

SOCIAL VALUE STATEMENT

OAKLEY GARDENS



July 2021



EXECUTIVE SUMMARY

A significant percentage of GDP is contributed through the built environment and 7% of the UK's annual GDP is generated through the construction industry alone. Therefore, the industry has the potential to generate significant levels of social value. Watkin Jones Group develop and construct their schemes, therefore increasing the impact they have on creating positive outcomes for stakeholders of their developments. Through careful consideration and evaluation of the local need in the Fallowfield ward and wider borough, Watkin Jones Group have identified where and how they can intervene to create high levels of meaningful and sustainable social value.

This report will identify social value initiatives that could be delivered as part of the proposed development and Watkin Jones Group will endeavour to implement as many as possible. The social value outcomes delivered through the Oakley Gardens scheme in the Fallowfield ward, Manchester can be measured in both qualitative and quantitative methodologies by Watkin Jones Group to capture transparent and robust data that represents the social value the scheme will bring forward throughout the lifecycle of the development.

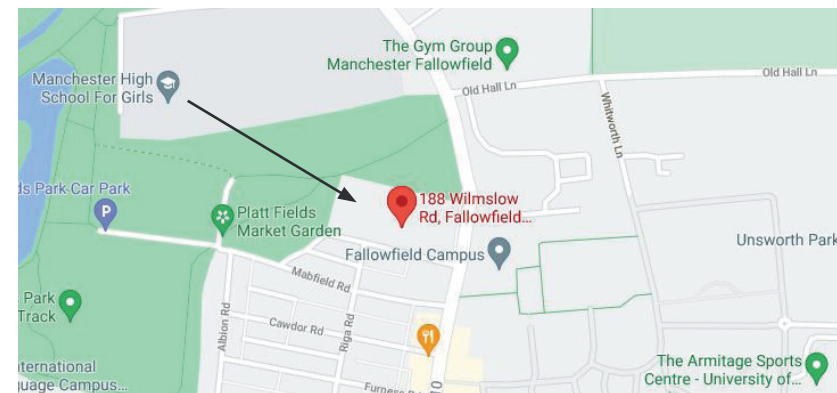
To deliver meaningful social value, a comprehensive understanding of the local need within an area is essential. SeerBridge (the social value and community benefits consultancy) have carried out a forensic analysis of the immediate and surrounding area of the site to gain knowledge and understanding of the local need in the Fallowfield ward and surrounding area. The analysis also draws upon both the Statement of Community Involvement (SCI), the Economic Impact Statement, and the Crime and Impact Statement, which form part of the planning submission.

Drawing from previous PBSA (Purpose Built Student Accommodation) schemes delivered by Watkin Jones Group, SeerBridge have compiled detailed case studies which are comparable to the proposed initiatives, to understand how the Oakley Gardens scheme will produce substantial social value, highlighting where Watkin Jones Group have a good track record of delivery.

The Fallowfield ward suffers from relative deprivation and is namely one of the most deprived wards in Manchester. Through identification of the prominent socio-economic issues the Fallowfield ward faces, this Social Value Statement sets out to propose social value initiatives that respond to these challenges by prioritising creating social value outcomes, underpinned by these themes:

- Promoting [local skills and employment](#)
- Promoting [safe and resilient communities](#)
- Promoting [social mobility](#)
- Promoting [health and wellbeing](#)
- Promoting [local wealth](#)

This statement will set out how to define social value, deliver on the identified themes and outcomes, social value targets, and how to measure and report the social value produced throughout the lifecycle of the Oakley Gardens scheme.



SOCIAL VALUE DEFINITION

There are a multitude of social value definitions utilised nationally and globally, therefore it can be challenging to identify one used across all built environment projects. In February 2021, The UK Green Building Council (UKGBC) launched an asset lifecycle strategy for defining social value. This set out to address the challenge of defining the concept in a way that is applicable across all projects and places. The framework acknowledges the term social value is custom-made depending on the needs of a community and stakeholders, which real estate developers should take into consideration.

Across all these steps, a 'golden thread' of community engagement will run throughout the process. Stakeholder involvement is key to unlocking meaningful and relevant social value because the contributions from local communities are where the true value is realised and where wellbeing and life satisfaction can be maximised.

The Oakley Gardens development will adopt this framework to produce a definition of social value that is bespoke and relevant to Fallowfield, benefitting its existing and future residents. This will ensure the development meets the needs and priorities of the local area to deliver positive wellbeing outcomes for all stakeholders, creating a legacy of social value.

STEPS TO DEFINE SOCIAL VALUE

1 Identifying the stakeholders

2 Understand stakeholder best interests

3 Agree outcomes

STEPS TO DELIVER SOCIAL VALUE

4 Establish a baseline

5 Create a strategy

6 Put in place a measurement framework

7 Implement measures

8 Ongoing monitoring

SOCIAL VALUE METHODOLOGY

To illustrate the social value delivered through the Oakley Gardens development both qualitatively and quantitatively, this report has implemented a wellbeing mapping approach to produce qualitative data and the Housing Association Charitable Trust (HACT) Social Value Bank methodology to produce quantitative data. This methodological approach will run in tandem with the UKGBC Framework for Defining Social Value and the Royal Institute of British Architects (RIBA) stages of work to represent the social value outcomes produced across all stages of the development's lifecycle.

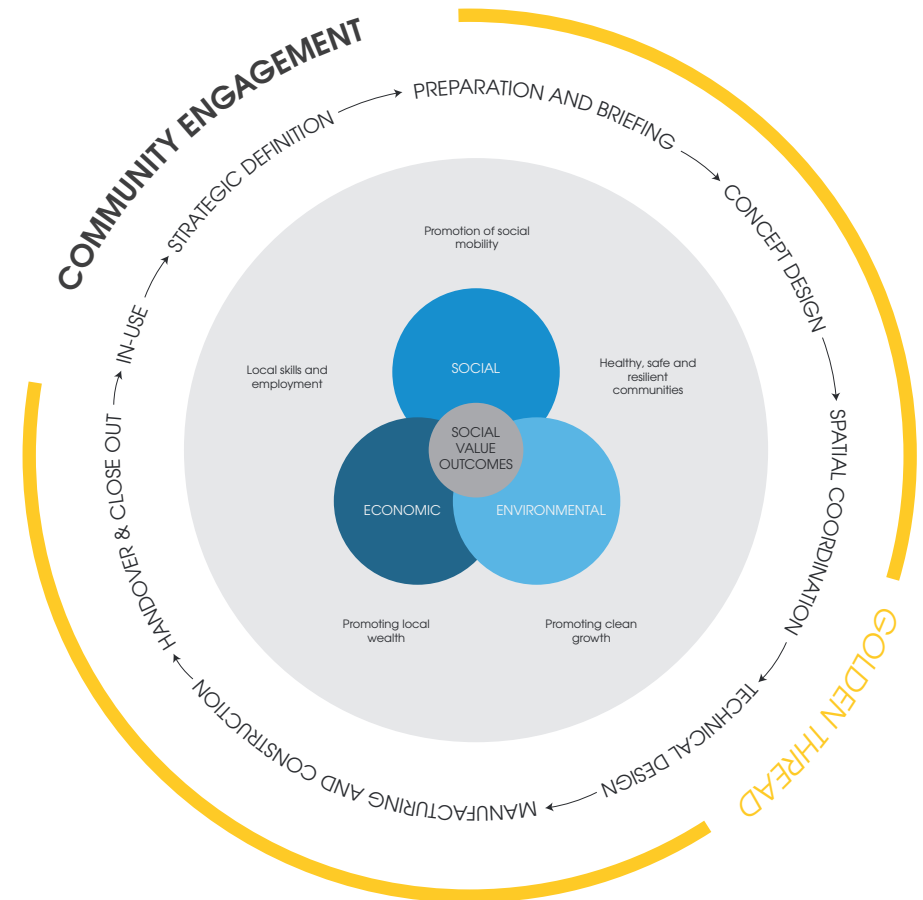
The HACT Social Value Bank adopts the Wellbeing Valuation Analysis (WVA) methodology, a quantitative method of measuring social value through recording outcomes which affect an individual or community's overall wellbeing. These outcomes cannot be measured using cost-benefit proxy values, due to their lack of direct impact on either the public purse or individuals' finances. Despite wellbeing outcomes being harder to capture and measure, this does not make them any less important.

Therefore, the justification behind utilising this methodology is that it robustly captures, records and measures the wellbeing and life satisfaction of the stakeholders of this scheme. This is paramount to ensure these two factors are being positively impacted and warrants transparency and accountability.

The values presented have been calculated based on an increase in annual earnings that generate wellbeing uplifts as a result. In terms of deadweight, figures are applied from the Housing Community Association (HCA) Additionality Guidance 2014. This allows for more robust measurement and prevents overclaiming, as it recognises that some of the changes experienced by stakeholders would have happened without Watkin Jones Group intervening.

We have forecasted wellbeing valuation proxies within this report, associated with the social value outcomes expected to be produced across the lifecycle of the project, through acquisition, design, and planning to end-use phase.

The diagram to the right represents how social value will be integrated into the lifecycle of the Oakley Gardens development, utilising the RIBA stages of work to demonstrate this, with community engagement as the 'golden thread' running throughout the scheme.



LOCAL CONTEXT ANALYSIS

To design and implement Social Value Targets, it is crucial to understand the context of where the site is situated and understand local need in the area. This section outlines the current social and economic climate of the Fallowfield ward. Local policies for the metropolitan city of Manchester will also be reviewed in accordance with social value and local need.

All data and analysis are sourced from the Office for National Statistics (ONS), English Indices of Multiple Deprivation (IMD) 2019, and other Government data sources. The IMD are able to identify deprivation levels across all local authorities in England, and specifically smaller areas within wards that are referred to as Lower-layer Super Output Areas (LSOAs).

SOCIAL ANALYSIS

Fallowfield has an estimated population of 16,142 (estimates from 2019). The ward is predominantly white 68.6% with other BAME groups making up 31.4% of the population (ONS 2011). There is a significant number of residents aged between 20-29 living within the ward ea. 41.2% which is reflective of the popularity of Fallowfield by University students.

ECONOMIC ANALYSIS

Educational attainment (decile 8) and employment (decile 7) are scored highly on IMD for Fallowfield O32A. However, as seen within our deprivation analysis they score low in income, income deprivation affecting children and income deprivation affecting older people. This could be due to disparity in low-pay and wage scarring in the area.

DEPRIVATION ANALYSIS

Manchester is considered one of the most deprived local authorities based on the IMD, with 43% of Manchester's LSOAs in the most deprived 10% in England. The site Oakley Gardens is situated in the Fallowfield ward, ranking 24th out of 32 in the most deprived wards in Manchester based on average IMD scores.

Specifically located in O32A within Fallowfield, there are high levels of income deprivation, crime, health deprivation, barriers to housing and services and living environment deprivation. Below indicates the decile for each division with one being the lowest score and ten being the highest.

- Income: 5
- Health: 2
- Crime: 1
- Barriers to Services: 4
- Living Environment: 2
- Income Deprivation Affecting Children: 4
- Income Deprivation Affecting Older People: 2

Additionally, crime is a prevalent issue within the ward, with the LSOA being located within the most deprived 10% and 2nd most deprived 10%. In comparison with 2015 IMD, crime rates have increased significantly in the ward, with burglary, Anti-Social Behaviour (ASB) and violence and sexual offences accounting for a high percentage of these statistics.

POLICY ANALYSIS

NATIONAL POLICY PLANNING FRAMEWORK (NPPF) 2012 (UPDATED 2019)

The NPPF integrates social value into planning for policy making at national and local level. The NPPF is underpinned by achieving sustainable development, driven by three overarching objectives and are heavily aligned with social value policy. The three objectives are:

1. **Economic:** to support in building a strong, responsive, and competitive economy by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation, and improved productivity.
2. **Social:** to support strong, vibrant, and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural wellbeing.
3. **Environmental:** to contribute to protecting and enhancing our natural, built, and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

Watkin Jones Group will embed these primary objectives into the lifecycle of the project to ensure that sustainable development and social value are the main forces driving the development, creating wellbeing outcomes for stakeholders across the lifetime of the scheme.

SOCIAL VALUE TOOLKIT 2017

Manchester City Council have always advocated social value within their procurement. Their Social Value Toolkit underpins the following objectives:

- Promoting employment and economic sustainability.
- Raise the living standards of local residents.
- Promote participation and citizen engagement.
- Build the capacity and sustainability of the voluntary and community sector.
- Promoting equity and fairness.
- Promote environment sustainability.

Watkin Jones Group will apply these objectives in a wider context, throughout the lifecycle of the Oakley Gardens scheme and deliver on the key social value themes that the Council have identified for their procurement process.

WORK AND SKILLS STRATEGY (2015-2020)

Manchester's Work and Skills Strategy is targeted at supporting local residents from all backgrounds to obtain skills and attributes employers require and ensure growth of local talent. The main priorities of this strategy are:

- **Business & Enterprise**
- **Resident Skills**
- **Addressing Inequality**

Watkin Jones Group are able to create employment opportunities, skill attainment & growth, retain local talent and meet the demands of growing sectors within Manchester through the assets and resources brought forward by the site.

GREATER MANCHESTER TRANSPORT STRATEGY 2040

The 2040 strategy places a strong emphasis on enabling residents of Greater Manchester to travel more easily and safely on foot and by bike. The ambition of creating a network of on and off-road walking and cycling routes will support an increase in physical activity and reduce carbon emissions from vehicles providing short distance transport. This approach is strongly supported by national policy, DfT's Cycling and Walking Investment Strategy.

Watkin Jones Group will support the strategy through utilising existing public transport measures such as the bus stop adjacent to Oakley Gardens, directly connecting into the city centre, as well as promoting other methods of transport to mitigate motor vehicle usage. The cycling storage facilities on site will also support this strategy.

POLICY H12 (CORE STRATEGY 2012)

Policy H12 within the Core Strategy sets out criteria Manchester City council have in place for the planning and development of PBSA schemes. The policy aims to ensure student housing is developed within the city, prevention of oversupplying PBSA schemes and creating a dynamic residential market. The objectives are:

- Contribute to delivering regeneration objectives for the city; supporting employment growth, graduate and talent retention, placemaking and the city's international reputation.
- Student accommodation to be developed in the right locations that supports wider growth.
- Create affordable student accommodation.
- Create quality PBSA schemes with a high standard of living.
- Consider the welfare and wellbeing of students.
- Sustainable developments that supports green travel plans.

Watkin Jones Group have already incorporated these objectives into the Oakley Gardens scheme and the design such as affordability, high standards of living, supporting green travel and placemaking through the retention of Oakley Villa.

COMMUNITY ANALYSIS

Outlined below are community groups and organisations within close proximity to the site. These groups have been identified as potential partners or collaborators that Watkin Jones Group could work with, and that could utilise the Oakley Villa. However the potential to work with a wider spectrum of local organisations will emerge upon a successful planning application as Watkin Jones Group will have a more tangible position from which to address the delivery of social value outcomes.

Community Centres:

- Birch Community Centre – 0.5 miles
- Union Chapel Fallowfield Baptist (Community Centre) – 0.4 miles
- Ladybarn Community Hub – 0.7 miles
- Platt Lane Community Centre – 0.8 miles
- Trinity House Community Resources Centre – 0.7 miles

Non-profit organisations

- Platt Fields Bike Hub – 0.3 miles
- Black United Representation Network (BURN CIC) – 0.5 miles
- Alchemy Arts (CIC) – 1.6 miles

Civic and Resident's Associations (from SCI)

- South East Fallowfield Residents' Group
- Friends of Platt Fields Park
- Withington Civic Society
- Rusholme & Fallowfield Civic Society

SOCIAL VALUE TARGETS

Social value has been earmarked as a necessity by the Government, with the introduction of the Social Value Model for UK procurement. Central Government contracts now have a 10% minimum weighting requirement for the evaluation of social value. Delivering sophisticated inputs for social value in both UK planning and procurement have increased in importance which is why Social Value Targets are beneficial to provide:

- A robust set of targets that outline community engagement initiatives that will generate maximum and meaningful social value throughout the lifecycle of the development.
- Ensuring developers (internally within the business) and external stakeholders, such as the local authority understand the impact these initiatives will have, as well as the benefits and opportunities the development will bring to the local area and community stakeholders.
- A forecasting / modelling for shared value outputs for every stakeholder involved in the development process.

SOCIAL VALUE TARGETS: MANCHESTER

Manchester City Council are pioneers in social value. The Council have committed to including a social value weighting of 20% in all contracts with suppliers to help promote and create more opportunities for the people of Manchester.

The Social Value Statement for Fallowfield, Oakley Gardens is a way of acknowledging the Council's policies and strategies to ensure that local need is met, and the value created is supporting local residents throughout the lifecycle of the project.

Watkin Jones Group aim to tackle the socio-economic challenges the ward face through initiatives that generate maximum social value and create sustainable, long-term benefits socially, economically, and environmentally for the community.

The Targets will be centred around:

- **Connectivity:** promoting participation between students and residents through various methods of placemaking.
- **Local wealth:** the site will create numerous jobs through each phase, including the end use where the majority of social value will be created due to the extended period of asset management, as well as utilising the Oakley Villa for other business or enterprise opportunities.
- **Equality:** supporting marginalised groups, offering sustainable personal development and career opportunities.

Through understanding local need and challenges of the Fallowfield ward, we have adopted a social value measurement framework presented on page 12. This has been selected to demonstrate the social value outcomes that would be produced through the use of the Oakley Villa throughout the scheme.

COMMUNITY CONSULTATION

To ensure consultation with the local community is as thorough as possible, Watkin Jones Group commissioned Lexington Communications to carry out pre-application discussions through a public consultation programme.

The programme aligned with the Localism Act 2011 and Manchester City Council's Statement of Community Involvement 2020.

The main social value themes to be drawn from the Statement of Community Involvement were:

- Request for Watkin Jones Group to financially support a local community centre (Birch Community Centre) with a bid submission to improve local assets.
- Enhancing the provision of green spaces in the community.
- Provision of affordable accommodation.
- Reduce the environmental impact of cars and promote sustainable transport.
- Improved wellbeing of student residents through the living experience of PBSA.

The results of the consultation have been considered in the proposed initiatives that Watkin Jones Group will elaborate through further consultation with local stakeholders.



USDAW Site, Fallowfield

STATEMENT OF COMMUNITY INVOLVEMENT

WATKIN JONES GROUP
DECEMBER 2020



SOCIAL VALUE MEASUREMENT FRAMEWORK

Watkin Jones Group are committed to using the Oakley Villa as a driver to deliver social value outcomes for a wide range of stakeholders of the development. Despite the Oakley Villa being a facility associated with students use from the University of Manchester, Watkin Jones Group will include a community space with the optionality of the local community accessing and utilising the space. This will make the Oakley Villa accessible and welcoming to both groups of stakeholders during and out of term time, promoting community cohesion. Further consultation about the use of the Oakley Villa as a community space will take place ensuring the community have an input to the selection for future use. However, drawing from some of the responses from the SCI, we would propose the ground floor be a VCSE (Voluntary, Community and Social Enterprise) organisation that helps support local amenity needs whilst providing a facility for the students such as a community café. Additionally, the space can be utilised by a community group during allocated hours per month.

The diagram to the right illustrates the types of social value outcomes that will be produced through utilising the Oakley Villa as a central community hub, applying a wellbeing outcome mapping approach. This methodology is underpinned by the principle that qualitative reporting of social value is as valuable as quantifying social value. The below outcomes will be the main considerations when setting social value objectives through the use of the space.



WATKIN JONES CASE STUDIES

Watkin Jones Group have an extensive track record of delivering PBSA schemes across the UK, with over 45,000 units created. Outlined on page 13, 14 and 15 are examples of previous schemes and their tracked record of social value and outputs achieved at end-use. We have also included a case study on Fresh, the operational management arm of Watkin Jones Group.

Fresh - Operational Management Company



Fresh currently operate several completed and operational Watkin Jones Group developments as well as other developer properties. They are a first point of contact between residents and the local community to help create strong social cohesion with long-term impact in mind. Wellbeing drives the ‘Be’ programme, designed to help residents settle in, giving a sense of community and providing accessible support. Fresh also assist residents into integrating with the local community, which is demonstrated in Spring Mews, Vauxhall.

Working closely with local businesses, Fresh have been able to provide part-time jobs for students and encouraged students to shop local through promoting exclusive resident discounts. Wellbeing and connectivity drive the initiatives, aiming for students to be involved within the wider community and also promote local spend and wealth.

Providing local business discounts have allowed for students to fully immerse into the local community, a strategy that Watkin Jones Group will be implementing on the Oakley Gardens scheme if Fresh manages the building on completion. Spring Mews is a clear example of how this has been integrated and has been beneficial for both students and local residents.

Using the HACT Social Value Bank, we have generated a figure demonstrating the social value produced for one stakeholder, below the age of 25 (student), living outside of London. These figures represent the quantified social value

OUTCOME	SOCIAL VALUE PROXY
Part-time employment	£737 x 1
Feel belonging to neighbourhood	£3,223 x 1
Able to obtain advice locally	£1,474 x 1
TOTAL SOCIAL VALUE	=£5,434



Hollis Croft, Sheffield
– PBSA Scheme

The PBSA scheme Hollis Croft, located in Sheffield received positive feedback from the council, with Watkin Jones Group marked as ‘exceptional’ for employing local people and their achievements for employment and skills on the project. In total, the scheme generated 279 new jobs, with ten apprenticeships and 17 skills programmes such as short courses and in-house training.

Below outlines the proxies generated for the employment opportunities. This has been reported conservatively as we do not have data regarding the employee’s background (i.e., ex-offender, NEET (Not in Education, Employment or Training)), however those proxies would be of higher value and therefore we would expect the social value figures to be significantly higher. We have utilised the HACT Social Value Bank, to produce a figure demonstrating the total social value per stakeholder of the Hollis Croft scheme who benefitted from Watkin Jones Group employment initiatives. As the ages of the stakeholders have not been confirmed, we have applied the methodology for stakeholders whose age is unknown and who are living outside of London.

OUTCOME	SOCIAL VALUE PROXY
One Full-time employment	£14,333 x 279
One Apprenticeship	£2,195 x 10
Employment training	£647 x 17
TOTAL SOCIAL VALUE	= £4,031,856



Clarendon Quarter / Asa
Briggs House, Leeds – BTR/
PBSA

As part of Section 106 obligations, Watkin Jones Group agreed for one room in the development that was accessible to use for a local community group, free of charge and for no less than two hours per month. The site helped this community group utilise the space and give them an opportunity to host meetings and events for the local community without outsourcing a venue.

The intention of Watkin Jones Group would be to replicate this initiative at the Oakley Villa for this scheme, to support local community groups through providing a free space for allocated hours a month. This will promote connectivity on the site, utilise the heritage building on site and not ostracise the local community from the development.

Below are some examples of the types of wellbeing outcomes and their proxies associated with this type of initiative, whereby members of a community are provided with access to community facilities and can fully participate in a community or tenants group. For the purpose of this measurement, we have generated proxies that represent one stakeholder, who age is unknown, living outside of London, who was able to attend Little Woodhouse Community Association as a result of Watkin Jones Group providing access to community space.

OUTCOME	SOCIAL VALUE PROXY
Active in tenants group	£7,957 x 1
Talk to neighbours regularly	£4,535 x 1
TOTAL SOCIAL VALUE	= £12,492



Duncan House, Stratford – Mixed-use Scheme

Duncan House is a clear-cut example of how Watkin Jones Group utilised local businesses to procure goods and services during the construction phase. Altogether, there was a £10 million total spend equating to 20% of the value of goods procured being supplied from within the Olympic Legacy Area. The social value outcome for this would have been promoting local wealth and breaking down barriers for local residents into skills and employment.

A total of 473 staff members were on contracted jobs at the end of the reporting period, 265 (56%) of which were local residents. Using HACT Social Value Bank, the table below demonstrates the figures generated, representative of one employee, multiplied by 265, generating a figure of £3,810,700. This represents the total social value achieved by employing 265 local people on the contract, of an unknown age living in London. However, if the referral data of employees were known (i.e., Ex-offender, NEET) these figures would be significantly higher.

OUTCOME	SOCIAL VALUE PROXY
One Full-time employment	£14,380 x 265
TOTAL SOCIAL VALUE	= £3,810,700



Whitefriars Street, Coventry – PBSA Scheme

Whitefriars Street is another example of a PBSA Scheme that generated significant employment and skills opportunities for local residents in Coventry. Watkin Jones Group have supported numerous groups in the VCSE sector, providing over 78 hours of support. Four school visits were also made to support and promote apprenticeship opportunities for young and marginalised groups.

During the two years the scheme was under construction, Watkin Jones Group provided an average of one apprenticeship per month, more than their project target of four. Depending on programme requirements, trades on site were altered to suit specific need. Using HACT Social Value Bank, proxies have been generated to quantify the social value created through Watkin Jones Group providing these apprenticeships. The figures are representative of one stakeholder, of an unknown age, living outside of London, multiplied by the 11 apprenticeships equalling the total social value created for the apprenticeships provided during construction.

OUTCOME	SOCIAL VALUE PROXY
One Apprenticeship	£2,195 x 11
TOTAL SOCIAL VALUE	= £24,145

SOCIAL VALUE DELIVERY PROPOSAL

This report assesses the added social value produced across the three stages of its lifecycle, including:

- Phase 1: Planning and Design
- Phase 2: Construction
- Phase 3: Estate Management & Occupation

SOCIAL VALUE CREATION

The creation of meaningful social value will be achieved throughout the lifecycle of this development across social, economic, and environmental objectives. Watkin Jones Group recognise the interconnected relationship between these three phases, all of which have significant impacts on the wellbeing and life satisfaction of individuals and communities. We have outlined the key initiatives that will be implemented into the design and delivery of this development to produce maximised and meaningful social value for the new and existing community in the Fallowfield ward.

PROMOTING LOCAL SKILLS AND EMPLOYMENT

- Aligned with the job creation projections identified in the Economic Impact Statement of 80 FTE jobs, Watkin Jones Groups will endeavour to include local schools, community services and employability services to create job opportunities for people that traditionally face barriers to employment. These will go above and beyond the S106 obligations, due to Watkin Jones Group targeting marginalised groups, such as young offenders, NEETs with employability services to maximise the social value delivered through the scheme.

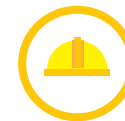
- Watkin Jones Group will also engage local schools and colleges to raise awareness of careers in the built environment by organising site visits, work experience opportunities and access to apprenticeships. They have previously engaged with local schools on other schemes to discuss careers available and raise aspiration for young people to consider a career in the industry.



NEW JOB
OPPORTUNITIES



BUILT ENVIRONMENT
CAREER AWARENESS



CONSTRUCTION
APPRENTICESHIPS



ENGAGEMENT WITH
LOCAL SCHOOLS

PROMOTING SAFE AND RESILIENT COMMUNITIES

- The predominant initiative of the Oakley Gardens development is reinstating the existing Oakley Villa, making it the heart of the development that creates permeability and is accessible to everyone. The Places Matter review initiated a reconsideration for the positioning of building two, which pulled it further away from the Oakley Villa to retain its character, increase views into the courtyard garden and improve the permeability of the site.
- The aim of the reinstatement will ensure local heritage is respected and maintained at the centre of the site. The Oakley Villa can be utilised as a space for a Social Enterprise community café/ hub. This will create a central hub for all stakeholders on site and the surrounding community, creating a space for all the community to use both during and out of term, promoting social cohesion and connectivity for new residents and the existing wider community. The Oakley Villa will facilitate cohesiveness to create a happier and more resilient community through successful placemaking. Watkin Jones Group will identify suitable local organisations or groups listed from research that can utilise the space on a monthly basis for meetings and other community activities, similar to the Clarendon Quarter / Asa Briggs House.
- The existing residents in the area have voiced concerns around the levels of crime within the area, in particular ASB and burglary which Watkin Jones Group have responded to by going above and beyond with crime reduction measurements. The development will provide a crime deterrent by increasing levels of security in and around the site and the park as it will be a gated community with additional dense planting and shrubbery to prevent intruders and surveillance and extended CCTV monitoring beyond the entrance and exits points (Riga Road junction, where Langley Road turns south and the junction of Langley Road and Wilmslow Road) . This will create wellbeing outcomes for the primary stakeholders of the site by facilitating feelings of safety by reducing fear of crime. Watkin Jones Group are also committed to achieving a Secure by Design Gold Award certification after construction by implementing measures set out in the Crime and Impact Statement. Secondary stakeholders of the development will also be beneficiaries of wellbeing outcomes, for example families of the students residing in the accommodation knowing their children are living in a safe and secure setting as well as users of the park having a sense of security.

PROMOTING SOCIAL MOBILITY

- Watkin Jones Group will be offering significantly discounted student accommodation that will create opportunities and remove some financial barriers for students who may not typically be able to afford living in managed student accommodation which our Planning Statement and Student Needs Report have identified. This initiative will allow those students to experience cohabiting with their peers, which will lead to greater levels of inclusivity, diversity, and social cohesion.



PROVISION FOR A
SOCIAL ENTERPRISE
COMMUNITY CAFE



LOCAL HERITAGE
IS RESPECTED AND
MAINTAINED



OAKLEY VILLA
CENTRED AT THE
HEART OF THE
SCHEME



OFFER OF
AFFORDABLE
ROOMS

PROMOTING HEALTH & WELL-BEING

- The development has permeable and accessible pedestrian routes to Platts Field Park, providing plenty of green space for the students and residents to access as well as internal green space amenities, approx. 8046.8sqm of which 5546.1 sqm is unbuilt (green space) that includes a courtyard and reaming space. This will have significant positive impacts on their mental and physical wellbeing, through the provision of space to exercise, make new connections and enhance their connectivity to nature.
- The Oakley Gardens scheme is adjacent to the Fallowfield Campus, and a short bus journey into the city with the stop directly infront of the site. The scheme provides affordable housing options for students, relocating them out of poorly facilitated HMOs into quality buildings that provide security, green space, and wellbeing provisions.
- Watkin Jones Group through design, will promote sustainable transport use for students by limiting the number of parking spaces on site. The site will utilise Langley Road bus stop and has cycle storage facilities which are accessible to 50% of the residents (172 internal and 42 external). The extra provision for cycling is higher than most city centre PBSA schemes and is aimed at reducing vehicle usage and promoting healthier lifestyles. The SCI emphasises local residents' worries about an increase in traffic, which will be mitigated through the reduction of vehicle use.
- Oakley Gardens will be a 'car free' scheme with only eight available spaces (three are disabled space and four are for electric vehicles). As stated in the Transport Statement currently there are 53 car parking spaces therefore after development there will be a significant reduction in vehicle use and movement near the site.
- If the site is managed by Fresh, the company will set out initiatives similar to previously managed PBSA schemes which will ensure that students feel connected to the community and utilise local opportunities to benefit both the local community and the students living in the area, minimising crime, promoting wellbeing, and driving local spend.



CYCLING STORAGE
FACILITIES FOR 50%
OF RESIDENTS ON
SITE



PROVISION OF
GREEN SPACE IN
AND AROUND THE
SITE



SECURE AND GATED
COMMUNITY



PROMOTING LOCAL WEALTH

- Through considerate procurement processes adopted by Watkin Jones Group, the development will increase local spend in the area through procuring locally across the lifecycle of the project. Watkin Jones Group's Duncan House mixed-use scheme is exemplar of utilising existing local contractors and promoting local wealth through the construction phase.
- Watkin Jones Group will explore working alongside organisations that promote social procurement, such as SupplyChange. Through connecting with local organisations that provide goods and services which can be used through the lifecycle of the development, Watkin Jones Group will be able to deliver positive impact, promote local wealth and support sustainable companies.
- To drive local spend and create community wealth building near the site, Watkin Jones Group will partner with small local businesses to promote their products and services through discount cards and brochures offering student discounts throughout the year. Through the promotion of local business and encouraging students to buy from local suppliers, it generates a significant amount of social value as it adds to local economic impact and builds positive relationships between students and the existing community. This initiative has previously been successful on other PBSA schemes, for example, Spring Mews for Watkin Jones Group.



PROMOTION OF
LOCAL BUSINESSES
THROUGH DISCOUNT
CARDS



SUPPORT SOCIAL
PROCUREMENT



UTILISING
EXISTING LOCAL
CONTRACTORS

ESTATE MANAGEMENT AND OCCUPATION

Upon completion of the development, the site will be operational, and Watkin Jones Group will continue to deliver against their social value targets. With each building in the UK having an approximate life span of 35-60 years, how the site is managed is paramount to ensure there is a legacy of social value created throughout occupation phase. The estate management team of the Oakley Gardens scheme therefore have a key role in ensuring it is managed in a way that involves current and future local communities. As fear of crime and ASB is a prominent concern voiced by the local community in Fallowfield, the estate management team will include the provision of security on site. This will generate social value outcomes, including full-time and part-time employment opportunities, good neighbourhood, facilitating feelings of safety and reducing fear of crime.

Local businesses and organisations occupying the site will also play a key role in the continuation of creating social and local economic value. The site will provide economic growth to the area through student expenditure, positively impacting local businesses as they will gain a profit from the increase in footfall and economic activity. Additional social value will be created by Watkin Jones Group extensively engaging with potential occupiers of the community space offered in the Oakley Villa. This engagement will ensure potential occupiers follow the values of a responsible business in their decisions in procurement and prioritise local residents in terms of employment.



ONGOING MEASUREMENT AND REPORTING

Through robust and transparent measurement and reporting, Watkin Jones Group will ensure the development creates a legacy of social value, going above and beyond obligations to create added value for the site. Watkin Jones Group will adopt the HACT Social Value Bank as its method of measuring and reporting its social value creation, through the appointment of a specialist social value consultancy.

CONCLUSION AND NEXT STEPS

Watkin Jones Group are committed to longevity in terms of their involvement in the development of Oakley Gardens, Fallowfield, to ensure they create a legacy of social value that significantly surpasses obligations and expectations of the local community. As well as employment outputs contributing to savings on the public purse and promoting the local economy, this Social Value Statement demonstrates the added value the development will bring to Fallowfield and wider Manchester in terms of wellbeing outcomes and life satisfaction.

It is evident Watkin Jones Group have successfully implemented employment and skills initiatives on similar UK schemes, as outlined in the case studies within this statement. Comparable initiatives will be brought forward on the Oakley Gardens scheme to deliver quality and sustainable employment, which in turn will create significant social value.

Promoting local wealth is a crucial priority to the delivery of the scheme, and Watkin Jones Group will look to support and promote local businesses, as well as aim to procure locally during construction and end-use as defined in the Economic Impact Statement. Engaging with local businesses benefits the community on a wider scale as it creates opportunities for success, retains local pride, as well as providing employment opportunities.

Alongside economic benefits, creating safer communities, improving wellbeing, and increasing social mobility is essential. Although these outcomes do not typically produce a fiscal proxy, they create significant wellbeing outcomes for communities and individuals. Cycling storage provisions will ensure sustainable transport options are promoted on site and align with Greater Manchester Transport Strategy 2040, as well as increasing health benefits for students. The adoption of car free scheme will also benefit the wider community, through a reduction of carbon and less traffic to and from the site.

Security on site and the park will provide a sense of safety for residents and the local community as the measurements in place to achieve a Secure by Design award certificate such as extra planting and managed surveillance will ensure both students and members of the community remain safe. Additionally if the site managed by Fresh, there will be several wellbeing initiatives implemented by the team.

Watkin Jones Group are committed to improving and connecting the community through their scheme by developing the Oakley Villa to not only benefits students, but a potential VCSE occupier and community groups that will have the opportunity to use the space.

