

FUSION²¹

Social Value in Planning Annual Report

—
2023-2024



Proud Providers of Procurement with Purpose

Our purpose

“To be an organisation for positive change.”

Everything we do at Fusion21 is designed to deliver Procurement with Purpose. We work with like-minded public sector organisations, partners, and suppliers to build up communities and motivate sustainable change where it's needed most.

Our social value team is proud to support local authorities, developers, and contractors to make a measurable impact within local communities – from delivering social value you can see in every phase of the development lifecycle to leaving a legacy through construction.

Our vision and mission



OUR VISION
To make a visible impact



OUR VALUES
Social impact | collaborative communities | social business | smart thinking | sustainability | thought leadership



OUR MISSION
Helping members to buy smarter, championing social value and sustainability

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Welcome

from Sarah Maguire, Head of Social Value

Achieving social impact through the planning system

Welcome to Fusion21's Social Value in Planning Annual Report 2023 -2024, which highlights the fantastic outcomes that have been delivered in Knowsley and Northampton through the planning system.

Working together with Knowsley Council and West Northamptonshire Council, contractors, developers, and other community stakeholders, we're proud to be delivering lasting and sustainable change for local communities, residents, and businesses.

This report shines a spotlight on the community engagement initiatives, employment opportunities, and apprenticeships that have been created over the past year. It also provides insight into the education and careers guidance that is benefiting local young people, in addition to sharing examples of how local businesses and voluntary, community, or social enterprise (VCSE) organisations have been supported.

From helping local authorities to ensure social value strategy is embedded at the planning application stage to assisting developers and contractors who want to maximise social value within developments, we're driving a transformative approach across the country – supporting economic growth, community development, and local job prospects.

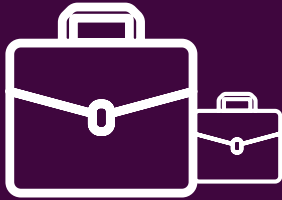
As an organisation for positive change, we strive to embed social value you can see in every phase of the development lifecycle. We continue to seek opportunities to collaborate and support reinvestment in local communities.

Social impact data

Our impact in numbers

April 2023 – March 2024





22

local apprentices employed through construction projects



4

site visits delivered for school pupils



£70,213

donated to local VCSE's



50

volunteer hours donated to local VCSE's



8

careers events delivered

Social value strategy

Driving social impact into new developments

In the last year, we've been strategically advancing through two key synergies. We're continuing to foster social value within the planning systems of local authorities, and we have entered into several ground-breaking collaborations that will see social impact incorporated into numerous projects at the pre-planning application stage - ensuring multimillion-pound developments benefit local communities and the people who live there.

Our social value team is supporting developers to maximise social value within developments, from creating jobs to offering work experience opportunities for young people, or reinvestment within the local borough through using local supply chains.

"We are delighted to be partnering with Fusion21 to deliver social value through our developments. Newlands are fully committed to embedding social value into our schemes in the communities we serve. Fusion21's experience will assist us in meeting the social value objectives contained in our ESG & Sustainability Strategy published earlier this year, that includes preparing detailed Employment, Training, and Skills Plans for all of our projects."

Ben Taylor

Planning Director
at Newlands Developments



Strategic workshops for community engagement

Fusion21 has facilitated and hosted numerous social value workshops and steering groups nationwide, strategically targeting communities where our partners are actively involved.

In Knowsley, Merseyside, over the last year we've convened three steering groups to foster collaboration with essential community stakeholders, driving social value delivery throughout the local authority.

Through our nationwide partnership with Rugby-based developer Newlands Developments, we've organised and supported two social value workshops in Barnsley and Basingstoke, in addition to over 100 hours in community engagement events.

These initiatives have allowed us to immerse ourselves in the community, comprehensively grasp its core needs, and ensure that targeted social value initiatives remain central to community engagement.



- ✓ Understanding community need
- ✓ Fostering collaboration
- ✓ Targeted social value initiatives at the core of activity
- ✓ Integrating and enhancing ESG (Environmental, Social, and Governance) strategies.



Boosting employment opportunities

Boosting local employment with strategic social value initiatives

We are committed to bolstering local employment opportunities. Through collaborative stakeholder management, we actively increase local job prospects, ensuring that community needs align with project objectives. Our approach involves harnessing local authority schemes and programs to leverage, encourage, and monitor a robust local supply chain. This holistic strategy not only drives economic growth but also fosters a sustainable framework for community development and local employment.



57%

of those locally employed within the year 2023-2024 have had continuous local full-time employment for 12 months or more



290

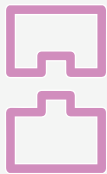
local people employed through construction projects in 2023-2024

Delivering apprenticeships

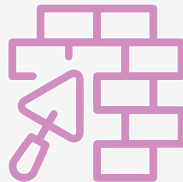
Advancing apprenticeships in construction through social value

We are advocates for diverse apprenticeship schemes, driving contractor involvement in mentoring apprentices across the entire supply chain and project lifecycle. Moving forward, our focus will be on nurturing the growth of key trades into on-site roles, collaborating closely with contractors and developers to facilitate this transition.

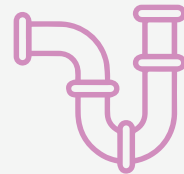
22 local apprentices were employed through construction projects in the year 2023-2024. This included:



**9 Apprentice
Joiners**
(Level 2-4)



**7 Apprentice
Bricklayers**
(Level 2-4)



**3 Plumbing
Apprentices**
(Level 2-4)



**2 Construction Site
Supervisor Apprentices**
(Level 4)



**1 Apprentice
Groundwork Technician**
(Level 4)



The Watch Factory, Knowsley

Case study: Knowsley Apprenticeship Scheme supports 23-year-old Callum to progress to Assistant Site Manager at Vistry Partnerships Site

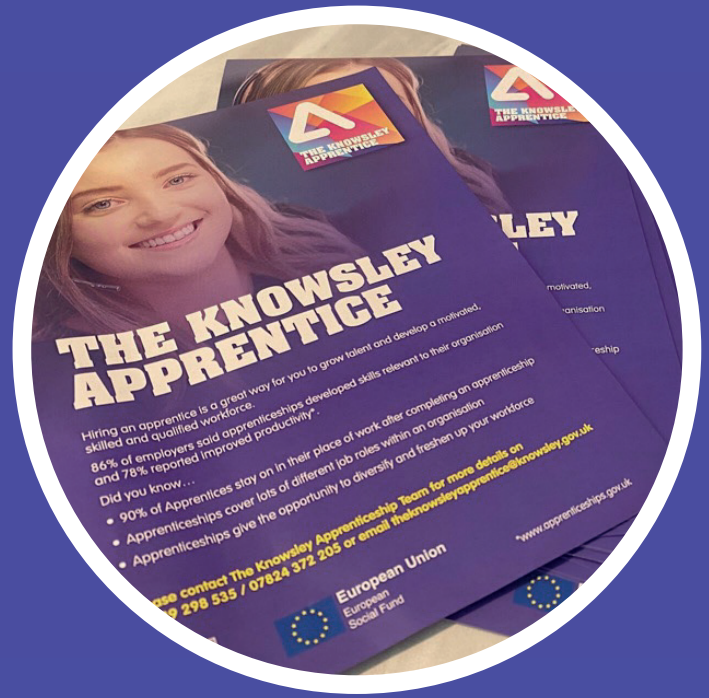
Callum started at The Watch Factory site in Knowsley as an Apprentice Trainee Site Manager for Vistry Partnerships.

The 23-year-old from Huyton, began his construction site supervisor apprenticeship (level 4) in Autumn 2021, having accessed Knowsley Council's dedicated online portal, [The Knowsley Apprentice](#), to look for new jobs and applied for the role.

Delighted to have now completed his apprenticeship in 2024, Callum has been promoted to Assistant Site Manager.

He said: "The sky is the limit: I'd recommend the apprenticeship route to anyone. I hadn't heard of this type of apprenticeship before but thought it offered everything I was looking for and was lucky enough to get an interview and get the job. I really enjoy it and I've learned a lot about being on-site and how everything works.

"Vistry is a good company to work for, they look after their team, and I look forward to getting qualified having now completed my SMSTS (Site Management Safety Training Scheme)."



THE KNOWSLEY APPRENTICE

In May 2023, Fusion21's social value team and Knowsley Works brought together partners from across the borough to advocate for the importance of apprenticeships within construction and the need for them right now in Knowsley.

Tammy Hunter, Employment Engagement Coordinator at Knowsley Council attended the event and spoke to 10 subcontracting partners from across the borough about the council's apprenticeship funding and support package.

There was fantastic knowledge sharing from Knowsley Council and CITB (the Construction Industry Training Board), who showcased the incredible support available for local businesses to employ construction apprentices through their schemes.

The event was hosted at Miller Homes' show homes in Halewood.

Education and careers support

Supporting the next generation of construction talent



333

hours spent delivering
Careers Education,
Information, Advice and
Guidance (CEIAG)



4

site visits delivered
for school pupils



3

work experience
placements delivered



8

careers events
delivered

Case Study: Building Aspirations Program with Liverpool City Region Careers Hub in Knowsley

In 2024 global construction specialist ISG completed a project to expand Jaguar Land Rover (JLR)'s Halewood factory. The project involved the development of a 350,000 sq ft unit close to the company's existing plant in Knowsley, allowing JLR to expand storage and production capacity.

Working closely with Fusion21 and the Liverpool City Region Careers Hub, ISG delivered a range of initiatives as part of the Building Aspirations programme. This involved ISG's senior project manager delivering engaging and informative talks to over 150 pupils in schools across Knowsley including Meadow Park School, Finch Woods Academy, and The Prescott School.

Pupils across various year groups enjoyed taking part in an interactive and meaningful session that involved learning about the industry, the current project, and pathways into the sector. Pupils also had the chance to design a 'car of the future' with their drawings being placed into a time capsule and buried on-site.

Following on from the in-school session the children were able to build on their knowledge further by taking part in a workplace visit.

Pupils from Meadow Park School, Finch Woods Academy, and Halewood Academy enjoyed a 90-minute tour of the ISG construction site, plus a guided tour of the JLR manufacturing facility. They were amazed at the range of careers on offer in the construction sector and enjoyed observing the many trades on-site at ISG on the day.

Having an opportunity to view the production process, the pupils were inspired to see people working in various roles and were keen to ask questions about recruitment and pathways into the sector. They also learnt about what they can do to access jobs in construction and manufacturing when they leave school.

Follow-up work will involve supporting schools to engage with training providers and further education relating to these pathways - and for a few lucky pupils the chance to take part in work experience.





Case study:

Wootton Park School,
Northampton

Vistry Group's Paul Carvey and Callum Sheldon attended the Wootton Park School Careers Fair. The team interacted with a variety of learners across KS3-KS5 (Y9-Y13). Vistry put together an impressive display to encourage learners from all year groups to visit their stand, including a rolling PowerPoint and helpful hand-outs.

Sarah MacDougall, Careers Officer at Wootton Park School said: "Across all year groups, we have learners interested in pursuing housebuilding and architecture whether this be through a degree or the apprenticeship route. Paul and Callum offered a valuable insight into the sector and were incredibly helpful in answering questions and engaging in conversation about this pathway. It was also wonderful to see Callum and Paul dispel stereotypes and encourage learners who wished to pursue this career, to consider it as an option."

"Callum and Paul were an incredible asset to the day, and we were grateful of the time they offered. Vistry's contribution to the day was very much appreciated and we would be thrilled to welcome the team back again."

Supporting local businesses



Case Study: Tritax Symmetry, Knowsley

Tritax Symmetry and GMIcon collaborated with Fusion21, Knowsley Council, and Knowsley Chamber of Commerce to actively identify and bolster local Knowsley businesses capable of integrating into their supply chain. This strategic partnership not only aimed to foster economic growth within the region but also to cultivate mutually beneficial relationships between larger corporations and smaller enterprises.

Through this concerted effort, the initiative sought to promote sustainability, enhance community engagement, and optimise the efficiency of the supply chain.



Supply chain spend	Outcome
% of total supply chain spend of business within a 30-mile radius	82%
% of total spend with SMEs (defined as companies with less than 250 employees and a turnover of less than £50m)	60%

Case Study: Zone Developments, Northampton

Zone Developments, which is building 203 student apartments in Northampton town centre, have made a concerted effort to appoint local subcontractors to their construction supply chain.

In total, 10 local businesses were successfully awarded subcontracting packages linked to the scheme. The benefit of local subcontracting includes additional employment opportunities for local people as well as substantial environmental gains for the wider area including reduced travel, reduced transportation of materials, and less emissions.

Wider community and local VCSE support



Case study: Roughdale Court in Knowsley blooms thanks to Equans

July 2023 saw some of the Equans operations team from the Whitefield site team - Simon Ward Head of Operations, Gary Pepper Project Manager, and Josh Yates Trainee Quantity Surveyor join Russ and Jess from Your Housing Group, to volunteer their time at Roughdale Court, Knowsley. The group filled high-level planters and plant pots with various plants and compost, finishing them off with a decorative bark.

The residents were thankful for the help, and it now enables them to keep the area well looked after.





Halewood youngsters score support from Redrow in Knowsley

Kingsthorpe Junior Football Club received £500 for new training equipment, which will now be used for all the youth teams that train at Hollies Road in Halewood, Knowsley.

The club applied for Redrow's Halewood Community Fund, launched after the housebuilder started work on two new developments in the town - The Finches at Hilton Grange, off Lower Road, and Grace Fields at Hilton Grange, off Greensbridge Lane.

This voluntary gift to the community is over and above the statutory investment from Redrow linked to the Halewood planning consents.

"We'd like to thank Redrow for this donation to the club, it's going to make a huge difference to our training sessions and to our players."

Michael Knowles

Under 14s manager at Kingsthorpe Junior Football Club.



Knowsley Foodbank receives donations thanks to Miller Homes

Miller Homes involved in the East of Halewood development has embarked on a collaboration with Fusion21 donating to Knowsley Foodbank, contributing a range of goods to the charity in time for Christmas 2023.

The donation from Miller Homes included a thoughtful selection of essential items from pasta to tinned meat, potatoes, coffee, and breakfast items carefully chosen to bring comfort during the festive season.

Knowsley Foodbank, which is located on Leather's Lane near to Miller Homes' Wilbury Park development, is a local charity dedicated to alleviating food poverty in Knowsley and Merseyside. Its goal is to support local individuals and families in need.

Clare Noakes, Miller Homes' Sales Director for the North West said: "Christmas is a time for giving, and Miller Homes is proud to contribute to Knowsley Foodbank's mission of bringing joy to those facing challenges. We believe in the power of community support, and this donation is a small way for us to make a meaningful difference during the festive season."

A representative from Knowsley Foodbank added: "Knowsley Foodbank is deeply grateful for the generous donation from Miller Homes. This thoughtful contribution will bring joy and relief to many families in our community during this festive season."




Rock a bye baby! Redrow donates to Northampton baby charity to support new mothers

Redrow South Midlands has donated funds to Baby Basics Northampton, a charity that aims to improve the wellbeing of vulnerable mothers in the region, as part of its Community Fund initiative. Founded in 2013, the charity offers practical support, resources, and services to enable new mothers to take back control of their own lives after personal difficulty and be in a better position to start their family.

The funds will be used to provide new mums needing support with a Moses basket starter pack, to help them as they begin to navigate their way through early motherhood.

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