

# **Social Value Strategy**

## **Non-Residential Development**

|                           |                                       |
|---------------------------|---------------------------------------|
| <b>Date:</b>              | <b>16/04/2021</b>                     |
| <b>Fusion21 ref:</b>      | <b>TBC</b>                            |
| <b>Developer name:</b>    | <b>Witherslack Group</b>              |
| <b>Planning ref:</b>      | <b>TBC</b>                            |
| <b>Site name/address:</b> | <b>Naylor's Rd, Liverpool L27 2YA</b> |

# Social Value Strategy

It is a planning condition that Witherslack Group submit a social value strategy for the development at Naylor's Rd, Liverpool L27 2YA. On approval of this plan by Knowsley Borough Council (KMBC) it will form a compliance document and will be implemented by Witherslack Group through its contractor/works package contractors supported by a site-specific social value delivery plan which Fusion21 will develop with the contractor (once appointed) unless otherwise agreed with KMBC. Fusion21 have been engaged by KMBC for the delivery of this overarching strategy and subsequent strategies for reserved matters applications for the duration of the development/build.

The Section 106 agreement indicates a target for social value weeks delivery which is the overall aim, it should be noted however elements this target may require flexibility by KMBC. KMBC shall approve the SVS in accordance with the terms of the Agreement.

This SVS has been prepared in consultation with Fusion21 and in accordance with the KMBC 'Adding Social Value to Development' supplementary planning document (SPD) adopted in September 2018.

In accordance with item 4.11 of the SPD The Council would especially 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 in the construction 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 the construction phase; 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.

## Activity Profile

Typical examples of the activities that developers, contractors and their supply chain are expected to undertake in support of the above measures include the following:

- Targeted recruitment and training requirements, ensuring that apprenticeship and other work opportunities for Knowsley residents help to alleviate unemployment;
- Targeted vacancy filling, maximising the use of employment support partners;
- Work placements for Knowsley residents designed to support education and learning;
- Participation in education initiatives, supporting the transition between school and work;
- Supporting the local supply chain, helping to develop a wider business base;
- Provision of opportunities for social enterprises, which have explicit social, economic or environmental aims;
- Participation in fora created to promote sector development, sharing good practice to stimulate improvement; and
- Participation in fora created to promote community development, maximising the benefits of a strong voluntary and community sector.

Although this document records the formal strategy, the above list is not exhaustive and Fusion21 will apply a flexible approach to compliance and achieving the targets with the works package contractors in accordance with the Adding Social Value through Major Development SPD.

A wide range of other local employment and training measures may also be secured through this Social Value Strategy, and further examples are provided in the Adding Social Value through Major Development SPD.

### **Our Strategy:**

Fusion21 will use its forecasting model to determine the total number of social value weeks that will be required based on the type of project, the construction cost and its duration. (Note: this has been done and is forecast to be 86 weeks)

In order to meet the requirements of the strategy it has been agreed that:

- In consultation with Fusion21 the Contractor will develop a social value delivery plan detailing job/apprenticeship opportunities and other social value activities to be carried out. This will be shared with local services via the Fusion21 social value steering group (SVSG).
- The contractor and their subcontractors will ensure that all vacancies are referred to Fusion21 in the first instance with the aim of recruiting Knowsley residents; however, if vacancies cannot be filled via this route they may recruit elsewhere;
- The contractor will advise Fusion21 of their preferred local labour agency;
- The contractor/subcontractors will support short term voluntary work placements for unemployed adults and NEET's either directly or through the supply chain where safe and practicable. Candidates will not be under 16 years of age (unless KMBC are satisfied that adequate safeguarding procedures are in place) and will have completed appropriate Health and Safety training in accordance with the H&S policy of the supervising Contractor.
- The contractor will ensure that Fusion21 are provided with all necessary information to be able to monitor and report on outcomes including case studies which may be used for media releases.

## Appendix 1

### Explanation Forecasted Weeks

Whilst we are unable to directly influence the make up and or numbers to be employed through our supply chain we will facilitate through our contracts a baseline number of weeks for the provision of training, which may include apprentices who will be classed as employed status. The method of calculating the target number of training and employment weeks (Social Value weeks) is driven by an industry approved model for predicting labour requirements which applies regionally specific information sourced from published data by amongst others CITB Construction Skills Network Data.

The model is aligned to planning class uses and reflects the standard industry measurement of labour as 'labour weeks' based on typical construction output. This method gives early indication of typical elements of the construction programme linked to planning class use, providing an approximation that is then confirmed by the Contractor, of the type and duration of individual works packages within the overall construction programme. This approach ensures that targets are relevant to specific developments and reflect the business needs of Applicants/Developers/Contractors and the supply chain so opportunities created are therefore genuine and sustainable.

This process enables a realistic expectation of timescales and if these are sufficient to offer justifiable opportunities for apprenticeships. On a Development of this nature the method of construction is such that traditional trades apprenticeships may not be available within the construction programme. As a Developer our policy is to work with our supply chain to support apprentices and new entrants into the industry where the construction programme can accommodate this and provide longer term sustainable employment opportunities.

We strongly support placement opportunities and engagement of schools/educational involvement in the development, this enables us to provide a range of opportunities for students linked more to the overall process of how development and construction works which is beneficial to students. This degree of flexibility enables us to integrate students with our wider professional teams and facilitate engagement with schools on the range of employment opportunities available within the built environment as a whole which we believe will provide a better insight into the industry. Apprenticeships are important, however there is a predicted need for technical and professional recruitment to the industry where areas are experiencing growth.

Our preferred method of delivering weeks is to have a range of delivery options that we can match opportunities to based on our construction programme, we believe from experience we can deliver meaningful outcomes.

## Appendix 2

### Monitoring and Reporting

A key element of the delivery of this Training and Employment strategy is successful monitoring and reporting of outcomes. Fusion21 has a dedicated member of staff to undertake this piece of work. This will be undertaken in conjunction with the Site Manager and works package contractors (supply chain).

We will monitor and report on:

- Direct achievements against the baseline target weeks of 86

Supplementary/Additional weeks

- Jobs protected;
- Wider social value support to the local community;
- Health and wellbeing
- Local economy and enterprise

These two areas combined will show the overall baseline weeks achieved through this strategy and supplementary weeks achieved as additionality.

We will provide monitoring on a agreed basis detailing individuals, postcodes, start date, completion date, status (employed, trainee, placement) educational activities. A final report will be submitted collating monthly reports.

A method has been implemented that will enable access to site information to record the start date, and duration of all individuals involved in activities that can be counted towards the outcomes, this will also include those individuals within the Planning Authorities agreed area who we would class as maintaining employment as a result of the intervention by Planning requirements.