



Local Benefit Proposal for Condition 11 to
application no. 131708/FO/2021
87 Rochdale Road, Manchester

Introduction

At McGoff Construction Limited (MCL), we are committed to the employment of people from the Manchester local community and the Northwest region. We understand that Manchester City Council (MCC) is focussed on innovative action to tackle community renewal, job creation and the issues surrounding social inclusion to sustain high economic growth and employment.

Having reviewed the Greater Manchester Local Skills Report and Labour Market Plan (V2 March 2022), we will play a key role in the identification, development and implementation of local regional labour initiatives associated with the proposed Rochdale Road development.

We have engaged with Mr Ian Mulligan of the Manchester City Council's Work and Skills Team to strategise the numbers of local people into construction related jobs and will agree frequency of interim reporting as required post-decision.

We are committed to delivering the below: -

- Maximising training and employment opportunities,
- Meeting the needs of the construction industry in tackling the skills shortage,
- Creating a local, motivated workforce,
- Promoting equality of opportunity within the partnership,

Measures Proposed

MCL has assembled a team from various areas of the business; pre-construction, key supply chain, operations, HR, recruitment, and Learning & Development who are focused on achieving the Local labour obligations by working both individually and collectively on areas including the following: -

- MCL will procure, and require our subcontractors to engage with the MCC Construction and Supply Chain services,
- We commit that all tendering opportunities will be advertised locally,
- Evidence of MCC workforces will be collated will include signed induction sheets for each worker on site, noting their postcode. These will be held on file for monitoring and stats advising percentage,
- MCL will seek to include that apprenticeship deliverables are written into subcontract orders and in doing so ensure that the supply chain is motivated to achieve on the targets set. This subcontract document will be made available as required as evidence to demonstrate MCL efforts,
- Whilst available to anyone over the age of 16, we understand that apprenticeships are not necessarily opportunities for just for young people and can lead to permanent jobs in tackling the skills shortage,
- Along with engagement with noted local educational facilities we aim to provide bespoke curriculum activities, attendance at career sessions, and development of work experience opportunities for young people throughout the duration of the project,
- MCL commit to paying the living Real Living Wage,
- MCL have signed up to The Good Employment Charter and advocate the ethos of this charter,
- We will commit to delivering employment workshops, skills for work workshops and mentoring and advisory sessions for Priority Groups,
- MCL will register with *Yes Project* and *One Manchester* to engage with local educational facilities by attending careers fairs, organising employment skills workshops and talks, and provide work experience placements,

- MCL already have an existing relationship with *The Booth Centre*. *The Booth Centre* is a community centre run with people affected by homelessness in central Manchester. We aim to continue our volunteering services with *The Booth Centre* but extend the scope of our work together by providing skills workshops for the service users and reach out to the Priority groups as identified by MCC Work & Skills, and where possibly work placements and training and employment opportunities will be realised.
- MCL have also a relationship with Southway Housing Trust where they have made an offer to partner with MCL on Warwick Road in Trafford to acquire all 80 units on completion, which are intended to be split for shared ownership, affordable rent and rent to buy.

Key Performance Indicators (as defined by the MCC Work & Skills Guidance)

KPIs 1 & 2 - Workforce

It is planned to employ site-based staff to comprise of site administration, site assistants and coordinators via the organisations listed in this document and ones referenced by the MCC Work & Skills department and this will also apply to our sub-contractors.

KPIs 3 & 4 – Apprenticeships.

One of the McGoff Group of companies McGoff Group Facility Services (MGFS) for mechanical & electrical services currently have 5 apprentices on part-time placements at Salford City College, 4 electricians and 1 joiner. It is our first year operating the apprentice programme and we are looking to continue this bringing new apprentices into the business each year and this will expand into plumbing.

It is envisaged that all 5 apprentices will be transferred to the project once their commitments elsewhere have come to an end.

KPI 5 – Supply Chain.

It is MCL's supply chain policy to employ local Manchester trades and labour wherever feasibly possible. We will utilise the MCC Construction Supply Chain portals and actively engage with the local supply chain.

We regularly attend 'meet the buyer' events with the latest organised by Construction Line held at Manchester City stadium in November 2022, we attended this event not only to reiterate our commitment to engage with our local economy but to identify and specifically target trades and suppliers who we can begin to engage with regarding our Rochdale Road development.

KPIs 6 & 7 – Supporting Manchester unemployed adults.

We will target local people surrounding the Rochdale Road area and the wider community including the long term unemployed and 'hard to reach' by: -

- Advertising via the use of social media,
- Advertising roles through Job Centre Plus,
- Brochure and leaflet drops,
- Working with local resident groups to raise the profile of potential opportunities,
- Displaying posters and information in schools, colleges, local community centres, shops, careers services, places of worship notice boards,

- Hosting local recruitment open days in accessible venues to raise the profile of the construction industry and to recruit both experienced, trainee level staff and apprentices.

KPIs 8 & 9– Work Placements

We will closely work in partnership with Manchester College in offering work placements on the Rochdale Road project. It is our intention to work with the project supply chain to engage Manchester GMAC and the Manchester College to develop and advertise apprenticeship vacancies and make best endeavours to deliver on the training and apprenticeship requirements,

MCL will also seek to engage with other local training providers such as Links to Schools and the Manchester College to develop apprenticeship opportunities.

KPI 10 – Community Engagement

We look forward to working with MCC to identify and engage with local voluntary organisations throughout the delivery of this project. All our employees at all levels are entitled to one day per year to volunteer for a local cause and we also have an active and highly successful apprenticeship programme.

We will actively engage with the organisations identified in the guidance to identify suitable volunteering and engagement opportunities; either via employee volunteering, providing careers talks, conducting site visits and supporting local community events. We regularly engage with local schools, community groups and charities with a view to fully embedding ourselves within the communities where we work.

KPI Table showing intended targets for the development (note that the figures are based on MCL staff at this moment, but we will engage with the Supply Chain and Sub-contractors for the project).

Workforce KPIs 1 – 2		Total Indicative Target
KPI 1a	Total number of newly created jobs on the development.	6
KPI 2a	Of that total, how many will be/were City of Manchester residents.	66%
KPI 1b	Total number of sustained jobs on the development.	4
KPI 2b	Of that total, how many are/were City of Manchester residents.	50%
Apprenticeships KPI 3 & 4		
KPI 3a	Total number of apprenticeships that will be/were working on the development.	5
KPI 4a	Of the total of new apprentices that will be/were City of Manchester residents.	60%
KPI 3b	Total number of sustained apprentices that will be/were working on the development.	5
KPI 4b	Of the total number of new apprentices, how many are/were City of Manchester residents.	60%
Sub-Contractors and Supply Chain KPI 5		
KPI 5	Total (£) spent in local (MCR) supply chain through the contract.	30%
Learning and Employability with City of Manchester Schools and Job Seekers KPI 6, 7, 8 & 9		
KPI 6	Number of hours dedicated to supporting young people up to the age of 24 years into work.	60 hours
KPI 7	Number of hours of support into work provided to Manchester unemployed adults (over 24 yrs) through career mentoring, including mock interviews, cv writing support and careers advice.	60 hours
KPI 8	Number of weeks of meaningful work placements or pre-employment training for Manchester secondary schools and further education students.	10 weeks
KPI 9	Number of weeks of work trials for City of Manchester job seekers that will be/were offered.	10 weeks
Working with the Community organisations in the City of Manchester KPI 10		
KPI 10	Number of hours of Manchester community projects that will be/were delivered and have skills and employability outcomes for residents.	50 hours

McGoff Group Staff with Manchester post codes

The directory below demonstrates Manchester residents as full-time staff within the McGoff Group of companies and this commitment will apply to the Rochdale Road project.

Division	Job title	Post Code
Downtown Asset Management	Head Of Operations & Asset Management	M16 0HB
McGoff Group Facilities Services	Helpdesk Administrator	M18 7EF
McGoff Construction	Site Assistant	M21 7PD
McGoff Group Facilities Services	Commercial Administrator	M22 9TP
McGoff Construction	Fleet Manager	M23 2TP
McGoff Construction	General Labourer	M23 9AA
McGoff Group Facilities Services	MGFS Electrician	M23 9FA
McGoff Group Facilities Services	Electrical Apprentice	M23 9LA
McGoff Group Facilities Services	Cleaning Services Supervisor	M25 0GJ
McGoff Construction	Accounts Administrator	M27 5PX
McGoff Construction	Multi Skilled Groundworker	M28 2PS
McGoff Group Facilities Services	Joiner	M28 3AW
McGoff Construction	General Labourer	M29 8QZ
McGoff Construction	Site Assistant	M30 8JQ
Panacea Building Systems Limited	Business Operations Manager	M30 8LQ
McGoff Construction	Receptionist	M31 4PF
McGoff Construction	Director of Support Services and Business Operations	M32 0JA
McGoff Group Facilities Services	Electrical Apprentice	M32 0NP
McGoff Construction	Supply Chain Data Analyst	M33 2AJ
McGoff Construction	Site Manager	M33 3HJ
McGoff Construction	Contract Cost Supervisor	M33 3NB
Panacea Building Systems Limited	Site Manager	M33 3TB
McGoff Construction	Purchase Ledger Administrator	M33 4GJ
McGoff Construction	Accounts Administrator	M33 4JU
McGoff Construction	Labourer	M33 5LJ
McGoff Group Facilities Services	Aftercare Manager	M33 5NW
McGoff Construction	Site Manager	M347QS
Downtown Asset Management	Property Asset Manager	M3 4BA
Panacea Building Systems Limited	Contracts Director	M38 9SG
Downtown Asset Management	Night Concierge	M40 9JS
McGoff Construction	Management Accountant	M41 5EB
McGoff Group Facilities Services	FM Operations Manager	M41 5GL
McGoff Construction	Assistant QS	M41 6JB
McGoff Construction	Group Sales Director	M41 8SZ
Downtown Asset Management	Concierge	M41 8SZ
McGoff Construction	Quantity Surveyor	M41 9NL
McGoff Construction	Purchase Ledger Accounts	M41 9PD
Downtown Asset Management	Concierge	M9 7BN
Downtown Asset Management	Concierge	M9 5XS
McGoff Construction	Operations Director	M10 1EF
McGoff Construction	Project Manager	ME13 0HP
McGoff Construction	Site Assistant/ General Labourer	ME13 7NL

Case Study

Regular strategy meetings are scheduled with the team to discuss and track progress; this approach was adopted in 2021 when MCL successfully delivered planning obligations for our Care Home development in Purley, London.

- 25% of the works during the construction phase were carried out by Small and Medium sized enterprises from the local area.
- Local suppliers were used on a regular basis including Stamco, Travis Perkins, Jewsons, Alsford's Timber.
- Temporary and permanent vacancies, including apprenticeships, were reported to the council in advance of recruitment to promote to local job seekers.
- All subcontracting and tendering opportunities were advertised locally to make local businesses aware of the opportunities.
- An Employment and Training Plan was developed in conjunction with the council to secure job interviews for unemployed local people who had undertaken specific pre-employment training related to the development.
- 25% of the construction workforce were local residents and 25% of the operational workforce were local. This target was exceeded.
- MCL provided trainee placements on the development and provided work experience placements for unemployed people and those still in education. In addition to this MCL facilitated site visits for local schools and careers workshops including mock interviews.

Employment Post Completion

Post completion, it is envisaged that our management company Downtown Manchester Ltd will be staffed for maintaining the development comprising of Property Lettings, Property Management & the Building Management. These positions will be advertised through the various organisations referred to within this statement and ones in the MCC Works & Skills guide.