

Hall Lane Car Park, Telegraph Way, Kirkby, L11 9AP

Planning Permission 25/00627/FUL

Social Value Strategy For Lidl Great Britain Limited

May 2026
Our Ref: 24-01042

INTRODUCTION

- 1.1. This Social Value Strategy (SVS) has been prepared on behalf of Lidl Great Britain Limited (Lidl) to support the development of two retail units, to comprise a discount foodstore and a non-food retail unit, on the site of the Hall Lane Car Park, which is located off Telegraph Way in Kirkby Town Centre.
- 1.2. Both retail units will be constructed by a main contractor appointed by Lidl on behalf of the landlord (Knowsley MBC). On completion, the discount foodstore will be occupied by Lidl. This SVS, therefore, addresses both the construction phase and occupation phase of the development. The occupier of the non-food unit is, however, unknown at this stage.
- 1.3. The SVS commitments relating to the occupational phase development relate to the Lidl store only, and will be directly satisfied by Lidl. However, Lidl is not yet able to appoint a main contractor to construct the proposed development. Therefore, this SVS seeks to identify the employment and skills commitments that Lidl will require the main contractor to achieve during the construction phase of development. Once such commitments have been agreed with the Council through the approval of this SVS, the agreed SVS will form part of the document pack that Lidl will issue to main contractors tendering to undertake the construction phase. The appointed main contractor will be required to adhere to the agreed SVS commitments and to provide evidence of compliance.
- 1.4. The proposed construction phase commitments and Lidl's proposed operational phase commitments are set out separately below.

CONSTRUCTION PHASE COMMITMENTS

- 1.5. Reference has been made to the National Skills Academy for Construction (NSAFC) toolkit in order to identify the employment and skills targets that the construction phase of proposed development should be expected to deliver. This is a widely recognised source for determining outputs. The NSAFC toolkit sets out bands of employment and skills outputs for different types of development schemes and according to the gross development value, and, therefore, provide a target for the construction phase of the proposed development to achieve. The proposed development falls within Band 1 of the Retail, Sports, Leisure and Entertainments table, having a gross development value of £3.5m or less.
- 1.6. The appointed main contractor will be required to commit to the employment and skills outputs identified below either directly or through its local supply chain.
- 1.7. The outcomes outlined within this document will satisfy the requirement to deliver 33 social value weeks, as outlined in Fusion21's Social Value Forecast. During the construction phase the main contractor will collaborate with Fusion21 to monitor and report on outcomes to ensure compliance with the planning condition upon project completion.

Work Placements (x 2 persons)

- 1.8. A minimum of two work placements will be offered to provide work experience during the construction phase. Each placement will last for a minimum of 5 working days.

- 1.9. Work placement candidates will be identified through liaison with the Construction Skills, Training and Employment Partnership (CSTEP) or local partnerships or agencies, with the placement seeking to benefit someone who is currently in construction-related education or training, or an individual seeking to re-enter the industry following a period of absence. Candidates will also be identified from currently unemployed jobseekers seeking work in the industry in co-ordination with Job Hub, Jobcentre Plus, Knowsley Works or other such employment agencies.

- 1.10. The main contractor will work with its supply chain to deliver relevant and meaningful work experience. Evidence of the placement will be collected in the form of an offer letter to the candidate, attendance records and a learner evaluation form.

Training Weeks On-site (up to 26-weeks)

- 1.11. The proposed foodstore development will have a 26-week build programme to practical completion. The appointed main contractor will provide formal training throughout this period to new entrants, apprentices and trainees.
- 1.12. The training opportunities will, where possible, cover different trade disciplines overseen by the main contractor and supply chain and will seek to accommodate all levels of ability. Evidence of the training undertaken will be detailed in registration documents and/or completion certificates, as appropriate.

Qualifying the Workforce (x 5 persons)

- 1.13. The main contractor will be required to identify opportunities for up-skilling the workforce, to include within the supply chain, through the completion of Site Induction Skills Profiles. Training priorities will respond to skills gaps that are identified, with a minimum of 5 individuals being identified for upskilling.
- 1.14. Suitable courses to address the identified skills gaps will be identified, focussing upon nationally recognised qualifications and industry-specific qualifications accredited by educational or other training providers to support the Construction Skills Certification Scheme. On-site Training and Assessment will be encouraged. Evidence of upskilling will be provided by completion certificates.

Training Plans (x 2 plans)

- 1.15. The appointed main contractor will be required to provide an up to date annual training plan that sets out its approach towards training its workforce over the period. Should skills gaps be identified in the training plans, the main contractor will be encouraged to address the gaps in conjunction with the delivery of the proposed development, where possible.

Supply Chain

- 1.16. The main contractor will be encouraged to appoint local sub-contractors and suppliers to support the delivery of the construction phase. These sub-contractors and suppliers may include (but are not restricted to) the following:
- EJ Cladding Ltd (Liverpool)
 - James Roofing (Liverpool)
 - Ste Routledge Render (Liverpool)
 - Nationwide Management Services (Liverpool)
 - Nationwide Fencing (Kirkby)
 - Beers Builders Merchants (Liverpool)
 - Discount Building Supplies (Kirkby)
 - Dulux Decorator Centre (Liverpool)
 - Leeming Murphy Fabrications Ltd (Liverpool)

OCCUPATIONAL PHASE COMMITMENTS

- 1.17. The Lidl foodstore will require up to 40 members of staff in order to operate in the most efficient manner. Both full and part-time roles will be offered, with part-time hours ranging from 9 – 36 hours. Lidl does not offer zero hour contracts. It is expected that the majority of staff members will be local people living in the local area, with the exception of the Store Manager, who will transfer from an existing store to ensure that the role is filled by a person with the required level of experience.

- 1.18. The recruitment of additional staff will commence 4-6 months prior to store opening to ensure that all new staff gain sufficient prior training and experience at a nearby existing store. Staff recruitment will be managed by Lidl's in-house recruitment team.
- 1.19. Lidl's recruitment team will provide Jobcentre Plus and Knowsley Works (and any other partner nominated by the Council in response to this SVS) with two months prior written notice of the date on which it will begin recruitment for the store and will use reasonable endeavours to ensure that 20% of all in-store positions are allocated to be filled by the long term unemployed (anyone unemployed for at least 6 months), whilst being compliant with Lidl's internal processes and policies and equality law. Lidl's recruitment team will liaise with Knowsley Works and Jobcentre Plus, and any other nominated partners during the recruitment programme, to promote available opportunities and where possible, pre-employment training and support targeted to providing a qualified and suitable stream of applicants for all new jobs created at the store and any subsequent vacancies.
- 1.20. Following the store opening date, Lidl will provide the Council and/or Knowsley Works with a document detailing all jobseekers offered employment at the store, including those accepting the offer and those rejecting it, the geographical extent of recruitment, including a separate post code analysis and targets met.
- 1.21. Lidl's recruitment team will continue to liaise with the Council, Knowsley Works, Jobcentre Plus and other nominated partners to actively promote ongoing vacancies across Knowsley.
- 1.22. The point of contact at Lidl's recruitment team is lidlcareers220@lidl.co.uk