

Annex 2

Bellway Social Value Statement

Social Value Proposals

Introduction

At Bellway Homes, our approach to social value not only seeks to maximise the financial value of a site, but also the social value by taking a holistic approach to community engagement. Alongside a process of meaningful consultation with residents, businesses and other key stakeholders, we also seek to identify a 'social return' for customers and existing residents alike.

The Company's Social Value Policy is built around a commitment to be a force for good in ensuring that we consider and maximise the social value and beneficial impact that we bring to communities in which we operate both during the course of development and thereafter.

This policy covers all our operations as well as those of our supply chain and sets out our management objectives as well as the specific activities that we will undertake to ensure that we meet the aims of this policy. Whilst we are not bound by the Public Services (Social Value) Act 2012 we have chosen to implement the spirit of the Act into how we do business as we believe that this will deliver the most value for all our stakeholders.

We have developed a set of Themes, Outcomes and Measures (TOMs) which represent practical Social Value outcomes:

- **Jobs:** Promoting local skills and employment
- **Growth:** Supporting the growth of responsible regional business
- **Social:** Creating healthier, safer and more resilient communities
- **Environment:** Protecting and improving our environment
- **Innovation:** Promoting social innovation in our communities

You will ascertain that the foregoing closely accords with the principles that the City are promoting through their initiative of 'Social Value in Salford'

Community Investment and Wellbeing

As stated within the above **Introduction** we believe that the maximum impact and return on any project is achieved by Bellway Homes working with existing stakeholders and voluntary groups to deliver a range of initiatives. The benefit of working with these organisations being they understand the needs and opportunities of the local area having pre-established relationships. Hence, we will seek to capitalise on this by working with the Council and the greater Little Hulton community. We see our role

as a supporter, enabler and monitor of the agreed strategy, which with the right conditions and structures in place can generate long-term, meaningful and sustainable outcomes from the development in the form of jobs, businesses, health and the environment.

A common concern for many; primarily older; residents is the potential for disruption associated with the development process allied to anti-social behaviour amongst younger people.

To combat the former, we will work to **Considerate Contractors' Scheme** standards demonstrating our commitment to minimising inconvenience and making sure residents are kept well informed about activity during the entire delivery process.

Regarding the latter the physical manifestation is that our proposals will follow **Secured by Design Principles** with well-lit streets and play spaces overlooked from nearby homes. Improved lighting will also enable people to walk safely at any time during the day or night.

In terms of education our Health and Safety team will visit each of the three local primary schools (Wharton Primary; St Pauls Peel C.E.; Dukesgate Academy) and one secondary school (Harrop Fold) on at least eight occasions (once/annum) during the course of the development period to deliver a 40 minute presentation on the dangers of building sites.

In addition to all the foregoing Bellway Homes will actively seek to engage with the community via a range of other activities:

- ½ or 1 day **volunteering activities** to be held at intervals over the duration of the development.
- **Sponsorship** of youth sporting activities: football, netball etc.

Monitoring and Reporting

Bellway Homes prides itself on not only the quality of the homes that it produces for its customers but also the positive social impact that we make on the daily lives of residents who live on the schemes. All projects within the Company are measured and monitored for their social economic and environmental impact as per the Social Value Act 2012, however we go one step further to understand how residents feel about their new community. We focus not only on jobs, education and training but how safe residents feel, how they interact with their new neighbours and enjoyment of their new facilities.

We will agree the initiatives in the early stages of the initiative and will then measure these monthly throughout the project leaving a long-term legacy once the development has been delivered.

Procurement – Supply Chain

We are committed to maximising the local economic benefit of the development activity and linking this to the Little Hulton community in whose area we will be developing.

As a norm, on most of our developments, we achieve between **20 – 25% local labour**. The manifestation of this is that owing to the number of developments we have both undertaken and are currently engaged upon within the City we have already established a supply chain which shows preference to and utilises local suppliers and sub-contractors.

Therefore, our responsibility with regards to the economic outputs that emanate from the delivery of this scheme is twofold. Providing opportunities to those businesses that are already 'tender ready' and assisting local businesses to become 'tender ready'.

We will achieve the maximum benefit for local businesses by opening our tender process to all relevant businesses within Salford and by supporting these businesses to tender for sub-contract packages. To this end we will, if selected, approach the local Chamber of Commerce to provide us with a comprehensive database of registered businesses to whom we may address sub-contract enquiries.

In relation to those businesses that are not registered with the CofC we will host 'Meet-the-Developer' events in order to advise organisations of the opportunity that the development presents. The foregoing allows us to target those firms that are conversant with tendering, but it will also highlight those businesses that are unfamiliar or daunted by the prospect of working with a company of our stature, on projects of this size.

In addition to the foregoing we propose to hold **workshops for local businesses**, to enable them to meet our staff in an informal environment. At these we may discuss how they may grow from a (say) 'dad-and-lad' plastering company to being able to tender for larger projects, thus growing their business.

This theme of sustainability and a legacy of economic growth and capacity growth is one that we wish to supplement and expand upon with our approach to local labour, training and skills which we detailed in the previous section.

In connection with the foregoing the maintenance of the relationships with our suppliers and sub-contractors is of paramount importance to the health and long-term financial stability of our company and its product delivery. To facilitate this, we assist our partnering organisations by providing regular Health and Safety training workshops and product awareness training through our accredited Code Assessors. When this is taken in conjunction with our prompt payment principles it ensures the maintenance of long-term relationships and repeat business.

Local Labour – Pathways to Work

We will seek to work with local education and training providers and others to deliver a programme of information services relating to the career opportunities available within the Construction Industry. Our staff will volunteer their time to provide a series of lectures to local schools and colleges incorporating both careers advice and 'mock interviews' for students to prepare them for 'real life' work situations.

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To view the steps we are taking to play our part in reducing the spread of the Coronavirus, please click [here](#).

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