



DC/23/68822
Land adjacent to Q3 Academy
Wilderness Lane, Great Barr
B43 7SD

SOCIAL VALUE - EMPLOYMENT & SKILLS
DELIVERY PLAN



Social Value is defined through the Public Services (Social Value) Act 2012, which came into force in January 2013. This requires public sector organisations and their suppliers to look beyond the financial cost of a contract and consider how the services they commission and procure may improve the economic social and environmental wellbeing of their region. Sandwell Councils ethos is to help maximise community benefits in all areas recognised as a social value.

Land adjacent to Q3 Academy, Wilderness Lane, Great Barr, B43 7SD – Housing Development

As part of the planning application for the proposed 150 housing development comprising a countryside park and associated works. This social value plan has been calculated against the estimated cost £21m and 2 – 3 years proposed build. Therefore, as part of this development agreement please find the following social value and community benefits KPI's set out below as a social value delivery plan.

Employment Skills Plan - Key Principle Indicators		Potential outcome	Measure per week	TOMS
1	Meaningful Work Placements 18yrs+. This is a meaningful work placement that pays minimum or national living wage according to eligibility – 4 to 6 weeks. If unpaid work experience: 2 weeks minimum or paid placement if longer duration needed.	10	20	N13
2	New Starts – will be recognised as apprenticeships or paid trainees employed direct/indirect . This is measured as person-weeks and participant can either be working towards a full L2 ,3, 4 apprenticeship or trainee looking to aspire toward an apprenticeship. Upskilling can be considered for the short-term duration of works equivalent to set target weeks. These are paid National minimum wage. (Paid trainee opportunities for duration of trades on site can be discussed). Measure one start x 104 p/weeks represents one outcome.	5	520	N10
3	Supporting apprentices/workforce to progress onto further NVQ T Levels, HND etc. This is measured as a minimum of 6 weeks or more per individual.	4	24	NT12
4	Existing apprentices – an apprentice already employed direct or indirect and working on contract will be safeguarded and those looking to be sustained within continuous employment as safeguarded that would otherwise be made redundant – Measure one individual up to 52 p/weeks.	4	208	NT9
5	Graduates or equivalent taken on as consequence of the programme. Measure one placement represents 1 outcome against minimum 12 weeks.	2	104	NT9
6	Jobs created –the creation of new and sustainable job opportunities for vulnerable groups into the sector created for the project or their subsequent supply chain. This measure represents persons previously unemployed, vulnerable groups, NEETS Measure minimum 13 weeks per participant.	10	130	NT1 NT3 NT4

The above ESP is calculated from an estimated cost of build against the duration of construction works using the CITB Client Based Approach 2017- Regeneration benchmark



7	Additional Social Value	Potential outcome	measure	TOMS
7.1	<p>School/College Engagement –</p> <p>This target is to look at individual engagement in school/college work shop activities such as CV building - career talks - site visit /virtual tours/ STEM program activities.</p> <p>One individual represents one outcome with hours/days.</p>	6	36hrs	NT7 NT8
7.2	<p>16 plus work experience placement -</p> <p>One individual represents one outcome with minimum 5 days = 1 week.</p>	4	4weeks	NT11
7.3	<p>Community Engagement –</p> <p>This target is to look at working transparently with local community groups /VCSE’s during the contract period. Identify a local need within the community.</p> <p>Can include supporting outreach groups for NEET’s/ long term unemployed/ disadvantaged groups etc.</p> <p>One individual represents one outcome with hours/days.</p>	6	36hrs	NT27 NT28
7.4	<p>Local spend – Meet the Buyer Event</p> <p>This target is to look at working transparently with local supply chain, Micro and SMEs where possible and this can be recognised within the Deliverables as holding a ‘Meet the Buyer’ Event.</p>	1	6hrs	NT18
7.5	<p>Local spend –</p> <p>This target is to look at working transparently with local micro/ SME’s and VCSE’s on this programme of works during the contract period.</p> <p>Measured against 10 / 20 miles radius to Sandwell</p>	%	minimum 70%	NT14 NT19 SC3
7.6	<p>Environmental –</p> <p>Reduce, Reuse, Recycle. Carbon emission reduction, landfill waste reduction, energy saving. Added support to a local Environmental/Recycling/Green /Biodiversity and sustainable initiatives promoted.</p> <p>Measured against beginning and end of contract report</p>	%	70 %	NT31 NT35 NT46
7.7	<p>End User – deliverables</p> <p>Recognised separate to the construction phase</p>	N/A	N/A	NT1 NT3 NT4



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Please note the Social Value declaration to be signed on the final page of this document once in agreement with the SV ESP KPI/outcomes and return to the social value officer supporting this contract.

The National Skills Academy Client-Based Approach

Public Sector clients including Local Authorities are playing their part to ensure we invest in our nations construction skills as part of a social value commitment. This means utilising the huge power of public procurement and planning, to address the skills requirements for now and in the future of our young people. Since being awarded the CITB Client-Based Approach in 2012, Sandwell continue to commit to supporting and enhancing the delivery of apprenticeships and work place training via Employment & Skills Plans (ESP). This means the use of an ESP in all procurement and letting of contractors, to new and existing contractors who are supporting this social value initiative to create job and training opportunities that are of value to the individual. All ESP's once agreed are to work alongside the contractors Method Statement.

This Client-Based Approach is an adaptation of the CITB Contractor Guidance that incorporates employment and skills requirements. To access the full CITB English-client-based-approach Guide: <https://www.citb.co.uk>

The National Themes, Outputs and Measures (TOMS)

The National TOMS is the market leading measurement framework widely used by construction organisations and businesses within the private and public sector. The framework is designed to support the embedding of social value into the procurement and contractual processes. Sandwell Council adopt a hybrid approach to ensure that there is flexibility and understanding against the measures to meet both the contractor and client needs. For more information please visit <https://socialvalueportal.com>



Social Value ESP Rationale

The Social Value ESP outlines proposed benchmarks against the delivery and outcomes as part of the planning conditions requirement and to engage with Think Sandwell’s initiative to take into consideration the economic, social and environmental well-being of the borough that this is closely tied to community benefits and sustainability

The rationale of the proposed benchmarks:

1. Work Placements (16 plus) and Meaningful Paid Experience (18 plus years)

This is to support young people in full-time further education or who are seeking employment with an opportunity to learn. This can include Diplomas, BTEC and ‘T’ Levels students. Equating to an NVQ and full-time craft technical study programme similar ‘A’ levels, with an industry placement designed to give skills that employers need. The minimum duration of a work experience placement (non-paid) should be no longer than ten working days to be recognised as an outcome against a recognised KPI. **However; Sandwell Council encourage these work placements to be meaningful work placements that pay minimum wage or National living wage according to eligibility.**

2. New Starts – Apprenticeships, trainees or paid employment direct or in direct opportunities created

This target describes recruitment of either traditional, specialist, displaced or adult apprentices to the project workforce. An Apprenticeship outcome is defined as an individual pursuing a formal apprenticeship framework incorporating either NVQ L2 or L3.

Trainees (pre-apprenticeships) looking to aspire to an apprenticeship/ upskilling can be considered for the short-term duration of works, **these are paid National minimum wage or above.**

3. Supporting Apprentices and workforce to progress - further training to support up skilling within the existing workforce or temporary contract workforce to obtain an NVQ T Level; HND or equivalent. This is measured by the duration of hours taken for each individual person.

4. Existing Apprentices – who are employed either direct or indirect with subcontractor will be safeguarded and recognised for up to a maximum of 52 persons weeks. This is documented but not necessarily used as a KPI unless they live within the post codes of Sandwell and neighbouring area.



5. **Graduates or Equivalent Trainees**

This target describes employment opportunities for university students who have graduated (within 3 years of their start to employment) or looking for placement whilst obtaining a degree within construction related careers. These placements may be an internship and must be a minimum of 12 weeks to meet KPI's.

6. **Jobs created on construction projects within their supply chain**

This target describes the employment of individuals by the main contractor or supply chain. The target relates to those who are employed as trainees, or those previously unemployed, or disadvantaged groups looking for work. They need to be in paid employment for at least 13 weeks before they can be recognised as an outcome against the KPI. **On the Job paid Trainees can be recognised under this target of outcome.** Think Sandwell can support with further information on the network of provisions. **Safeguarded jobs for lower entry employees** is documented but not necessarily used as a KPI unless they live within the post codes of Sandwell and neighbouring area.

7. **Additional Social Value** is a consideration to achieve **social, environment and economic wellbeing**, such as changes in levels of employment, education, health and **environmental** such as carbon-footprint and biodiversity initiatives. To help local economy with supporting local SME's and suppliers. Think Sandwell are always keen to promote their Business Growth & Employment & Skills services to local businesses and help support them with recruitment initiatives and other government initiatives available.

There are other additional benefits that can take any form, such as voluntary hours, creating training opportunities. Also, the softer but as equally important engagement with communities and supporting local stakeholders working with disengaged groups, long term unemployed and NEETs. Other examples of supporting local community needs with food banks, sponsoring charities, fundraising, creating a healthier community initiative by supporting local social enterprises, small and micro businesses within the Sandwell borough.

Local Spend is recognised as a valuable indicator to Sandwell's economy. Local purchase of goods, services and engagement with local SME's is encouraged. This can be identified as '**meet the buyer**' events and local supply chain initiatives to be of guidance and support to tender for works. Business events can be organised and facilitated by Think Sandwell Business Growth Team. Local spend and supply chain list may be asked to be part of this Social Value commitment as part of the measuring indicators.



Where applicable, local spend is to consider social value/local spend in priority order as highlighted below. This information can be measured by activity undertaken and reported to the social value officers. As an example local spend is recognised as priorities:

Priority 1: Sandwell 0 – 10 mile radius

Priority 2: Birmingham & Black Country 11 – 20 mile radius

Local Environment is recognised within the elements of commitment to protecting the environment, minimising waste and energy consumption. To be recognised in using resources efficiently and how this is measured, such as the following examples:

- Reduce Carbon footprint – being aware of carbon emissions
- Eliminate unnecessary waste by adopting the “reduce, reuse, recycle” philosophy.
- Be a good neighbour and minimise negative impacts such as noise and air quality.
- Protect the environment and minimise adverse impacts and to instil this approach throughout the supply chain.

Social value initiatives and innovation is always something to shout about as part of good outcomes and by capturing these outcomes in tangible measures and a ‘good’ news story supports your corporate social responsibility and social value that needs to be celebrated.





who we are and what we deliver ...

Sandwell Business Growth team is the Council's friendly business support services. In a position to help boost your Sandwell business, whatever its size, and however new or long-established it is.

Whether you need help sourcing funding or market intelligence in order to grow your business, or opportunities to build relationships with new clients, the Sandwell Business Growth team is here with advice, ideas and knowledge. We also encourage existing and new businesses to set up in our vibrant borough.

Our significant success includes helping new and existing Sandwell businesses secure millions of pounds' worth of funding in order to expand and develop, as well as safeguarding hundreds of jobs.

We can organize and support business to business events to share knowledge and create networking opportunities.

We have helped many businesses forge strategic business contacts – resulting in valuable new partnerships and contracts. If you wish to hear more, please visit: www.sandwellbusinessgrowth.com

The Sandwell Social Value Team, sit within the Business Growth Team, supporting regeneration projects, planning obligations, council let contracted awards, and employment and skills and business corporate social responsibilities, wherever social value is recognised.

As you know Sandwell Council is fully committed to The Public Services Social Value Act 2012 and Community Benefits for targeted recruitment and training - to ensure social, economic and environmental activities are delivered in the best interest to its residents.

The Social Value Team is responsible for setting key performance indicators (KPI's) from CITB benchmarks. Also overseeing the programme in relation to targeted recruitment and training. Helping to support monitoring and provide monthly update reports of outcome achievements against the agreed KPI's.

The council's current commitment to social value is related to Community Wealth Building. Sandwell Council prides itself to effectively generate social value, helping to deliver a wider community, social, economic and environmental benefits from all investments in the borough. For further advice please contact:



Community Benefits & Social Value Officer: Karen_richards@sandwell.gov.uk
or Senior Social Value Officer: Michael_wragg@sandwell.gov.uk

thinkSandwell

Think Sandwell Employment & Skills Team:

Offering a vast range of support from general recruitment, identifying skills gaps and employment advice & guidance on apprenticeships and funding.

We can support you finding an apprentice via advertising, pre-screening and provide mentoring support to all trainee apprentices whilst placed within their chosen Apprenticeships on L2 framework over the appropriate contracted weeks or longer when necessary to support both employer and employee.

The team have wide ranging experience and knowledge over many different business sectors, ensuring that they only identify individuals that meet the requirements of the employer.

We have a specific team with years of expertise in construction fully understanding the skills needed within industry. We work alongside various training providers to meet the flexibility of the contractor needs and at all times help meet the contractor's requirements.

To meet your requirements, we work alongside Sandwell College and other colleges that are established in delivering the traditional skills in all construction trades and other training provisions across the West Midlands, such as other trade areas e.g. Mechanical and Electrical Engineering and Plumbing in commercial and domestic.

The team operates as a recruitment brokerage at no cost to the business. The employer will be allocated an advisor who will support with advice and guidance, throughout the recruitment journey. We work in conjunction with Jobcentre Plus and other employment referral agencies supporting local residents to gain access to work. ***Please note: this recruitment brokerage does not operate as a temporary agency however we do work alongside the employers chosen agencies if relevant.***



Social Value Declaration:

Sandwell Council is always grateful for the support from its contractors and developers, as you are aware social value is an additional contribution to the overall Community Wealth Building agenda within the Sandwell Borough and its greater connection to neighbouring Black Country and Birmingham.

Whether you are a council contractor or looking to invest and develop in Sandwell, the social value commitment will always be recognised.

Please note the initial Employment Skills Plan is open to discussion and the Think Sandwell Team are always happy to discuss and advise options. Before any discharge of planning condition or contractual agreement, we feel with an initial introduction to our services, it will help towards you making that important Social Value commitment with real and valuable outcomes, benefiting all.

Once agreed outcomes are set as KPI's in a monitoring sheet. This will be adjusted with the targeted outcomes and shared in all future site/contract monitoring meetings. You will also be asked to sign the following declaration form and return to the Social Value Impact Officer and relevant Project/Planning Officer of this project.

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I hereby agree on behalf of Principal Contractor/ Developer to the terms of Sandwell Council's Social Value Delivery Plan. I have engaged with the Councils Social Value Team services to discuss the proposed outcomes and agree to these figures to be realistic and deliverable as part of our Social Value commitment to Sandwell. We are aware there will be a monitoring sheet to be updated with measurable outcomes on an agreed basis.

On completion of the contract/development this will be considered as evidence alongside case studies, thus contributing to PR and CSR and SV outcomes.

If by any change of circumstance against all best endeavours to go against this agreement, a written statement will be submitted to the relevant Council Lead Manager and Social Value Officer, stating the reason why we cannot fulfil this agreement.

Name:

Company Name:

Signature:

Date:

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THE BEST START IN
LIFE FOR CHILDREN
AND YOUNG PEOPLE



PEOPLE
LIVE WELL
AND AGE
WELL



STRONG
RESILIENT
COMMUNITIES



QUALITY HOMES
IN THRIVING
NEIGHBOURHOODS



A STRONG AND
INCLUSIVE
ECONOMY



A CONNECTED
AND ACCESSIBLE
SANDWELL