LOCAL LABOUR AGREEMENT

Crabtree Lane, Openshaw, Manchester

March 2026

Keepmoat



ABOUT KEEPMOAT



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Established in
1931

Keepmoat specialises in transforming land into safe, sustainable and distinctive communities, leaving a legacy for us all to be proud of.

Keepmoat is one of the UK's largest and oldest homebuilders, we are also the nation's number one partnership homebuilder.



Our model, relationships and approach enables us to successfully source land from both private and public sector partners on competitive terms, quickly transforming them into developable sites.

In an industry were relationships between homebuilders and councils are often fractious, we've established an unrivalled reputation amongst local planning authorities as a homebuilder who can be trusted to deliver.

We have successfully delivered regeneration schemes in some of the country's most challenging housing market areas, demonstrating our long-term commitment to the communities in which we work.

Our local relationships form the foundation of our business and set us apart from our peers. Understanding every community is unique means we tailor our approach to meet their needs. Working collaboratively with all stakeholders enables us to deliver the homes they need and significant social value outcomes

UK's No. 1
Partnership home builder

Top 10
UK Volume homebuilder

1,100
Skilled and passionate employees

Five star
Rated builder for customer satisfaction

DELIVERING SOCIAL VALUE



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DELIVERING SOCIAL VALUE

SOCIAL VALUE UK
Pioneer

At Keepmoat we build homes not houses, champion positive community outcomes not profit and work collaboratively with stakeholders not in isolation. We think long-term to create new sustainable communities that improve the quality of life for everyone around them.

We're able to demonstrate a track record of true social depth and understanding of the communities we work in. Our Partnership Business Model sets us apart from other homebuilders. It works by aligning our approach to our partners' objectives, to consistently build communities and transform lives. We have unrivalled experience in devising unique social initiatives which addresses local needs, supporting community cohesion and fostering positive change.



Thinking Local

We pride ourselves on working with local partners to realise all stakeholders' aspirations for a scheme. Thinking beyond the development boundaries to transform the communities in which we work, delivering a positive legacy that goes far beyond the bricks and mortar.

Affordability

We develop mixed tenure schemes to create inclusive sustainable communities. Helping to create pathways into home ownership through a wide variety of affordable tenure offers, based on local needs and requirements.

Community First

Our investment in social value helps to underpin long term benefits, creating genuinely attractive, thriving, and sustainable communities. Using a collaborative, thoughtful, targeted approach to our resources we focus on what matters to the broader community, maximising the social and economic outcomes for them.

Design and Placemaking

Creating a 'sense of place' is the ultimate aim of generating or regenerating communities. At the forefront of this, quality designed communities by the Building For Healthy Life design code, shaped by community engagement is essential in making places people want to live.

Capacity Building

We invest time and resources directly into communities in which we work. Engaging with schools, colleges and community groups to educate, develop skills and provide work opportunities to change life-outcomes fort he better in an inclusive way.

Track record of creating a legacy of sustainable communities

"Keepmoat are a standout construction employer for their range of employment and training programmes with outstanding outcomes all delivered with a deep understanding of effective partnership working and a real passion for helping some of those people who need the help the most. Fantastic!"
Cllr Jane Hamilton, Salford City Council

2021 National Social Value Awards WINNER

THE NATIONAL SOCIAL VALUE AWARDS 2018 WINNER

THINKING LOCAL

We work with our partners to help maximise the employment and training opportunities that are available to local people throughout the lifespan of our developments. Helping unblock barriers and raise aspirations.

Keepmoat's award-winning NEET (not in employment, education or training) Summer Project is an example of responding to local partner's needs. Developed alongside Salford city council and community partners to address the high number of NEET young people in Salford.



Keepmoat created a six-week summer programme to keep young people who were completing year 11/GCSEs, identified as potentially becoming NEET, engaged during the summer months.

Activities include weekly 'try a trade' sessions including joinery, plastering, tiling, bricklaying, a tour of the development and a visit to the local college. There is also wrap around support to address barriers to positive participation, often linked to mental health or financial challenges. Young people that attended the programme progressed on to FE, training, or employment, reducing the NEET figure in Salford.

"Once again Keepmoat and partners across Salford have provided an engaging and fun summer programme to help young people, who have just completed GCSEs, to get a deeper understanding of the construction industry. We know this industry has so much to offer young people, as a route into meaningful and well paid employment and careers, so we know how crucial these programmes are in getting key messages and experience to young people so they can make well informed decisions as they progress in their career journeys."

Jim Cammell, Lead Member for Children's and Young People's Services at Salford City Council.

CRABTREE LANE,OPENSHAW



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THE IRONWORKS, CRABTREE LANE

The Ironworks land at Crabtree lane is a 6.9-acre disused industrial site on the banks of Ashton canal.

The site sits adjacent to grade 11 listed lock 13 and Crabtree Lane swing bridge. The land and now derelict buildings are largely overgrown with vegetation.



The new development will comprise of:

- 70 new homes ranging from 2-, 3- and 4-bedrooms
- 124 apartments ranging from 1- and 2-bedrooms of which 62 apartments will be affordable
- Public open space

Demolition work is on target to be carried out in April 2025, Keepmoat is estimated to start on site September 2025 with new homes ready for release spring/summer 2026.

It is estimated that work will take approximately 3 years to complete.



LOCAL EMPLOYMENT PLAN



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GOING BEYOND BRICKS AND MORTAR

Keepmoat has used the Manchester City Council Local Labour Agreement Applicant Guide model which is specifically designed to embed apprenticeships, work placements, job creation and upskilling opportunities directly into construction planning and procurement—ensuring that every intervention is meaningful, measurable and proportionate to the scale of activity.

Using this framework, we have calculated the minimum social value outcomes we will deliver in partnership with Manchester City Council, based on the development of 70 new homes and 124 apartments. These figures form our guaranteed baseline—demonstrating our commitment to maximising local benefit and ensuring that this investment generates long-lasting impact for the people of Openshaw and the wider area.



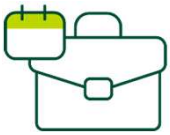
TBC

New Jobs, Apprenticeships & Graduates created



60 Hrs

Careers sessions and site visits



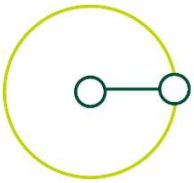
16 Wks.

Work placements & T Levels



60 Hrs

Pre-employment sessions



Local people working on the development, included once supply chain are in place



60 Hrs



Local contractor & material spend included once supply chain are in place

Together with our partners, we will bring forward a diverse programme of community projects that celebrate local pride, new skills, strengthen neighbourhood connections and support healthier, greener living—from seasonal events to volunteer-led initiatives and community growing hubs.

PARTNERSHIP

From our experience, we know that strong relationships with Manchester City Council, local residents, stakeholders and community groups are essential to delivering a development that integrates well into its surroundings.

Keepmoat's Social Value Manager has reached out to **Ian Mulligan, MCC Work & Skills Officer,** to discuss priorities for the area and we have identified the below local stakeholders and organisations that would benefit from our support and investment, but we are aware there will be many more and will work closely with MCC and the Skills and work group throughout the development to identify any additional partners we should work with and any programmes we should support to enable us to tailor our offer to the area we are working throughout the development.

Local Schools/ Colleges/Universities/ Organisations	• Higher Openshaw Community School • Varna Community Primary School • Right Robinson secondary school • Fairfield Academy for Girls • Bridge College (SEND) • The Manchester College • GMCA Careers Hub • Career Connect
Local Employability/Support Services	• Manchester Skills and Work Team • Skills Construction Centre – Manchester • Touchwood • The Booth Centre • Back on Track • National careers service • DWP • The Growth company • YOT • The Works construction Academy
Local community groups/organisations	• Manchester Young Lives • Voluntary, community and social enterprise (VCSE) • Foodbank/Fareshare • Fairfield Youth Centre • Greater Manchester Chamber of Commerce • Greater Manchester police • Greater Manchester Fire and Rescue

MAXIMISING LOCAL LABOUR AND SKILLS

Our investment in delivering new homes will create significant opportunities for local residents by generating a wide range of construction-related jobs. Working in partnership with Manchester Skills and Work Team and local training providers, we aim to reduce unemployment among working-age people by improving access to skills, training and pathways into work. We recognise, however, that some residents face barriers such as low skills, limited qualifications or labour-market exclusion, and may be unable to access these opportunities without targeted support. Supporting the next generation to avoid future economic isolation will therefore be a key priority of our approach.

Working closely with Manchester Skills and Work Team and local stakeholders, we will help address these challenges and maximise employability and skills by:

- Working with key partners to identify suitable candidates from the immediate area before extending recruitment more widely.
- Supporting traineeships, pre-employment programmes, skills development and accredited training to better align local residents with labour-market opportunities.
- Partnering with training providers to help reskill adults moving from declining sectors into construction and related industries.
- Providing upskilling opportunities for people of all ages to introduce, inspire and prepare them for careers in construction.
- Advertising all employment opportunities locally before wider promotion.

We will also deliver a structured programme of work experience placements—ranging from one to twelve weeks—to give residents meaningful insight into the construction industry. These opportunities will be offered to:

- 16-24-year-old.
- NEET's
- Unemployed adults
- Care leavers
- T Level students

This commitment extends to our supply chain. All subcontractors will be engaged at appointment stage to align with our targeted employment and skills plan, ensuring a consistent and collaborative approach to maximising social value throughout the development.



Supply chain support



Apprenticeships



Employability courses



Local direct hires

GOLD
SUPPLY CHAIN SUSTAINABILITY
SCHOOL

CREATING APPRENTICESHIPS

We take a proactive and structured approach to creating employment opportunities and supporting the career aspirations of young people. Our approach in Manchester will follow this same model, with a clear focus on inspiring local residents through a targeted apprenticeship programme supported by a range of complementary training, skills and careers initiatives.







To achieve this, we will:

- Develop a bespoke apprenticeship strategy for the scheme in partnership with Manchester skills and work team, local colleges and training providers.
- Offer a variety of construction and office-based apprenticeship opportunities, delivered both directly and through our supply chain.
- Provide access to bricklaying apprenticeships at the NHBC Bricklaying Hub in Newcastle, delivered in partnership with Keepmoat.
- Engage and mobilise our supply chain to maximise apprenticeship take-up and create a consistent pipeline of opportunities.
- Work with local referral partners to identify and support young people who are Not in Education, Employment or Training (NEET).
- Deliver structured work experience placements of between one and twelve weeks to give participants a clear insight into careers within the construction sector.
- Collaborate with other construction companies delivering nearby developments to increase the number and diversity of apprenticeship opportunities available to young people.

This coordinated approach ensures that apprenticeships and early-career pathways form a core part of the development, helping local young people to gain skills, qualifications and meaningful long-term employment.

SCHOOL ENGAGEMENT

Keepmoat is an active member of several Cornerstone Employer Groups and Careers Hubs, where we work to support the needs of young people—particularly those facing the greatest barriers—to raise aspirations and improve understanding of the world of work. We align our approach with local and regional skills strategies, including Local Skills Improvement Plans, to ensure our engagement with schools and colleges reflects current and future labour-market needs.

There are a number of educational establishments close to the development, including mainstream schools, special educational needs settings and PRUs. These form part of our proposed partnership network and will benefit from the support we can offer.





Engagement with employers and exposure to real workplaces are essential in helping young people identify their next steps. Our ambition is that every student leaves school equipped with the skills, confidence and experience needed to progress into a positive destination.

To support this, we will work with key partners to deliver careers activities for schools both in the immediate and wider area, creating clear pathways into future employment and introducing young people to opportunities in construction at an early stage. We will prioritise the delivery of meaningful workplace experiences and employer-led activities, with a particular focus on supporting disadvantaged learners, including:

- young people eligible for free school meals
- students requiring inclusion support
- care leavers
- young people who are NEET

This targeted programme ensures that the students who face the greatest challenges receive tailored support, helping them build skills, raise aspirations and move closer to sustained employment.

Work experience

New apprenticeships

Careers sessions and site visits

SCHOOL ENGAGEMENT

School engagement is a vital part of broadening students' learning and supporting their personal development. High-quality employer interaction has been shown to have a significant positive impact on young people's confidence, aspirations and future career choices. To build on this, we will work with local education partners to deliver a programme of meaningful activities that help students gain insight, inspiration and practical skills.

Activities we can deliver and support include, but are not limited to:



- NEET summer programme
- Apprenticeships
- Careers events
- Work experience
- T Level placements
- Teacher encounter days
- Industry placements for tutors
- Careers workshops
- Site visits
- Employer expectations sessions
- Question and Answer sessions
- Try a trade taster sessions
- Annual health and safety talks delivered to raise awareness of the dangers that can be found on construction sites.
- Plan, design, build back greener sessions
- Guest speakers
- CV skills sessions
- Interview skills sessions
- Team building skills

Employability courses

T Level placements

COMMUNITY ENGAGEMENT

Keepmoat is committed to making long-term, positive improvements within the communities in which we work. Our aim is to minimise disruption to residents while ensuring that our activity directly supports local priorities. By working closely with community leaders, voluntary groups and local partners, we help strengthen neighbourhoods and contribute to sustainable community outcomes. Our dedicated Social Value Manager plays a key role in building strong relationships and ensuring that our contribution leaves a lasting legacy long after the development is complete.





Activities we can deliver and support include:

Volunteering Opportunities

We actively encourage our employees to contribute to the areas we work in. All Keepmoat colleagues receive one paid volunteering day per year to support a local cause. We will work with Manchester City Council and key partners to identify meaningful volunteering opportunities that benefit the local community and align with shared priorities.

Promoting Green and Healthy Lifestyles

We are committed to supporting positive health and wellbeing outcomes by:

- Enhancing access to open space through new and improved green links and corridors across the site.
- Delivering high-quality public open space that promotes informal play, interaction and outdoor activity for new and existing residents.
- Supporting community grow areas to build awareness of healthy diets and sustainable food practices.

Supporting Local Charities and Community Organisations

We will work with local partners to provide practical support, including:

- Donations to foodbanks
- Provision of defibrillators
- Fundraising activities and awareness campaigns

AFFORDABLE HOUSING AWARDS WINNER

THE NATIONAL SOCIAL VALUE AWARDS 2018 WINNER

AFFORDABLE HOUSING AWARDS WINNER

OUR COMMITMENT
OUR RESPONSIBILITY
OUR LEGACY

Passionate

Collaborative

Creative

Straightforward













We recognise the responsibility we hold at Keepmoat to help shape strong, sustainable communities. We understand that delivering genuine social impact requires depth, long-term commitment and an approach that reflects the needs and aspirations of local people. Central to this is providing a mixed-tenure offer that gives residents real choice in where they live—ensuring that housing options are shaped by ambition and opportunity, not circumstance.Our focus is on creating places that thrive well into the future. We are committed to leaving a legacy that endures, one that we are proud of and that reflects our promise to build communities and transform lives.

THANK YOU FOR READING

We hope you find the proposal to be of interest and please feel free to contact us should you have any questions or clarifications.

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