Proposal Stage – Social Value Delivery

Greenwood Builders | Alderford Parade

How the Indicative Targets Were Derived

The Social Value indicative targets for **Alderford Parade** have been developed by **Greenwood Builders** in accordance with **Manchester City Council's Social Value Policy and guidance**. Targets have been calculated using the **total contract value** and the prescribed formulas set out by MCC for each KPI.

Employment and apprenticeship targets are based on the requirement to deliver **one or more new jobs and apprenticeships per £2m of project spend, resulting in 8 jobs created both new and sustained,** capturing both **direct employment opportunities** and **indirect opportunities** generated through Greenwood Builders' supply chain and subcontractors.

Learning, employability and community engagement targets have been calculated using the **hours and weeks per £1m / £4m investment** methodology, ensuring that commitments are **proportionate, realistic and achievable** within the programme for Alderford Parade.

Residency targets have been aligned to the **City of Manchester boundary**, with Greenwood Builders committing to maximising opportunities for **local residents**, while recognising the specialist nature of certain construction roles.

How Greenwood Builders Will Deliver the Social Value Commitments

Greenwood Builders will embed Social Value delivery into the **mobilisation, construction and supply chain management** of the Alderford Parade project, ensuring outcomes are delivered as an integral part of the build rather than as standalone activity.

Employment and Apprenticeships

- Greenwood Builders will create new jobs and apprenticeships through **direct employment** and by actively engaging subcontractors and suppliers to support local recruitment. There will also be
- All suitable vacancies and apprenticeship opportunities will be **promoted locally**, with priority given to **City of Manchester residents** where possible.
- Greenwood Builders will work with its supply chain to support **sustained employment and progression**, monitoring roles throughout the project duration.

Learning and Employability

- Greenwood Builders will coordinate engagement with schools, colleges and job-seeker organisations to deliver **careers talks, site-based learning, CV workshops, mock interviews and mentoring**.
- Activity will be programmed to align with key stages of the Alderford Parade construction programme to ensure **meaningful and relevant engagement**.
- Work placements and work trials will be structured, supervised and designed to provide **real insight into construction and the wider built environment sector**.

Community Engagement

- Greenwood Builders will deliver community-based projects within the **City of Manchester boundary**, focused on developing **skills, confidence and employability outcomes** for local residents.
- Community activity will be aligned with local priorities and delivered in collaboration with trusted local organisations.

All Social Value activity will be **monitored, evidenced and reported** in line with MCC requirements throughout the Alderford Parade project.

Partners and Organisations Greenwood Builders Will Work With

Greenwood Builders intends to work with a combination of **existing delivery partners** and organisations introduced by **Manchester City Council**, ensuring strong local alignment and maximum benefit.

Greenwood Builders intends to work with the following organisations to support local recruitment, apprenticeships and employability outcomes:

- Manchester City Council – Work and Skills Team
- The Growth Company (including GM Working Well)
- Jobcentre Plus – Cheetham Hill / Manchester
- CITB (Construction Industry Training Board) and approved training providers
- Construction Skills People (CSP)

Schools, Colleges and Education Providers

Engagement will focus on schools and education providers serving Cheetham Hill, North Manchester and the wider 15-mile locality:

- Eden Boys' School, Manchester (Cheetham Hill)
- Beis Hatalmud School (Cheetham Hill)
- Crumpsall High School
- The Manchester College

(Schools will be engaged in coordination with Manchester City Council where required.)

Community & Voluntary Organisations

Greenwood Builders will work with local community and voluntary organisations to deliver skills, employability and community-based outcomes:

- Cheetham Hill Advice Centre

- The Fed (Cheetham Hill)
- Yard Manchester
- Salford Foundation
- The Prince's Trust – Greater Manchester
- Local community centres and neighbourhood groups within Cheetham Hill

---

Council-Led Introductions

Greenwood Builders would welcome connections from Manchester City Council to:

- Priority local schools and FE providers
- Approved employment and job brokerage organisations
- Community groups aligned to MCC Social Value and regeneration priorities in Cheetham Hill