

REGENERATION AND INVESTMENT

Salford City Council

Charlestown Riverside and Pendleton One developments

Salford City Council has taken a proactive approach to social value via these schemes building in social value into the projects, working with developers to build into delivery and secure outcomes. A special focus is on better understanding the complex nature of supply chains, particularly within construction, in order to maximise the opportunity to Salford suppliers and so employment opportunities from development investment.

Under the terms of the Development Agreement between the City Council and Keepmoat Homes for **Charlestown Riverside**, the set of contractual social value obligations which have been agreed which are as follows:

- 70 full time construction jobs year on year over the lifetime of the project (this includes the Keepmoat Homes site, contract managers, sales staff and all working trades and sub-contractors)
- 16 apprentices (4 per year on a 2-year rolling programme)
- 30% of local labour from Salford
- 30% of spend on local (Greater Manchester) supply chain
- Create work placement opportunities across the partnership

A Social Value Working Group, which involves local residents, has developed an action plan for a significantly enhanced programme of social value initiatives, over and above Keepmoat Homes baseline commitments and these are design to significantly improve social value outcomes.

Keepmoat Homes additional social value contribution includes the provision of various training courses at nil cost or at a subsidised rate within a specially designed 'kick-start' programme for the local people of Charlestown Riverside and Salford. There will also be a construction skills training programme for young people from the Albion Academy, construction of a multi games area, and a discretionary fund Supporting local residents to reduce barriers to training & employment.

Pendleton One has seen 328 (cumulative new) job opportunities have been delivered since contract commencement - 39% of the new job offers were made to Salford residents at the point of the job offer. A further 336 jobs have been safeguarded. 83 (cumulative number) apprenticeships have started since contract commencement - 90% of the apprentice starters were Salford residents at the point of apprenticeship offer. 285 (cumulative number) work placement opportunities have been offered and of those 149 people have completed - 97% of the starters were Salford residents. 41 people have been employed on the project directly from the work placement programme.

70% New Homes have been purchased by first time buyers, with the new homes generating £190,464 in additional Council Tax revenue.

For further information contact:

Chris Howl

Policy & Equality Officer – Salford City Council

Chris.Howl@salford.gov.uk | 0161 793 3068



People-centred councils
driving social innovation
putting people first

E: comms@councils.coop | T: [@CoopInnovation](https://twitter.com/CoopInnovation) | W: councils.coop