives

- Our customers will be more satisfied, happier and feel their lives are more worthwhile (v ONS4 as a benchmark of the general population)
- Establish a £1m Charitable Foundation aligned with these sustainability goals (discussed below)
- Form external partnerships to advocate for the role of older people in society
- Develop an awareness of dementia among our employees and how they can help improve the lives of people living with dementia

'Developing People'

McCarthy Stone develop their people as their success depends on them. They invest in their people – their skills and capabilities, valuing a diverse and inclusive team. They partner with others to achieve these outcomes. Their objectives:

- Great Places to Work certified by 2023 and beyond
- They meet or exceed the Great Places to Work benchmark for training and development by 2023 and beyond
- Fully utilise the apprentice levy
- Champion Equality, Diversity and Inclusion and create a diverse business that looks to address its needs by offering real opportunities to underrepresented groups and builds an external reputation as the voice equality and an aspirational place to work

In addition, there will be employment opportunities for gardeners, window cleaners and cleaners who would be employed by locally sourced contractors to provide such services when the development is completed.

McCarthy Stone Foundation

The McCarthy Stone Foundation is an independent registered charity (no. 1191504) providing much-needed financial grants, volunteers, and resources to grassroots charities and organisations who support older people to be valued, engaged and connected to their community.

The Foundation already has a track-record of providing grants to numerous charities across the north west to organisations such as New Friends for You (Horwich), Reach Family Project (Bolton) and Manchester Cares, and will be awarding over £300,000 in funding nationwide in 2023.