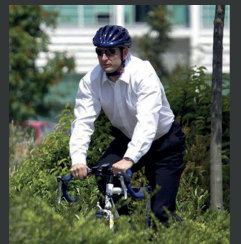




# MERCIA PARK EXPANSION

## Social Value Strategy

Turley  
February 2025



# Contents

Executive Summary	i
1. Introduction	1
2. Understanding Local Needs and Opportunities	6
3. IMP's Social Value Ambitions, Themes and Objectives	17
4. Social Value Framework	20
5. Delivering IMP's Social Value Commitments	33
Appendix 1: Mercia Park Employment Scheme (Construction Phase) Final Report	
Appendix 2: Local Needs Assessment: Socio-economic Profile	
Appendix 3: Policy and Strategy Context	

## Executive Summary

1. This Social Value Strategy has been prepared by Turley Economics to accompany the hybrid planning application for the Mercia Park Expansion project. Its primary purpose is to help maximise social value outcomes from the project by providing a framework that can be used by IM Properties Development Limited (IMP), its contractor partners and future occupiers to develop future plans for generating social value through subsequent stages of procurement and construction.
2. IMP's investment at Mercia Park has already generated a considerable range of positive benefits for local communities, businesses and service providers, in addition to a range of education and training opportunities during construction (and delivered through an 'Employment Scheme' planning obligation) and through funding support for local community groups via the Mercia Park Community Fund.
3. Building on these past achievements, and the 'Place', 'Planet' and 'People' centred approaches set out in IMPs sustainability framework, 'Sustainable Futures'<sup>1</sup>, IMP remain fully committed to ensuring that their proposals for the Mercia Park Expansion generate additional benefits and social value for local communities both during its construction but also through the sites' subsequent operation.

### Understanding Local Needs

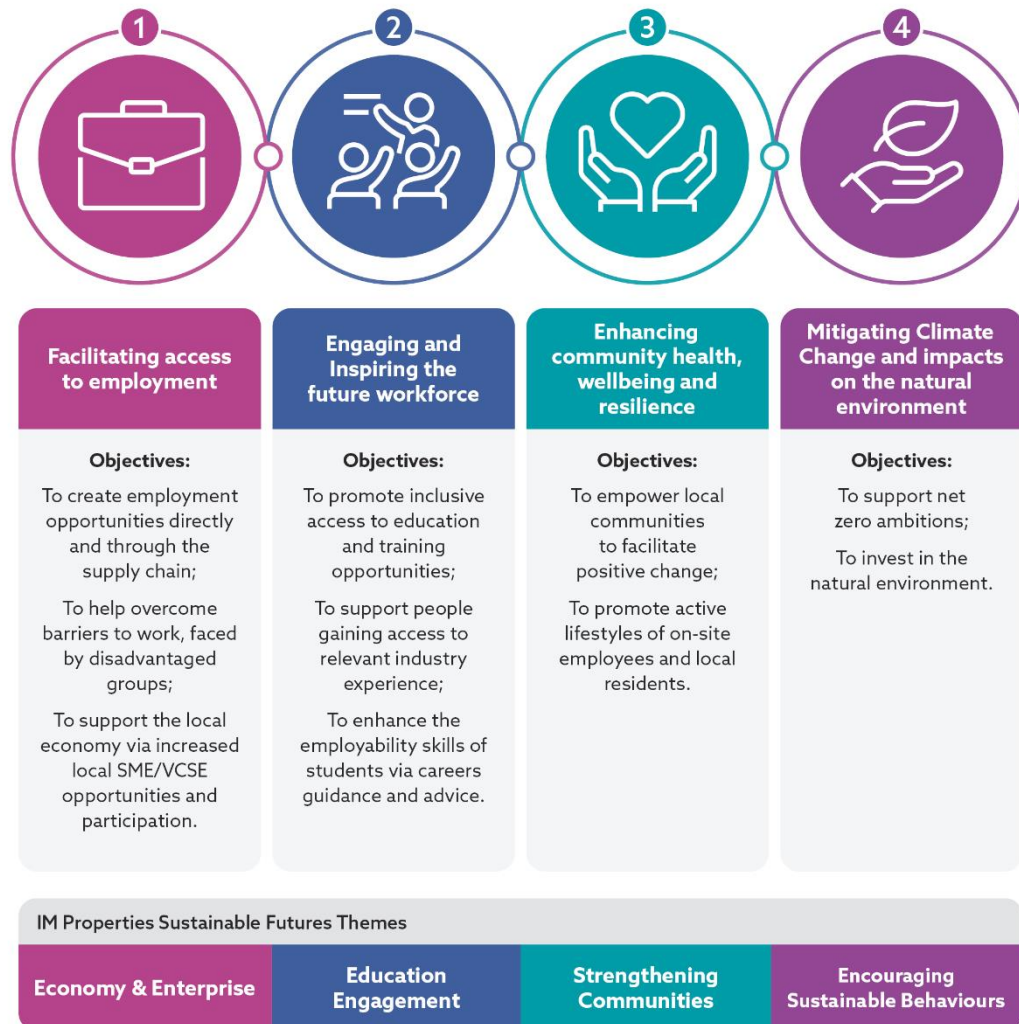
4. Developing a strategy that is tailored to local needs and aligned to a clear purpose has been a key objective. In alignment with Sustainable Futures, the strategy has therefore been prepared having regard to local challenges and needs derived from a Local Needs Assessment (LNA).
5. As part of this process, a wide range of socio-economic indicators have been reviewed in order to understand the socio-economic profile of the local area. Engagement with our partners and other local stakeholders has also been initiated to build a deeper understanding of the opportunities and challenges facing local communities.
6. This research has shown that Mercia Park lies in proximity to a number of communities which exhibit higher than average levels of deprivation driven by a mix of employment, income, health and education related factors.
7. It has also been reaffirmed that the potential impacts of the Mercia Park Expansion will continue to be more geographically far-reaching than the immediate locality with the potential to benefit communities not only in North West Leicestershire, but also across five neighbouring authorities, where need can be matched to opportunity.

---

<sup>1</sup> IM Properties, Sustainable Futures: [Sustainable Futures - IM Properties](#)

## Mercia Park Expansion Social Value Framework

8. The LNA and associated stakeholder engagement has provided an important contextual understanding from which the following themes and objectives for the Mercia Park Expansion have been identified:



9. From this a range of initiatives for maximising social value from the Mercia Park Expansion proposals have been identified. These initiatives, which in combination are considered to offer the best prospect of connecting need with opportunity, will provide a focus for IMP and ensure their investment is leveraged to the greatest effect.





#### Sustainable Development Goals

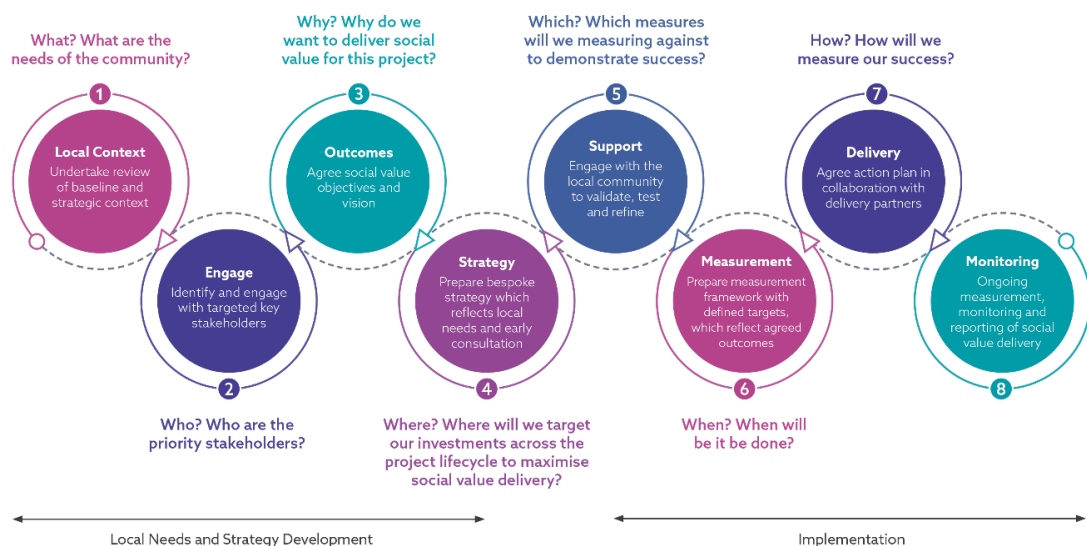


#### Proposed Initiatives

1 Facilitating access to employment	2 Engaging and Inspiring the future workforce	3 Enhancing community health, wellbeing and resilience	4 Mitigating climate change and impacts on the natural environment
<p><b>AE1:</b> Advertise opportunities locally and nationally</p> <p><b>AE2:</b> Collaborate with local partners to offer work trials and interviews</p> <p><b>AE3:</b> Tailor recruitment strategies to local skills/ workforce needs</p> <p><b>AE4:</b> Working with local partners to develop joint plans to connect job seeking residents and students to available opportunities</p> <p><b>AE5:</b> Roll out IMP work ready programme, targeted towards disadvantaged groups</p> <p><b>AE6:</b> Prioritise sourcing local construction materials</p> <p><b>AE7:</b> Promote opportunities for local businesses</p> <p><b>AE8:</b> Report externally on local social value successes to inspire others</p>	<p><b>FW1:</b> Partner with local education providers to offer upskilling and re-skilling opportunities and support</p> <p><b>FW2:</b> Encourage provision of apprenticeships and training opportunities including within the supply chain</p> <p><b>FW3:</b> Promote a range of career opportunities and alternative routes to employment through engagement with local education facilities</p> <p><b>FW4:</b> Support local students with direct careers advice</p> <p><b>FW5:</b> Deliver training courses for new entrants (such as induction, health and safety)</p>	<p><b>HW1:</b> Provide a Community Fund for local projects</p> <p><b>HW2:</b> Partner with VCSE organisations to provide business case training for funding applications</p> <p><b>HW3:</b> Support existing local community projects, through charitable donations and event sponsorship</p> <p><b>HW4:</b> Encourage staff and contractors to volunteer at projects local to Mercia Park</p>	<p><b>NE1:</b> Target BREEAM Excellent rating</p> <p><b>NE2:</b> Incorporate renewable energy provision, such as solar PV</p> <p><b>NE3:</b> Utilise low emission construction materials and services</p> <p><b>NE4:</b> Implement measures to reduce construction waste and pollution</p> <p><b>NE5:</b> Install infrastructure to encourage active travel</p> <p><b>NE6:</b> Enhance the public realm and green infrastructure of the Site</p>

## Achieving results through a collaborative partnership approach

10. The initiatives proposed under Theme 1 ‘Facilitating access to employment’ and Theme 2 ‘Engaging and inspiring the future workforce’ will form the basis of a Construction Phase Employment Scheme which will be secured via planning obligations through the Section 106 process (as for Mercia Park).
11. In addition to the employment and skills commitments to be secured via planning obligations, this strategy provides a framework which will assist IMP, and their partners, in future decision making around the design and delivery of ongoing social value initiatives and activities under Theme 3 ‘Enhancing community health, wellbeing and resilience’ and Theme 4 ‘Mitigating climate change and impacts on the natural environment’. Wider aspects of the Social Value Strategy will be independent of the planning application determination and are not considered as material planning considerations.
12. At every stage implementation will be via a collaborative partnership approach, with the Mercia Park Employment and Skills Partnership (involving DWP, FE Colleges, CITB, private training companies, public sector partners and local voluntary and community organisations) continuing to play a key role. IMP will also deploy their dedicated Social Value Manager (SVM) to support project teams, engage delivery partners and help coordinate community activity, including management of the Mercia Park Expansion Community Fund.
13. The ongoing involvement of these committed partners, and other stakeholders, will enable IMP to capitalise on the strength of relationships and partnership working already well established at Mercia Park to further develop the strategy into an actionable plan in line with the process illustrated in the diagram below.



# 1. Introduction

- 1.1 This Social Value Strategy has been prepared by Turley Economics on behalf of IM Properties Development Ltd ('the Applicant') in support of the submission of a hybrid planning application for the Mercia Park Expansion at land to the east of the A444 / north of J11 of the M42, Stretton-en-le-Field, Leicestershire. ('the Site').
- 1.2 The location of the Site is shown at Figure 1.1 below.

**Figure 1.1: Site Location**



Source: IMP

- 1.3 Mercia Park is a ground-breaking development home to JLR's Global Logistics Centre (operated by Unipart) and accommodates a flagship facility for global transport and logistics company DSV.
- 1.4 Already an important economic asset for the local area and wider region, employing over 2,500 people, IM Properties Developments Ltd (IMP) is now applying for planning permission for the Mercia Park Expansion project that would see up to 97,886sqm (GEA) of new employment floorspace developed.
- 1.5 The planning application is submitted in hybrid form. Full planning permission will be sought (in summary) for the following:
- A single employment unit ('Development Zone 1' – DZ1) confirming use class, floorspace (sqm), layout, scale, appearance and landscaping all in detail (including the associated car parking areas);
  - Site wide infrastructure works including access from (and alterations to) the A444, internal spine road, earthworks and site level works to create all development plateaus; and

- The structural landscaping, utilities infrastructure and foul and surface water drainage infrastructure.
- 1.6 Outline permission will be sought in principle for the remainder of the site for all above ground associated development ('Development Zone 2' – DZ2- principally the building(s) and associated parking areas and landscaping).
- 1.7 Please refer to the Turley Planning Statement for the Description of Development for the Proposed Development.

### **Building on Success**

- 1.8 IMP's investment at Mercia Park has already generated a considerable range of positive benefits for local communities, businesses and service providers, in addition to a range of education and training opportunities during construction and funding support for local community groups via the Mercia Park Community Fund. The Community Fund typically offered grants of up to £5,000 primarily to projects that strengthen communities or improve the natural environment. For the Mercia Park Expansion, IMP shall provide a new Community Fund to support similar projects, following the grant of planning permission.
- 1.9 There are also many positive learnings to take forward from the delivery and ongoing occupation of Mercia Park, with these being recognised by each of the delivery partners who have been involved and supported the work of the Mercia Park Employment and Skills Partnership.
- 1.10 A summary of the outcomes associated with the work of the Partnership and the Construction Phase Employment Scheme can be found in IMP's Final Progress Report at **Appendix 1**.
- 1.11 The overall package included:
- Formation of the Employment and Skills Partnership, involving the Department for Work and Pensions (DWP), Further Education (FE) Colleges, Construction Industry Training Board (CITB), private training companies, public sector partners and local voluntary and community organisations
  - Delivery of pre-employment training courses, in partnership with local providers and DWP.
  - Virtual insight sessions for local schools and supported by the Local Enterprise Partnership to create two 'World of Work' films, one about construction and one about logistics.
  - Creation of a 'Pop-Up' onsite training centre and a Sustainability and Innovation Hub, the latter to showcase digital and new technologies on a live site.
  - Trialling of the IM Properties' "Work Ready Programme", with one young person now working for a major construction company (Winvic Construction Ltd) who acted as Principal Contractor on Mercia Park.



- Hosting site visits from FE Colleges and universities.
  - Supporting local jobs fairs and subsequently encouraging occupiers to attend community jobs fairs
- 1.12 IMP remain fully committed to ensuring that the proposals for the Mercia Park Expansion offers further opportunities for local communities both during its construction but also through the sites' subsequent operation, working in partnership with future contractors and occupiers. This Social Value Strategy has therefore been developed to accompany the planning application for the Mercia Park Expansion to maximise these opportunities through subsequent stages of implementation and procurement. It is also intended to provide a framework that can be used by IMP and its partners, as well as future occupiers to agree commitments during the construction and operational phases of the project.
- 1.13 Developing a strategy that is tailored to local needs and aligned to a clear purpose represents a key objective. In line with the approach set out within IMP's sustainability framework, 'Sustainable Futures', the strategy has therefore been prepared having regard to local challenges and needs derived from a Local Needs Assessment (LNA).
- 1.14 The LNA is summarised in section 2 where local needs have been analysed using:
- a baselining of socio-economic conditions (summarised at **Appendix 2**);
  - a review of policy and strategy (**Appendix 3**); and
  - insights gleaned through a process of stakeholder and community engagement.
- 1.15 IMP's staged process is illustrated in the diagram below. Preparation of this Social Value Strategy represents Stage 5, with this having been informed by Sustainable Futures (Stage 1) and earlier stages of work (Stages 2-4) which have helped IMP to identify key stakeholders, understand local needs and define how social value will be generated for the Mercia Park Expansion project.

**Figure 1.2: IMP Properties Social Value Approach**



### **The Role of the Social Value Strategy**

- 1.16 IMP recognise that certain elements of this social value strategy will form important material considerations for North West Leicestershire District Council (NWLDC) in their determination of the planning application, most notably the agreement of a Construction Phase Employment Scheme as suitably worded planning obligations which will be secured through the Section 106 process, as for Mercia Park (to be identified in the Planning Statement).
- 1.17 However, it should be recognised that certain other elements of the social value strategy will be independent of the planning process (such as the new Community Fund) and would not be material consideration in the determination of the planning application (i.e. those components not identified in the Planning Statement).
- 1.18 This strategy is intended to assist IMP and their partners in making future decisions around the design and delivery of social value initiatives and activities that will be delivered through the full project delivery programme, including by future occupiers once the scheme is operational, without making firm commitments at this stage.
- 1.19 The development of this Social Value Strategy therefore represents an important step in the process but will inevitably evolve during the determination of the planning application and post-permission via ongoing dialogue with our partners, NWLDC, local stakeholders and communities to ensure that opportunities to realise social value are embedded to maximise impact and remain alive to changing needs and local priorities.

## Structure of the Strategy

1.20 The remainder of this strategy is structured as follows:

- **Section 2** presents the findings from the **local needs assessment**, drawing on the local area baseline analysis and stakeholder insights.
- **Section 3** provides an overview of IMP's **social value ambitions** and objectives to maximise social value generation from the Mercia Park Expansion proposals.
- **Section 4** presents a **Social Value Framework** with proposed actions and outcomes that can be used by IMP and their partners to guide the development and implementation of construction and operational phase plans.
- **Section 5** summarises the next steps in terms of delivery, monitoring and reporting.

1.21 The above is accompanied by the following Appendices:

- **Appendix 1** which presents the **Mercia Park Employment Scheme (Construction Phase) Final Report**, summarising our achievement to date in respect of employment and skills and social value generation from the Mercia Park Expansion proposals.
- **Appendix 2** – which provides a **Social-economic** profile of the local area to inform the assessment of local needs.
- **Appendix 3** which briefly summarises the social value **Policy and Strategy context** relevant to the Mercia Park Expansion project.

## 2. Understanding Local Needs and Opportunities

- 2.1 'Social value' refers to the effects that interventions have on the long-term wellbeing and resilience of individuals, communities and society as a whole.
- 2.2 In the context of the built environment, guidance issued by the UK Green Building Council (UKGBC) states that social value *"is created when buildings, places and infrastructure support and enhance environmental, economic and social wellbeing – through this improving residents' quality of life."*<sup>2</sup>
- 2.3 The intersection between people and place, and how our role within that relationship can influence quality of life is fully recognised by IMP and enshrined within their sustainability framework, 'Sustainable Futures', which was launched in 2021 and sets IMP's ambitions to 2030, based around three central themes - People, Place and Planet. Aligning with UN Sustainable Development Goals (SDGs), the framework provides a blueprint to achieve a better and more sustainable future for all.
- 2.4 In developing and implementing Sustainable Futures, IMP are acutely aware that the environmental, economic and social outcomes that create social value will differ depending on the interests of the people most impacted by our projects. To maximise the opportunities and leave a positive legacy it is therefore crucial that any strategy is developed based on an understanding of the communities' current and future needs.
- 2.5 In line with approaches advocated in both the UKGBC guidance and IMP's own framework, a wide range of socio-economic indicators have been reviewed and engagement with our partners and other local stakeholders initiated in order to build an understanding of the opportunities and challenges facing local communities.
- 2.6 This section presents the headline outcomes of this Local Needs Assessment, or 'LNA', for the Mercia Park Expansion project, providing a comprehensive appreciation of the socio-economic context and insights into the current priorities for intervention identified by stakeholders. This is important in understanding the current conditions to which the Mercia Park Expansion proposals could reasonably be expected to address in order to maximise the social value outcomes from IMP's investment in the site.
- 2.7 The analysis informing the LNA firstly draws upon the outputs of the Turley Economics Social Value Toolkit which collates a large volume of secondary datasets and enables a process of benchmarking of localised trends against the regional and national levels.
- 2.8 From IMP's experience to date it is evident that the benefits generated during the construction and operation of Mercia Park have been more geographically far-reaching than the immediate locality. For the previous Employment Scheme for Mercia Park a labour-market geography was therefore defined by way of a Local Impact Area (LIA). This included North West Leicestershire and five other authorities – South Derbyshire, Hinckley & Bosworth, North Warwickshire, Tamworth and Lichfield – which is displayed in Figure 2.1 overleaf.

---

<sup>2</sup> UKGBC (2022) A Guide for Delivering Social Value on Built Environment Projects

**Figure 2.1: Labour market impact area Mercia**



Source: IMP

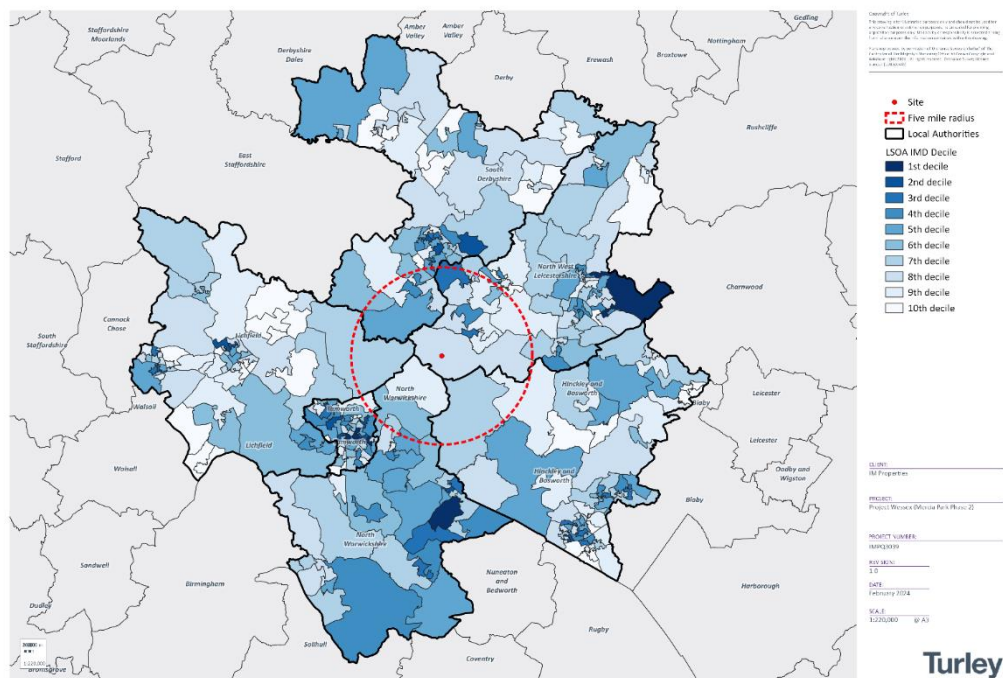
- 2.9 Trends across this established labour market geography have therefore been considered alongside a more fine-grained analysis using Lower Super Output Area (LSOA) geographies, highlighting key characteristics in relation to socio-economic deprivation, the labour force, health and wellbeing and the living environment.
- 2.10 The information presented in this section represents a selected snapshot of those datasets and indicators considered to be of most significance at the time of the assessment, drawing on the more detailed socio-economic profile provided at **Appendix 2**. We have also drawn on our understanding of local policy and strategy priorities relevant to social value and the site, which are presented at **Appendix 3**.
- 2.11 It is important to recognise however, that socio-economic conditions will continue to change over the lifetime of construction and occupation and monitoring of local conditions will be important. The key themes, opportunities and actions that should be considered at this stage when establishing opportunities to generate social value through the Mercia Park Expansion project have however been considered and are summarised throughout the remainder of this section.



## Local Area Deprivation Analysis

- 2.12 The Indices of Deprivation (IoD)<sup>3</sup> is a measure of relative deprivation across different 'small areas' (defined as 'Lower Super Output Areas', LSOAs)<sup>4</sup> in England. The 2019 edition of the IoD is based on 39 separate indicators, organised across seven distinct domains of deprivation<sup>5</sup>, which are combined and weighted to calculate the Index of Multiple Deprivation (IMD). The IMD ranks every LSOA nationally, from 1 (the most deprived) to 32,844 (least deprived) and provides a useful barometer for benchmarking comparative performance of a local authority area, and different locations at a sub-authority level, against the defined domains.
- 2.13 At a headline level the overall level of deprivation is relatively low across the six local authorities which make up the LIA, albeit with notable pockets of deprivation evident in the urban areas of Tamworth, Coalville and Swadlincote.

**Figure 2.2: Map of IMD by LSOA across the six local authorities**



Source: IMD 2019 and Turley Economics Analysis

- 2.14 Mercia Park itself is also located within an area where deprivation is comparatively low, however analysis of the prevalence of deprivation within a 5-mile radius shows that under all domains of IMD the neighbourhoods of Measham, Albert Village and Norris Hill in North West Leicestershire are amongst the 30% most deprived areas nationally. Other nearby areas, including Donisthorpe and Oakthorpe in North West Leicestershire; Netherseal, Lullington, Linton Village and the outskirts of Castle Gresley

<sup>3</sup> Department for Levelling Up, Housing and Communities (2019) English Indices of Deprivation 2019

<sup>4</sup> Small areas are defined as 'Lower Super Output Areas' (LSOAs), which are small areas designed to be of a similar population size, with an average of approximately 1,500 residents.

<sup>5</sup> The seven domains of deprivation are: Income; Employment; Health & Disability; Education, Skills & Training; Crime; Barriers to Housing and Services; Living Environment.

in South Derbyshire; and Polesworth in North Warwickshire are less deprived but still rank within the 50% most deprived areas in the country.

- 2.15 Socio-economic deprivation across the local area is driven by a combination of employment, income, education and health factors, some of which are often interrelated. The following summary of findings reflects on the key challenges and issues that the analysis has identified with these forming a key consideration in the design of a framework for the generation of social value which responds to local needs. These are structured under the emerging themes which have developed through the evidence gathering process.

### **Local Needs and Opportunities: Emerging themes**

#### **Access to employment**

- 2.16 Despite exhibiting comparatively strong levels of employment, the statistical analysis shows varying levels of unemployment across the LIA labour market geography. Appendix 2 includes a more detailed analysis to understand numbers of working age residents within the above geography who are claiming work-related benefits, with this highlighting that at the time of the assessment there were almost 500 individuals seeking work within occupations similar to those likely to be created on the Mercia Park expansions site, with this representing 72% of all claimants across the geography.
- 2.17 The introduction of Universal Credit means that the JSA dataset does not provide a full picture of those claiming unemployment related benefits. Looking at this wider claimant count reveals there are concentrations of claimants within many of the settlements surrounding Mercia Park and within reasonable travel time, emphasising again that there continues to be a potential workforce who would benefit from being supported back into work but requiring the generation of appropriate employment opportunities.
- 2.18 IMP have continued to work closely with the DWP (Department of Work and Pensions) in realising the economic benefits of Mercia Park. The DWP produce bespoke welfare benefit statistics to support this engagement, with the data informing the LNA produced in January 2024. The DWP define a different geography within which they consider it reasonable to assess a potential labour-force to Mercia Park, with this including the main conurbations of Burton, Coalville, Derby, Leicester, Lichfield, Nuneaton & Tamworth as well as smaller towns and villages in the vicinity.
- 2.19 They identify a larger number of people claiming work-related benefits (Universal Credit / Jobseeker's Allowance), totalling some 25,010 people, as of January 2024. They identify that of these almost 5,000 (4,865) are aged 16 – 24. They also observe that across the 16 job centres within a commutable distance of the site that the numbers of claimants are greater still, with almost 21,000 Universal Credit Claimants aged 16 – 24 and just over 118,000 claimants aged 25 – 49.
- 2.20 The above highlights that whilst the area's economy has seen considerable growth and success, there remains a large number of people who are not currently included within an active labour-force. Continuing to create new jobs and facilitating those currently excluded from employment to enter the labour-market evidently represents an ongoing challenge and priority and aligns with policy and strategy in Leicestershire

which in promoting an inclusive economy establishes a key objective to target the creation of a resilient and adaptive workforce that benefits from clear routes for career progression.

- 2.21 Through the review of policy and strategy in Appendix 3 it is evident that improving work readiness through employer-led classroom-based learning is viewed as a potential route to achieve this alongside improved training and employment options more generally, including the provision of retraining opportunities for the existing workforce.

#### **Education and skills**

- 2.22 From the review of policy and strategy it is evident that skills development represents a key priority in order to equip young people with the skills and qualifications to take up newly created employment and continue to grow the economy.
- 2.23 The statistical analysis reveals that whilst there are generally strong levels of apprenticeship participation across the six local authorities, and the proportion of residents with no qualifications is generally lower across the LIA when compared to regional comparators, these trends vary across the area with Tamworth and North Warwickshire exhibiting a higher proportion of residents with no qualifications and the LIA as a whole having fewer residents with Level 4 degree level qualification or above. Rates of Community Learning (with the exception of Hinckley and Bosworth) as well as Education and training (including traineeships) are also not as high and fall below national levels.
- 2.24 In areas proximate to the Mercia Park Expansion site there has been a considerable investment in the educational offer to improve construction related skills as well as those in sectors with representation in the local economy. Of note are Burton and South Derbyshire College who have the Stephen Burke Construction Academy at Swadlincote which provides T-Level qualifications, with students provided with work placements during the construction phase of Mercia Park. SMG College Group are also continuing to expand their offering and business engagement activities creating further opportunities for industry to engage.
- 2.25 North Warwickshire and South Leicestershire College (NWSLC) has also invested in an automotive engineering training and education campus at MIRA; NWSLC has other specialist campuses in neighbouring areas including the Clear Campus in Lutterworth (Logistics); the Digital Skills Academy in Coventry, and Construction Trades and Logistics in Hinckley.
- 2.26 In accordance with national priorities and responding to the opportunities arising in the local economy the educational infrastructure has evidently seen investment providing opportunities to increase learning outcomes where complementary skills and learning opportunities are created at Mercia Park.
- 2.27 Continuing to raise awareness of apprenticeships, traineeships and T-levels to young people, alongside the provision of occupational traineeships to provide a work-based route to employment/ apprenticeships for young people at risk of long-term unemployment, therefore represent important opportunities for any future strategy for Mercia Park. In line with priorities set out within local skills plans and strategies,

ongoing opportunities also exist to nurture closer relationships between education and training providers and employers, including those in the construction and logistics sectors, to enhance careers guidance for young people and open-up pathways to sustainable employment.

### **Health Inequalities**

- 2.28 A review of health-related data reveals that there are a number of indicators which suggest that emphasis should be placed on measures which can contribute to improved health outcomes amongst local communities living across the LIA.
- 2.29 High levels of residents being classified as overweight or obese, including high comparative levels of child obesity, are identified as specific challenges across communities in North West Leicestershire, North Warwickshire and Tamworth. Overall levels of wellbeing were also lower in North West Leicestershire and Tamworth, with residents of the latter also exhibiting a lower proportion of residents who are physically active compared to the national average.
- 2.30 Facilitating and encouraging active travel and lifestyle choices is therefore considered to be important. Encouraging and facilitating enhanced interaction with physical leisure and the use of active travel routes in commuting to employment would also evidently have more significant potential impacts on health outcomes for communities in the immediate locality.
- 2.31 The review of policy and strategy at Appendix 3 further validates the importance of this issue in terms of the pronounced health inequalities that existing across Leicestershire, especially those that exist between the most and least deprived districts. Improving access to active travel and green space to help promote healthy living, particularly amongst those living in deprived areas and addressing health inequalities which are strongly linked to other factors such as income and employment therefore represent important priorities in this regard.

### **Stakeholder Engagement and Insights**

- 2.32 The planning application process included a preparation of consultation and engagement with the local community, associated with the process of preparing, finalising and submitting the planning application for the Mercia Park expansion.
- 2.33 To help verify and build upon these findings a series of targeted social value stakeholder informal interviews and discussions took place during April and May 2024. This process has been particularly beneficial to help inform our understanding of socio-economic issues and opportunities and their translation into the Social Value Strategy.
- 2.34 The discussions focussed on matters relating to 1) Education, Employment & Skills and 2) Community needs and priorities, with participants including Department for Work and Pensions, North West Leicestershire District Council, Burton and South Derbyshire College, SMB College Group and Leicestershire and Rutland Community Foundation.

2.35 The diagram below illustrates those engaged to date, as well as other stakeholders that IMP would seek to consult and work with to develop and implement the Social Value Strategy.

**Figure 2.3: Key Local Stakeholders**





- 2.36 A number of these stakeholders are delivery partners who have been involved and supported the work of the Mercia Park Employment and Skills Partnership. Key learnings from this process and the ongoing occupation of Mercia Park were therefore discussed to provide further insight on action that could be taken through the Social Value Strategy to build on the successes and overcome potential barriers to maximise outcomes for local communities and businesses.
- 2.37 Pertinent points raised through these discussions have been captured below to validate, complement and build on the statistical analysis and information presented above and in **Appendix 2**.

#### **Access to employment**

- 2.38 The stakeholder discussions validated a continued focus on supporting local people to gain access to jobs being created by the Mercia Park Expansion proposals, including those re-entering the local market or entering it for the first time. It was highlighted however, that the geographic location of the site, whilst accessible to a large number of job centres, did present a challenge with regards to accessibility for some. Although it was acknowledged that the established bus services which serve the site have helped to increase the take up of employment opportunities by residents of Tamworth and Burton-on-Trent, a separate consideration is potentially required of the needs of the construction versus the more permanent onsite workforce once the development is complete and operational.
- 2.39 Opportunities discussed to help maximise employment related outcomes, included:
- Early consideration of opportunities to open up access to employment when considering plans for the expansion site, particularly where there is an aspiration to open-up construction phase opportunities for unemployed job seekers.
  - A potential expansion of the future Employment Schemes (construction and operation) to reflect the take up of employment opportunities by people living in Burton Upon Trent.
  - Undertaking an early appraisal of skills needs and the types of jobs that need to be filled, whilst also providing delivery partners with foresight of construction timescales to assist with planning and the engagement of construction training partners, with input from the Principal Contractor and supply chain where possible.
  - Continuing to work in close collaborative partnership with DWP to help pre-qualify and match prospective candidates to available opportunities, including those created via Sector-Based Work Academy Programmes (SWAP) which have previously supported recruitment of forklift truck drivers on the Mercia Park site. Again, it was recognised that a separate and early consideration of construction phase opportunities was needed to maximise impact and address practicalities of delivering the required pre-employment training e.g. via CSCS centres not on the site.
  - Giving consideration to intervention which benefit deprived communities in Coalville which remains a priority area in the North West Leicestershire context,

given the levels of need in parts of the town. However, it should be noted that there are a range of other, perhaps more accessible, existing employment schemes in and adjoining the town, which may be better placed to “intervene”.

- The ongoing need for interventions targeting under-represented groups such as Women in Construction, Care leavers, Ex-Offenders, Ex-forces, BAME communities and groups resettled in the UK with perceived opportunities for targeted careers advice and guidance and/or work experience.
- The development and promotion of employer-led schemes, recognising that the occupiers at Mercia Park can play a key role in raising the profile of career opportunities in the sectors in which they operate, working in partnership with other delivery partners via the Employment and Skills Partnership.

### **Education and Skills**

2.40 It was apparent through stakeholder discussions that clear synergies exist between education provision at nearby facilities and the employment opportunities that will be accommodated on the Mercia Park Expansion site, both during its construction and through its subsequent occupation.

2.41 This was a view widely shared across the stakeholders engaged, with opportunities discussed to help maximise skills and learning related outcomes, including:

- Continuing to support T-Level students in preparing for the world of work via the provision of work placements, including placements that introduce students to large employment sites and new sustainable technologies being delivered. Early engagement was a common theme to ensure local colleges have foresight of the construction programme and trades/workforce needs in order to build this into the curriculum and plan dates / activity from the outset.
- Employer engagement in the college curriculum planning process. This includes via construction careers advice and guidance in order to help educate students on the ‘career journey’ and the full breadth of opportunities available in the sector. Encouraging engagement of the Principal Contractor and first tier supply chain was viewed as particularly important in this regard in order to raise awareness of potential opportunities.
- Initiatives and work placements that help to develop the employability skills of older (18+) students with special educational needs, including in areas such as landscape, catering, IT, warehouse and administration-based roles.
- CPD opportunities for Tutors, noting that they do not usually have the opportunity to learn from the industry.

### **Community health, wellbeing and resilience**

2.42 The review of the Leicestershire County Council Communities Strategy highlights the important role that community groups and Parish Councils play in improving engagement with local communities and in training local people to contribute to their communities.

- 2.43 Continuing to work with and provide opportunities for communities living in the surrounding parishes of Measham, Appleby Magna and No Mans Heath was therefore viewed as important for building and maintaining constructive relationships with communities living proximate to the site. It was noted that the previous Community Fund for Mercia Park had been well received by the Parish Council's and had helped to fund improvements to existing community assets, including applications to offset costs for introducing new technologies and other energy saving measures to older buildings (see Appendix 1).
- 2.44 The stakeholder discussions also verified the findings of the statistical analysis by highlighting a number of pockets of deprivation across North West Leicestershire where interventions could be targeted. Communities highlighted included Ramscliffe Avenue (Donisthorpe), School Lane (Oaksthorpe), Norris Hill, Moira and the Riversway Estate in Measham, as well as Agar Nook in Coalville, which was cited as being the most deprived community in the district.
- 2.45 Grants were recognised as a positive way of supporting local projects and initiatives with small grants programmes with awards of less than £10,000 considered to be the most appropriate route given the potential to reach a greater number of organisations.
- 2.46 Future opportunities discussed to help foster greater levels of community wellbeing and resilience, included:
- Continued partnership working with Voluntary, Community and Social Enterprise (VCSE) sector organisations to administer further rounds of a new Community Fund, whilst also exploring the potential for a separate but complementary small grants programme to support funding applications which do not meet the criteria of the Community Fund.
  - Working with VCSE sector organisations such as the Leicestershire and Rutland Community Foundation to support local communities lacking in the skill and capacity to prepare applications for funding to mitigate inequities for groups applying.
  - Utilising the skills and expertise of NWLDC's Community Focus Officers to signpost and advertise grant funding opportunities.
  - Provision of employer/occupier-led small grants programmes, charity fund raising and event sponsorship.
  - Awareness raising in the local community, including via local schools and VCSE newsletters, to promote greater recreational use of the nature routes around the site. It was perceived that this could also be supported by improved wayfinding throughout the site.
  - Exploring opportunities to work in partnership with NWLDC's Health and Wellbeing Team to promote social interactions via 'Walk and Talk' sessions on the site.

- Working with local partners to support projects and initiatives aimed at tackling anti-social behaviour associated with young people but also litter and fly tipping, which remains an issue in Measham and Moira.

### **Community engagement**

- 2.47 In addition to the above, two public consultation events were hosted in June 2024 at Measham Leisure Centre and Sir John Moore Primary School in Appleby Magna. The consultation materials confirmed IMP's commitment to the delivery of social value, including some emerging thinking on potential commitments and the funding to be allocated to a new Community Fund.
- 2.48 The feedback on the approach was generally positive with a number of consultees having expressed their gratitude and support for the financial support offered to date to local organisations and charities in the area.
- 2.49 Various questions were asked about how the Mercia Park Expansion proposals would benefit local people and the further investment or funding being made available for the community. A local ward Cllr suggested that the new fund could be increased or targeted to 'compensate' communities which were particularly impacted by the off-site utility construction works from Mercia Park.
- 2.50 A degree of concern was also raised around the rejection of Community Fund applications based on geographical grounds, where applications had been restricted to support only those projects within a 5-mile radius of the site (this criteria was determined in consultation with a panel of community stakeholders).
- 2.51 Other social value related suggestions are detailed with the **Statement of Community Involvement**.

### **3. IMP's Social Value Ambitions, Themes and Objectives**

- 3.1 The opportunities identified through the LNA have been used throughout the remainder of the document to frame the presentation of a number of themes and objectives for generating social value and create a positive legacy from IMP's ongoing investment at Mercia Park and its proposed expansion.
- 3.2 As outlined in section 1, IMP have already made important strides in this regard through the establishment of the Employment and Skills Partnership and delivery of the previous construction phase Employment Scheme.
- 3.3 Whilst IMP are proud of their achievements, based on the assessment of local needs it is recognised that further opportunities exist to influence positive change through the ongoing construction and operation of the site, working with both IMP's contractor partners and the future occupiers.
- 3.4 From IMP's involvement to date, they are uniquely positioned to achieve this and leave a beneficial legacy for local communities impacted by the scheme. At every stage, IMP's interventions will be guided by IMP's sustainability framework, Sustainable Futures.
- 3.5 Social value is one of the key building blocks in establishing the ambitions and priorities for the Sustainable Futures framework, which includes a clear set of economic, social and environmentally focussed commitments that seek to deliver positive change in communities (Place), deliver development that are fit for the future (Planet) and enable and inspire sustainable behaviours (People). As IMP cannot deliver their ambition alone, Partnerships and Practices will also be at the heart of their plans, as illustrated in the diagram overleaf.



**Figure 3.1: IM Properties' 'Sustainable Futures' Framework**



### **IMP's Social Value Ambitions for Mercia Park**

- 3.6 At every stage, interventions will be guided by IMP's sustainability framework, 'Sustainable Futures'. Building on this, LNA has also identified a range of locally specific issues and priorities which provide an important contextual understanding from which to develop a holistic place, planet and people-centred strategy for the Mercia Park Expansion project.
- 3.7 It is recognised, however, that the outcomes that improve quality of life for local people, and how IMP deliver them, will look very different depending on the context and groups being targeted. Future interventions therefore need to be both broad in scope but also appropriately targeted to maximise impact.
- 3.8 The themes and commitments set out within Sustainable Futures have therefore been carefully considered alongside the LNA and insights from stakeholder engagement to identify a number of project-specific themes and objectives, which in combination offer the best prospect of connecting need with opportunity and ensuring IMP leverage their investment to greatest effect.
- 3.9 The themes and objectives for the Mercia Park Expansion proposals, and their relationship to Sustainable Futures, are illustrated in the diagram overleaf.

Figure 3.2: Social Value Strategy Themes and



### Objectives<sup>6</sup>

- 3.10 The remainder of the strategy provides a more detailed Social Value Framework with an expanded set of commitments to help guide future investment and deliver against these ambitions.

<sup>6</sup> [Sustainable Futures - IM Properties](#). Note: Encouraging Sustainable Behaviour is included under the theme 'Planet'

## 4. Social Value Framework

- 4.1 The Mercia Park Expansion proposals will create a range opportunities for local communities, during both the construction of the scheme and once the new units are complete and operational.

### Construction Phase

- 4.2 The following themes, objectives and commitments have been developed to guide IMP's investment and decision making during the **construction phase** of the project. As a Framework it is however fully expected the commitments set out below will evolve during determination of the planning application and post-permission, working with key stakeholders, including Contractors appointed by IMP or future occupiers.

### Theme 1: Facilitating access to employment

Objectives	UN Sustainable Development Goals Supported
<b>Objective 1:</b> To create employment opportunities directly and through the supply chain	✓ <b>SDG 8:</b> Decent work and economic growth
<b>Objective 2:</b> To support in overcoming barriers to work faced by disadvantaged groups <sup>7</sup>	✓ <b>SDG 4:</b> Quality Education
<b>Objective 3:</b> To support the local economy via Increased local SME/VCSE opportunities and participation	✓ <b>SDG 9:</b> Industry, Innovation and Infrastructure
	✓ <b>SDG 10:</b> Reduced Inequalities
	✓ <b>SDG 12:</b> Responsible Consumption and Production

- 4.3 Based on an assessment of potential economic impacts<sup>8</sup> to be generated by the Mercia Park expansion, it has been estimated that the construction phase has the potential to support at least 85 Full-time equivalent (FTE) jobs each year during the assumed 5-year construction period.
- 4.4 IMP remain committed to working in partnership to promote these local employment opportunities, and where possible, encourage and facilitate learning and continuous professional development of the local construction workforce to support those residents who currently find it difficult to enter the labour market to access the opportunities created.
- 4.5 Working with their contractor partners, IMP will develop and implement an Employment Scheme (Construction Phase) comprising measures to maximise the proportion of local construction workers and to ensure unemployed persons have the

<sup>7</sup> For example, long-term unemployed, young people aged 16-25 not in education, employment or training (NEETs), care leavers, rehabilitating ex-offenders and disabled people

<sup>8</sup> Turley (2024) Mercia Park Expansion Economic Benefits Statement

opportunity to apply for and secure these posts. This will build upon the agreed Employment Scheme for Mercia Park and similarly will be secured as a planning obligation. Where appropriate, the provision of pre-employment training for construction workers, including via job centres within the LIA where employment deprivation has been identified, will also be supported.

- 4.6 As with Mercia Park, Contractors appointed to deliver the scheme will play a key role and will therefore be encouraged to support implementation of the agreed Employment Scheme via their own recruitment and training activities.
- 4.7 This will be complemented by continuing to support local businesses and social enterprises to ensure that IMP's procurement also has a positive impact on the local community. IMP's business model is to operate within the local market by engaging SMEs and suppliers with a diverse and local workforce composition. Inevitably there are exceptions to sourcing sub-contractors locally but the work packages where opportunities may be possible will be made available in a transparent and open way.
- 4.8 Whilst firm commitments will need to be determined through the preparation of the Employment Scheme post submission, and following the appointment of relevant contractors, it is envisaged that IMP would encourage the following in order to maximise social value outcomes for the local community during the construction phase of the Mercia Park Expansion project:

**Construction phase commitments:**

- Advertising opportunities, vacancies, recruitment exercises and job-related training courses with NWLDC and the Department for Work and Pensions (DWP) in addition to any other channels jointly agreed.
- Offering work trials and interviews for suitable candidates identified by employment support partners, including DWP.
- Assessing local skills / workforce needs and tailoring recruitment strategies to help match prospective candidates to jobs, working in collaboration with DWP and local FE colleges and universities.
- Early and on-going co-operation with local FE colleges, employment support and training providers to raise awareness of labour force requirements with joint plans put in place to connect job seeking residents and students to available opportunities.
- Offering placement and work experience opportunities via IMP's Work Ready Programme to enhance the employability and work readiness of people from disadvantaged groups.
- Sourcing materials used by onsite trades from within the LIA subject to availability and commercially acceptable terms.
- Working with NWLDC to identify local businesses that could tender for supply chain opportunities and advertise these opportunities via agreed channels.
- Celebrating the success of people gaining construction-related opportunities - to show local benefit and inspire others, especially younger people, regarding career opportunities in construction and the built environment.



## Theme 2: Engaging and inspiring the future workforce

Objectives	UN Sustainable Development Goals Supported
<b>Objective 4:</b> To promote inclusive access to education and training opportunities	✓ <b>SDG 8:</b> Decent work and economic growth ✓ <b>SDG 4:</b> Quality Education
<b>Objective 5:</b> To support young people gaining access to relevant industry experience	✓ <b>SDG 8:</b> Decent work and economic growth ✓ <b>SDG 3:</b> Good Health and Wellbeing ✓ <b>SDG 5:</b> Gender Equality
<b>Objective 6:</b> To enhance the employability skills of students via curriculum support and careers guidance	✓ <b>SDG 10:</b> Reduced Inequalities

- 4.9 Working with the construction supply chain IMP are fully committed to participating in skills development and training programmes aimed at educating local residents living in local communities close to the site.
- 4.10 Supporting the life prospects of children and young people represents a key priority within Sustainable Futures, with their Education Programme having been specifically designed to provide young people with access to essential employability and business skills to help them improve their future career prospects, working in partnership with their education partner, Grace Foundation.
- 4.11 IMP will also engage with the Leicester and Leicestershire careers hub, local schools and colleges to deliver a range of meaningful interactions to inspire and enthuse young people on a range of topics related to life skills and the built environment. With forecast industry labour shortages, these interactions will provide important opportunities to continue to promote the construction sector as a career of choice and demonstrate the benefits of positive local pathways to construction careers, for example by gaining qualifications.
- 4.12 As with the initial phase of development at Mercia Park, IMP and its supply chain will also operate a programme of induction, health and safety and other training courses that will be made available to new entrants at no cost to support an increase in post-project employability and upskilling during their placements, work experience and/or temporary employment.
- 4.13 Whilst firm commitments will need to be determined through the preparation of the Employment Scheme post submission (to be secured by a suitably worded planning obligation in the section 106 agreement), and following the appointment of relevant Contractors, it is envisaged that IMP would encourage the following in order to maximise social value outcomes for the local community during the construction phase of the Mercia Park Expansion project:

**Construction phase commitments:**

- Partner with local FE colleges to support job seeking residents wishing to upskill and re-skill through targeted training, advice & guidance and work placement opportunities.
- Support training and the provision of on-site apprenticeships and through the supply chains in relevant programmes leading to jobs in construction and the built environment.
- Promote apprenticeship opportunities through local education facilities, including construction and technical FE colleges such as Burton and South Derbyshire College in Swadlincote and the SMB Group (Stephenson College campus in Coalville).
- Deliver a programme of induction, health and safety and other training courses that will be made available to new entrants.
- Engage with the careers hub, local schools, colleges and universities to showcase the site and raise awareness of potential career options and pathways in construction and built environment sector.
- Engage with local construction and technical colleges (including those highlighted above) and local education institutions (e.g. secondary schools in the LIA) to deliver careers workshops, including mock interviews and CV advice, supporting the transition between education and the workplace.
- Celebrate the success of people gaining construction-related jobs/opportunities - to show local benefit and provide inspiration for others, especially younger people.

### Theme 3: Enhancing community health, wellbeing and resilience

Objectives	UN Sustainable Development Goals Supported
<b>Objective 7:</b> To empower local communities to facilitate positive change	✓ <b>SDG 3:</b> Good Health and Wellbeing;
<b>Objective 8:</b> To promote active lifestyles of on-site employees, local residents and residents in deprived communities	✓ <b>SDG 10:</b> Reduced Inequalities; ✓ <b>SDG 11:</b> Sustainable Cities and Communities; ✓ <b>SDG 13:</b> Climate Action

- 4.14 IMP are committed to continuing to work with the local community to generate positive social outcomes. The Mercia Park Community Fund helped to fund 81 local projects. Managed by Leicestershire and Rutland Community Foundation, the fund typically offered grants of up to £5,000 primarily to projects that strengthen communities or improve the natural environment. Some examples of how the fund has benefitted local communities around the site are provided below.

**Sir John Moore Primary** - £6,555 – Multi Use Outdoor Area. [Funding helps keep rich history of village life alive - IM Properties](#).

*“It’s not been easy during COVID as much of our fundraising events have had to be cancelled. The grant helps us preserve our reserves for books and essential equipment and create a new multi-use outdoor area which will be hugely beneficial to the 140 plus children who attend the school.”* Siobhan Daniels - The Friends of SJM

**Appleby Magna Football Club** - £5,000 – new equipment. [Home goal for local football team - IM Properties](#)

*“The grant is a really big boost for us. We’re all busy parents trying to juggle families and run the team and COVID has made it even harder to put on fundraising events.”* Emma Bird – Parish Councillor

**Riverview Estate** - £5,000 – play park equipment. [Community fund helps bring smile to children’s faces - IM Properties](#)

*“We’re very grateful for the grant as purchasing new equipment is a surprisingly expensive business and when we saw the new community fund opportunity, we immediately thought of Riverview. The new equipment offers stimulating and challenging play for the children to help increase fitness levels and feed their imaginations and it’s great that we can get it up and running for the summer, to help parents looking to occupy children during the holidays.”* Colin Manifold – Chair

4.15 IMP recognise that by providing community organisations with access to funding there is potential to continue to positively impact a wide range of projects across the local area.

4.16 Independent of the planning process for the Mercia Park Expansion proposal, it is therefore IMP's intention to provide a new fund to support projects that strengthen communities or improve the natural environment. In line with Sustainable Futures this will include support for projects that meet the following criteria:

***PEOPLE: Promoting positive change including projects that:***

- Support health and wellbeing
- Promote inclusion and diversity within the community

***PLACE: Strengthening communities including projects that:***

- Promote and encourage community cohesion
- Tackle social isolation and/or help to build social networks
- Help to raise aspirations and provide learning opportunities for children, young people, adults and families

***PLANET: Enhancing the natural environment including projects that:***

- Promote education and awareness of sustainability
- Encourage resource efficiency by reduction, recycling and reusing of waste material
- Support environmental initiatives including wildlife and habitat creation.

4.17 The Leicestershire and Rutland Community Foundation will remain a key partner to assist with the administration of the fund, whilst also working alongside NWLDC's Community Focus Officers whose skills, expertise and networks will be utilised to raise awareness of grant funding opportunities and signpost prospective community groups wishing to apply. Other opportunities for charitable donations, event sponsorship and volunteering during the construction of the scheme will also be explored working with local VCSE partners.

4.18 On-site facilities and green infrastructure constructed by IMP will similarly make an important contribution to promoting the health, safety and wellbeing of employees working on the site, as well as members of the local community wishing to make use of the site for their own recreational purposes.

4.19 IMP will encourage the following activities in order to maximise social value outcomes for the local community during the construction phase of the Mercia Park expansion project:

**Construction phase commitments:**

- Provision of a Community Fund accessible to local communities living in close proximity to the Mercia Park expansion site where projects meet agreed criteria.
- Supporting community projects and grassroots VCSE organisations who provide invaluable services to the local deprived communities, including via charitable donations and event sponsorship.
- Partnering with VCSE sector organisations to further grow skills and knowledge within the local community and enable deprived communities to apply for funding.
- Offering IMP employees working on the project paid volunteering annually, with contractors also encouraged to support volunteering opportunities via the MPE Community Fund.
- Delivery of on-site recreational facilities – paths / cycleways / outdoor socialising space – with associated awareness and initiatives to encourage use by local communities, including via local schools and VCSE newsletters.

#### Theme 4: Mitigating climate change and impacts on the natural environment

Objectives	UN Sustainable Development Goals Supported
<b>Objective 9:</b> To support net zero ambitions	✓ <b>SDG 13:</b> Climate Action;
<b>Objective 10:</b> To invest in the natural environment	✓ <b>SDG 12:</b> Responsible Consumption and Production ✓ <b>SDG 9:</b> Industry, Innovation and Infrastructure

- 4.20 IMP's proposals will see approximately 37% of the site retained as green spaces and water features to create a mosaic of different habitat types comprising:
- Areas of woodland planting / buffers on boundaries of the site;
  - Retaining and protecting, where possible, existing scrub, hedgerows and trees;
  - Planting new species-rich native hedgerows; and
  - Developing wetland and marginal habitats around drainage pools and swales.
- 4.21 These measures will provide a variety of habitat types which offer a range of new homes for wildlife and would deliver an on-site biodiversity net gain of at least 10%, meaning that the development will measurably enhance biodiversity compared to the existing position.
- 4.22 As a business, IMP also fully recognise the important role played in supporting the UK on its transition to a low carbon economy. Full details on their sustainability commitments can be found within the Sustainability and Energy Statement submitted in support of the planning application.
- 4.23 Key commitments during the construction phase are summarised overleaf.



**Construction phase commitments:**

- Targeting BREEAM Excellent rating
- Incorporation of solar PV to support base build regulated energy and displace incoming grid supplied power as a clean and green generation alternative.
- Utilisation of construction materials and services that have low emission rates.
- Incorporating measures to reduce waste and pollution from the site during construction.
- Installation of cycle spaces for staff and secure cycle parking to encourage commuting via sustainable modes.
- Investing in the natural environment to enhance the green infrastructure within the boundary of the site.

4.24 IMPs proposed construction phase initiatives and commitments are summarised in the Social Value Framework diagram overleaf.

**Figure 4.1: Mercia Park Expansion Social Value Framework<sup>9</sup>**



<sup>9</sup> [Sustainable Futures - IM Properties](#). Note: Encouraging Sustainable Behaviour is included under the theme 'Planet'

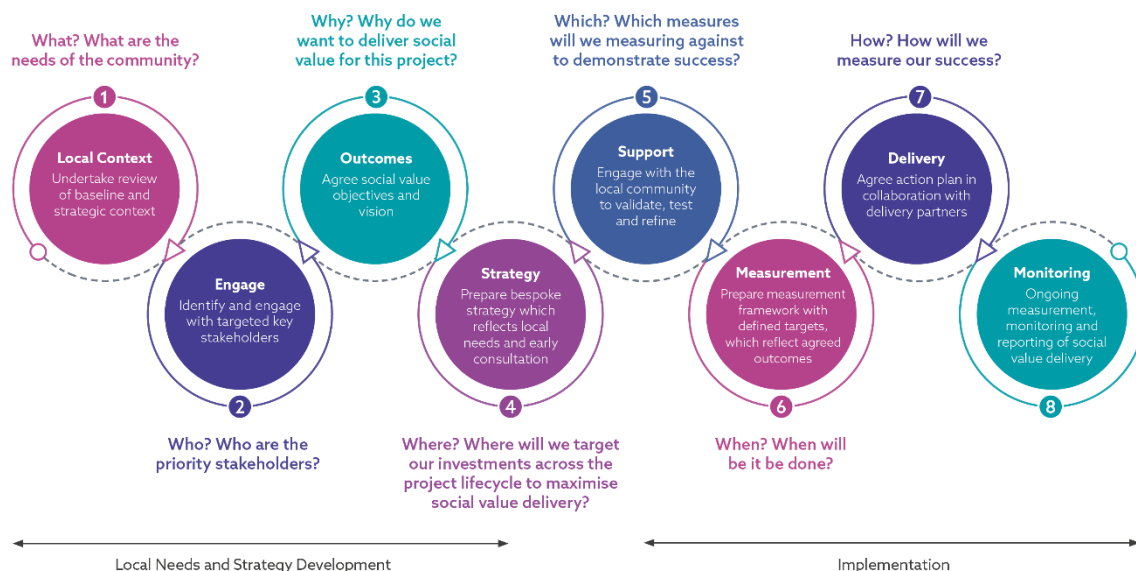
## Operational Phase

- 4.25 The Mercia Park Expansion proposals have the potential to generate between 1,000 and 1,720 jobs, dependent on future occupiers, and hence range of uses within DZ2. To maximise the benefits of this job creation, future occupiers will be encouraged to align their activities to the themes and objectives outlined within this Social Value Strategy. This includes pro-actively engaging with the work of the Mercia Park Employment and Skills Partnership to encourage the take up of available employment and training opportunities by local people.
- 4.26 An operational phase Employment Scheme will be prepared by future occupiers, in collaboration with NWLDC. Whilst IMP will not have a direct role in defining or delivering operational phase schemes, it is envisaged that the following activities would be encouraged to reflect measures previously introduced at Mercia Park, established partnership working and the opportunities for ongoing collaboration identified through the preparation of this Social Value Strategy:
- Advertising opportunities, vacancies, recruitment exercises and job-related training courses with NWLDC and the DWP in addition to any other channels jointly agreed.
  - Offering work trials and interviews for suitable candidates identified by employment support partners, including DWP.
  - Employers (and their agents) engaging with DWP and other intermediaries to promote Mercia Park vacancies in the locality (including working with schools and colleges, to promote careers in their industries).
  - Partnering with local FE colleges to support job seeking residents wishing to upskill and re-skill through targeted training, advice & guidance and work placement opportunities.
  - Engaging with careers hub, local schools, colleges and universities to showcase the site and raise awareness of potential career options and pathways in the logistics sector.
  - Providing young people (aged 18+) with the chance to gain valuable site and project-related experience, especially targeting T-Level students and job seeking students.
  - Forging closer relationships between local employment support, education and training service providers and employers at Mercia Park.
  - Attending relevant events and hosting regular site visits for pupils, careers advisors, teachers, tutors and DWP staff.
  - Celebrating the success of people gaining employment at Mercia Park - to inspire local people, including young people, that it is an accessible employment destination of choice and promote logistics and manufacturing sectors as careers with good wages, terms and conditions.

- Wider community support such as dedication of volunteering support or monetary donations.

## 5. Delivering IMP's Social Value Commitments

- 5.1 This Social Value Strategy has been developed to accompany IMP's planning application for the Mercia Park Expansion project. Its primary purpose is to help maximise social value outcomes from the project by providing a framework that can be used by IMP, its contractor partners and future occupiers to develop future plans for generating social value through subsequent stages of procurement and implementation.
- 5.2 Following a local needs assessment and stakeholder engagement IMP has identified four social value themes and objectives for the Mercia Park Expansion proposals from which specific initiatives and have been proposed.
- 5.3 The process followed to date (Local Needs and Strategy Development) and proposed next steps (Implementation) are illustrated in the diagram below.



### Implementation

- 5.4 The commitments under Theme 1 'Facilitating access to employment' and Theme 2 'Engaging and inspiring the future workforce' will form the basis of a Construction Phase Employment Scheme which will be secured via planning obligations through the Section 106 process (as for Mercia Park). The wider aspects of the Strategy will be independent of the planning application/determination and not material planning considerations.
- 5.5 For the construction phases to be completed by IMP, responsibility for delivery of the Employment Scheme will be delegated to a dedicated and named member of its team. This resource will be supported by the on-site team and ultimately the IMP Project Director, with regional assistance and co-ordination as required by their wider team of Directors. IMP also have a dedicated Social Value Manager (SVM) to support project teams, engage delivery partners and help coordinate community activity. This includes managing the MPE Community Fund.

- 5.6 Implementation of Employment Scheme commitments will be achieved via a collaborative partnership approach, with the Mercia Park Employment and Skills Partnership (involving DWP, FE Colleges, CITB, private training companies, public sector partners and local voluntary and community organisations) continuing to play a key role. The ongoing involvement of these committed partners, and other stakeholder, will enable IMP to capitalise on the strength of relationships and partnership working already well established at Mercia Park to further develop the strategy into an actionable plan.
- 5.7 In addition to the employment and skills initiatives to be secured via the Section 106, this strategy provides a framework which will assist IMP and their partners in future decision making around the design and delivery of ongoing social value initiatives and activities under Theme 3 'Enhancing community health, wellbeing and resilience' and Theme 4 'Mitigating climate change and impacts on the natural environment'.
- 5.8 As a framework, IMP fully expect these commitments to evolve during determination of the planning application and post-permission.
- 5.9 IMP's SVM will play a key role and will be responsible for working with IMP's partners, occupiers, NWLDC, wider stakeholders and the local community, via the Mercia Park Community Liaison Group, to develop a social value delivery plan and programme detailing when commitments across all themes – including those not captured in the Employment Scheme – will be delivered and a process for reporting progress to key stakeholders.

### **Monitoring and Reporting**

- 5.10 As with the previous construction phase of Mercia Park, IMP will prepare Project Impact Reports to coincide with key project milestones detailing progress against identified themes and objectives, including any agreed commitments which can be quantified. This will be informed by a range of data that IMP will collate both directly and via partners to enable reporting on the expansion project's social value contribution and impact.
- 5.11 IMP have developed a platform through which to monitor and report activities associated with Sustainable Futures. In order to align their current approach to monitoring with the themes within this strategy, a number of potential performance metrics have been identified which could be used inform future reporting of progress in the implementation of the Social Value Strategy and Framework for the Mercia Park Expansion.
- 5.12 These are summarised indicatively in the table overleaf. It is IMPs intention to work closely with the NWLDC post planning application submission to refine and agree the approach.

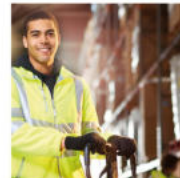
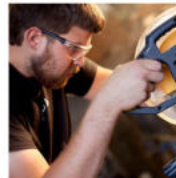
**Table 5.1: Indicative Performance Metrics**

Mercia Park Expansion Social Value Strategy Theme	Metrics to be monitored by IMP	Sustainable Futures 'Place' Focus Area
Theme 1: Facilitating access to Employment	Programme delivered e.g. pre- employment training, work experience, external qualification, mentoring Number of candidates Outcomes - Number of job offers / interviews / further training qualifications £'s spent with Local Businesses Number of Local Businesses procured from	Economy and Enterprise
Theme 2: Engaging and Inspiring the Future Workforce	Number of students Number of schools/colleges/universities supported	Education and Skills
Theme 3: Enhancing Community Health, Wellbeing and Resilience	£'s awarded via the Community Fund Number of projects Number of organisations Number of people benefited Wards / Constituency / LA Areas of benefit - e.g. health, families etc Number of hours volunteered per colleague	Strengthening communities
Theme 4: Mitigating Climate Change and Impacts on the Natural Environment	These aspects will be monitored through the Mercia Park Expansion Sustainability and Energy Statement	Building and the Natural Environment



## **Appendix 1:    Mercia Park Employment Scheme (Construction Phase) Final Report**

# EMPLOYMENT SCHEME (CONSTRUCTION PHASE) FINAL REPORT



# INTRODUCTION

Welcome to our seventh and final Employment Scheme (Construction Phase) progress report. We know from feedback that North West Leicestershire District Council have found the reports to be useful, but we also hope the wider set of partners have felt informed about the development too – and enjoyed the read.

The picture to the right here demonstrates the scale of the achievement at Mercia Park. The transformation over only two and half years has been quite incredible – and Winvic Construction Ltd are to be warmly applauded for keeping the programme on track during those difficult Covid months. This report picks up the jobs and skills activities since the last report but also takes stock of the overall social value effort across the lifetime of the project.

Getting right to it, 38 local unemployed people have been trained and 60% have got job outcomes. We would have liked more (volume and progression), but there have been mitigating circumstances, and the progression figures stand up well in national comparisons. There is no doubt from the limited/curtailed Mercia Park experience that bringing job seekers to a live construction site is inspirational for all concerned, and this is something we will aim to do more of.

Some of the construction facts have been impressive, as has the delivery of a Net Zero in Construction scheme. However, the biggest joy overall comes from the many compliments received from people visiting the site, they say it is a truly first-class environment for business – and that is what we had set out to achieve. We brought the Employment and Skills Partnership (ESP) members and the construction supply chain together over the summer for a lunchtime celebration, to say thanks for their contributions – captured in the report on (page 3).

It is also rewarding to again be able to celebrate further work with the local community. B&F Flooring’s repairing of the main school hall at the Sir John Moore Primary School is a great example and case in point. And the Community Fund has all been deployed – with some truly great local stories associated. Similarly, watching Winvic grow and evolve with the SV agenda has also been inspiring for our business. Well done to Kayleigh Merritt, Winvic’s Talent Development Manager, for stepping up and taking-on a national T-Level Ambassador role.

We were grateful to be able to mobilise a new construction Work Ready Programme (Traineeship) for young people aged 16-24 in partnership with Ixion Holdings (part of the Shaw Trust) and Winvic. Sky’s journey, see page 4, is the very definition of inspirational – and all we hear are continuing positive noises regarding his progress. The number of participants (three) on the programme was fewer than hoped, but we have all learned a great deal in delivering the pilot and IMP aim to replicate the offer at other major developments.

I am also very grateful to our Employment Scheme and Skills Advisor and the participants of the two ESP workstreams we established, on recruitment and travel, who have kept the jobs and skills work on track. We will wrap-up the ESP at a final meeting in November and be exploring the potential to evolve the group into something that is more attuned to the ongoing needs of the Employment Park occupiers.

We have seen some great innovations and firsts at Mercia Park. This has included the onsite Sustainability and Innovation Hub, making a Construction careers

film, and contributing to one on the Logistics sector (both with LLEP). It is also encouraging to be able to report strong ‘Local Spend’ figures, benefitting the immediate and surrounding areas. The strong commitment to Sustainability has been evident throughout the delivery of the project and I know the Occupier businesses will want to pick up the baton here.

If you haven’t seen or had access to the previous progress reports, they are all available and useful perhaps in tracking the employment, skills and social value efforts our Employment and Skills Partnership has made – contact details are on the back page to request copies.

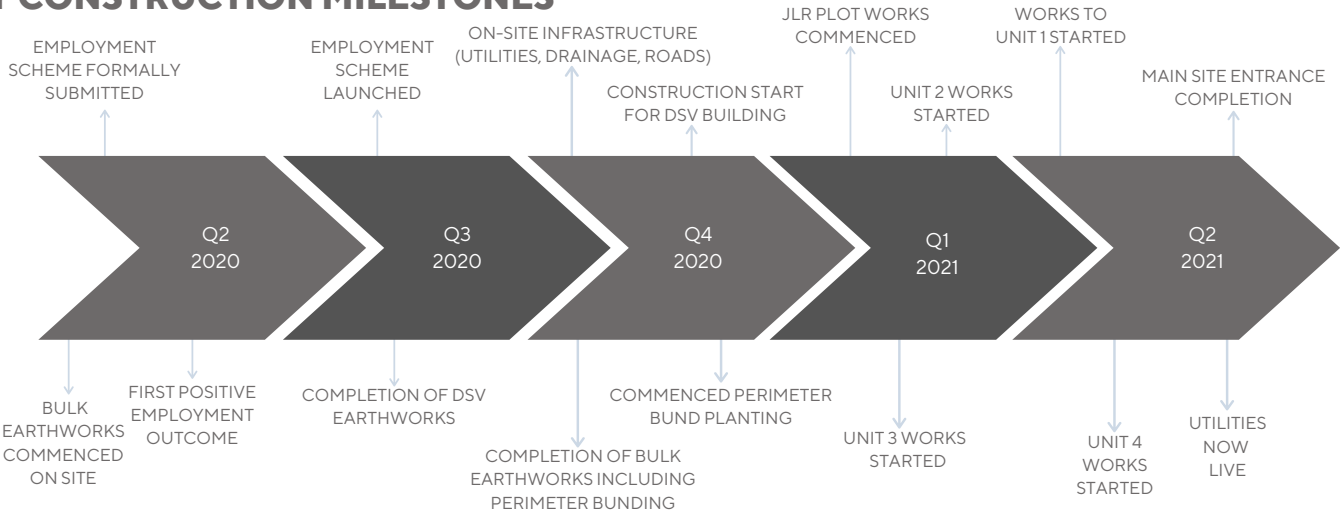
This closure report rounds up our formal reporting in respect of the Employment, Skills and Procurement Planning Obligations associated with the construction of Mercia Park. Its been quite a journey, and our thanks go to the Officers at North West Leicestershire District Council for the support, direction and flexibility shown over the last two and a half years.

David Smith  
Director, Planning and Communities – IM Properties



MORE INFORMATION AVAILABLE VIA THE HYPERLINKS THROUGHOUT

## KEY CONSTRUCTION MILESTONES





The Mercia Park Employment Scheme took its cue from assessment work undertaken in connection with the Planning Application for the project. The Socio-Economic Impact Assessment concluded that given the geography of the site and commuting patterns, the majority of the socio-economic effects would be captured within the six local authorities as defined on the adjoining map, the Local Impact Area, with benefits beyond and into the Wider Impact Area.

## CONSTRUCTION FACTS

**37%**

*reduction in deliveries to site thanks to on-site concrete batching*



**4,600**

*vehicle movements removed from local roads*



**300 tonnes**

*of associated CO2 emissions saved as a result*



**12 hectares**

*of woodland planted on site*

**4km**

*of amenity paths on site*

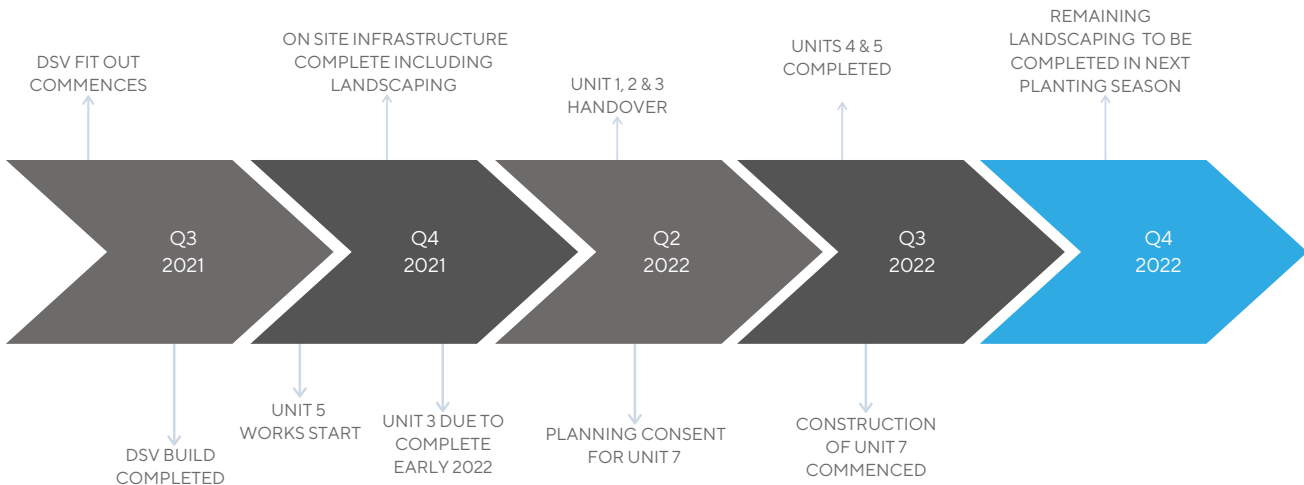
**98%**

*of waste recycled*

**314 tonnes**

*of CO2e saved through use of Green diesel*

## KEY CONSTRUCTION MILESTONES CONTINUED...



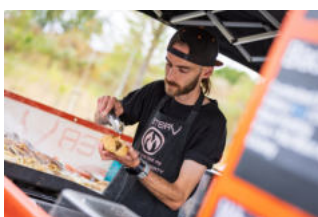


# PROGRESS UPDATE

Since Report No.6 highlighting key achievements and events.

## EMPLOYMENT & SKILLS PARTNERSHIP CELEBRATION EVENT

IM Properties and Principal Contractor, Winvic Construction Ltd, held a lunchtime Celebration Event at Mercia Park in the summer – on Friday 22 July 2022. This was a 'Thank You' to the Employment and Skills Partnership members and Subcontractors and supply chain for their contribution to the construction phase employment and skills work over the last two years. Despite Covid we've achieved a number of firsts – first unemployed person to work at the site, Mike from Appleby Magna, who cycled to work; first onsite bespoke Training Centre; first Sustainability and Innovation Hub, with many great lessons for future working; first T-Level placement; and first Work Ready Programme, a new Traineeship to encourage younger people into the industry. We had great weather and street food, supplied by Birmingham based independent street food vendor 'Mister V', and over 50 people attended. We also heard from David (IMP), Heidi (Winvic) and had some very moving stories from training and placement beneficiaries, demonstrating why it is so important to make opportunities open-up for local people. The montage of pictures below tells the story.



The construction phase of the development has had its challenges, not least the Covid lockdowns and encouraging people, safely, to come out once restrictions were lifted to see what's possible – but we genuinely wanted to thank everyone for making the best of the onsite jobs and upskilling opportunities and achieving some fantastic results.

## SIR JOHN MOORE PRIMARY SCHOOL - INSPIRING YOUNG PEOPLE



Following on from the volunteering undertaken in February to support Sir John Moore Primary School's SPARKLE project (reported on in Report No.6), the Winvic site team attended the School's Platinum Jubilee celebrations to see what a positive impact the pond clearance and renovated decking are having. All the teachers and students were really appreciative of Winvic attending the celebrations and for the works that Winvic and their subcontractors have undertaken at the school.

During May half term, subcontractor B&F Flooring donated their time and resources to improving the school's main hall flooring. B&F Flooring completely transformed the hall by sanding and revarnishing the floor.



Inspired to learn more about the Mercia Park development, in May, 12 year 6 students visited the site to gain an insight into construction. The students were provided with an interactive demonstration of Winvic's VR Health and Safety game, walking around the virtual construction site spotting as many hazards that they could. The students were given a site tour by the project team in a range of different roles, explaining the works being undertaken, the different stages of construction and answering any questions. All of the students enjoyed seeing the Mercia Park development, learning about the different stages of the project and being able to visit the completed units. Hearing from a variety of roles within the sector from Site Managers, Engineers to Digital Engineering and Marketing really sparked some conversations on their journey back to the school.



# SUCCESSFUL T-LEVEL PILOT LEADS TO NATIONAL T-LEVEL AMBASSADORS

In the last report, Winvic showcased its first experience of T-levels, working with Burton and South Derbyshire College and George Somers, engineering student, completing a 350 hour work placement at Mercia Park.

Following the successful pilot, Winvic’s Talent Development Manager, Kayleigh Merritt, has been invited to become a T-level Ambassador and help build awareness of the construction qualification pathway that was nationally launched in September 2021.

Kayleigh and George have been filmed on-site for a video showcasing on-site industry placements within construction. The video, which is being produced by North Warwickshire and South Leicestershire College (NWSLC), focuses on how the placement has developed George’s skills more than just classroom learning and how developing young people through industry placements such as T-levels benefits companies like Winvic.

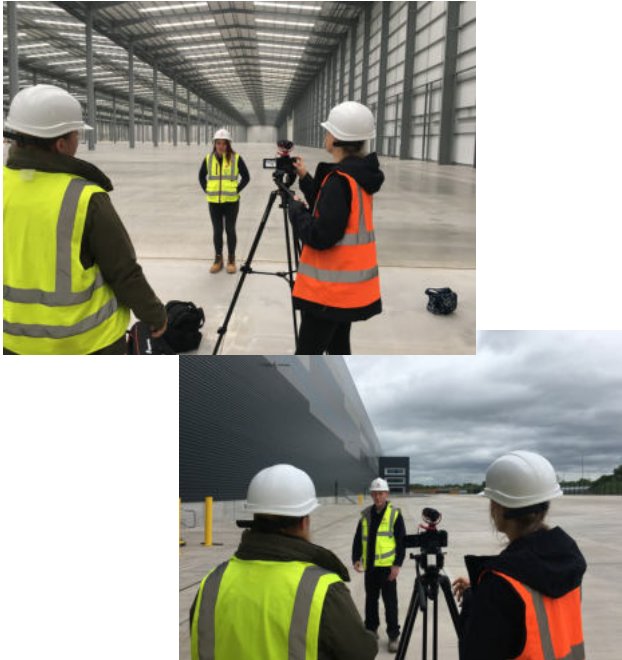
On the day of filming, George – who advocates school leavers to consider courses such as a T-level with an industry placement – was also asked to become a T-level Ambassador, and naturally accepted the inspirational role.

Both Kayleigh and George will get involved in a range of activities over the next 12-months to promote T-levels, sharing their direct experience of the pathway.

*“ I immediately saw great value in the industry placement route for young people wanting to enter the construction industry, because we know from many years of apprenticeship and Year In Industry degree student feedback just how important that hands-on experience and mentoring guidance is. George has developed and grown with the Winvic site team on the Mercia Park project. He has shown his commitment to engineering and this placement has given him a head start in his career, whilst putting what he has learnt in the classroom into practice on an operational construction site. It’s wonderful that we have both been asked to become T-level Ambassadors; it’s a real honour to be chosen.*

*We want to shout about the pathway to those at school and employers who could really benefit from nurturing a young person. So many of our trainee team members go on to apply for permanent roles or undertake further qualifications with us, so college programmes such as T-levels and BTECs that require this onsite industry placement open the door to a long-lasting, loyal employer-employee relationship.*

**Kayleigh Merritt**  
**Winvic’s Talent Development Manager**

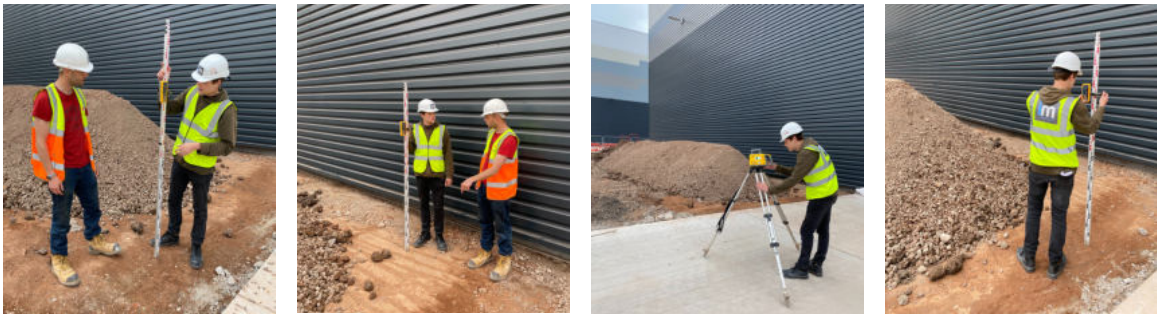


## IM PROPERTIES' WORK READY PROGRAMME

IM Properties launched their first work ready pilot programme in conjunction with Winvic at Mercia Park. This pilot programme was delivered by Ixion Holdings (part of the Shaw Trust) and was developed for people aged 18-24 to gain a better understanding and feel for what is involved in a construction career.

The first pilot scheme was delivered at Mercia Park beginning in April and completing in June. The eight week traineeship programme enabled learners to gain an insight into working in the construction industry, achieve a CSCS card and develop an understanding of the sector, and gain onsite experience. This programme comprised a mix of both virtual and onsite classroom based learning covering employability skills, working in construction, health and safety in construction and sustainability and the built environment.

The last three weeks of the programme consisted of onsite work experience with both Winvic and their subcontractors providing an initial insight into the roles of the supply chain followed by an insight into engineering. Sky who completed the programme, really enjoyed his work experience onsite at Mercia Park working with the engineering team, who mentored him throughout his experience and showed a wide range of tasks that an engineer completes. Sky was inspired by his three weeks’ work experience and undertook further placement weeks with Winvic during the summer. This has led to Sky gaining an apprenticeship with Winvic, sponsored by IM Properties where he will be working on Plot 7 at Mercia Park. Sky will be completing a Level 4 Site Supervisor Apprenticeship at Burton and South Derbyshire College.



# IMPACT ANALYSIS

## TRAINING OUTCOMES

Onsite training at Mercia Park was hampered, inevitably, by the Covid pandemic and the subsequent challenge to individuals and organisations to return to normality. Nevertheless, as reported in previous progress reports, Winvic and IM Properties provided an on-site training centre to benefit people locally and improve access to the industry. The ‘Future of Construction’ Training Centre comprised an onsite construction training facility with practical outdoor space and a Sustainability and Innovation Hub, which was not only available for Winvic and its breadth of subcontractors to use, but also colleges, universities and specialist training providers. These facilities enabled bespoke training, demonstrations, an onsite recruitment fair, CPD and group site visits.

Covid prevented the launch of the onsite centre until June 2021, however with safe operating procedures in place (restricting numbers) we ran eight pre-employment training programmes and 38 unemployed people benefitted. Four training partners were engaged to deliver upskilling, supported by the Department for Work and Pensions (DWP) – Vocation Training, Phoenix Training (now Challenge-trg Skills Ltd) and CT Skills delivered seven Sector-based Work Academy Programme (SWAP) courses, and we are very grateful for all they did in seeking to make the courses a success. Ixion Holdings (part of the Shaw Trust) piloted a new construction Traineeship which had challenges, but has provided valuable learning opportunities for the organisers. We also thank the DWP teams in local job centres for seeking to recruit to all of these programmes when it was a difficult time to operate and with candidates’ confidence and aspirations at probably an all-time low.

MERCIA PARK ON SITE TRAINING SUMMARY AT A GLANCE

8	38	30	73	23	30
Pre-Employment Training programmes delivered	Beneficiaries (unemployed job seekers)	completing their training programme (80%)	Qualifications gained (including 16 CSCS cards)	Job outcomes (60% of starters, 77% of completers)	Apprentices, work experience and placements supported

Across the onsite training programmes, Winvic’s subcontractors supported by providing overviews of their trades and sector of work to showcase the range of roles that are available and answered questions that the learners had. In Progress Report No.6 Stanford Flooring shared why onsite training and early engagement of learners in their sector is so important, below we hear from Hathaway Roofing:

“ It was great to be able to spend time in discussions with the learners on the CT Skills programme, where the course was able to showcase the range of careers available in the construction sector and inspire the next generation of workers... Among the participants, there were differing levels of interest within construction ranging from wanting to work for a company like Hathaway Roofing, wanting to start work with a ground-worker to wanting to gain employment with a smaller building-trade type business. It was good to be able to talk to them about the variety of routes into construction and I hope that I have helped them reach the right decision for themselves.

Steve Champley, Health and safety Manager, Hathaway Roofing

”

Looking at the pre-employment training beneficiary take-up by geography we can see that it has been candidates from the four Counties and the West Midlands Combined Authority area which have taken advantage of the opportunities. 53% of the trainees (20) were from the Local Impact Area (LIA) – by the six priority local authority areas are show in the corresponding pie chart. The ‘skew’ towards Tamworth can in part be explained by the greater promotion of the training opportunities in Tamworth and surrounds due to there being a direct bus service from this area to the site.

47% of the trainees (18) were from the immediate Wider Impact Area (WIA) – mainly close neighbouring areas, as can be seen from this listing of take up by local authority area:

- East Staffordshire BC – 9
- Birmingham CC – 6
- Cannock Chase – 1
- Derby CC – 1
- Walsall BC – 1

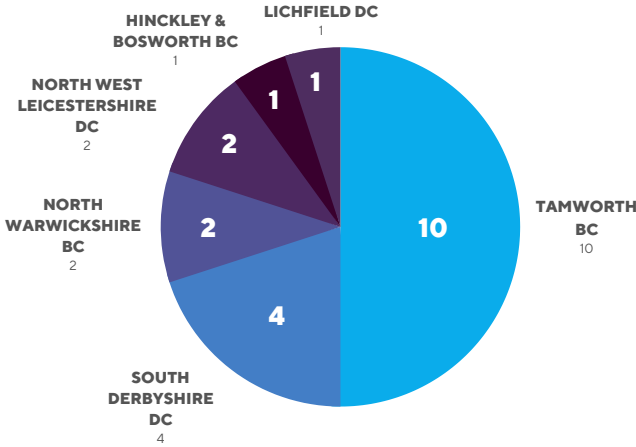
Therefore overall, looking at the take-up of training from the perspective of the County administrative boundaries we can see it has been as follows:

- Staffordshire – 21 (55%)
- Derbyshire – 5 (13%)
- Leicestershire – 3 (8%)
- Warwickshire – 2 (5%)
- Other (WMCA area) – 7 (18%)

Again, the skew towards Staffordshire overall is probably attributable to the thought by the training providers and DWP staff that promotion of the public transport solution alongside the opportunity would likely be an important factor for unemployed job seekers. Group training for the unemployed has complemented supporting individuals on work experience and placements, the onsite Recruitment Fair (Nov 2021, see Report No.6) and the various FE college and University group site visits which have variously been reported in previous progress reports. Winvic have played a direct and major role in making the onsite training a success, for example in securing meaningful employer inputs to the training sessions, reviewing and forwarding CVs to subcontractors and ensuring participants had guaranteed interviews – and thus direct access to jobs.

Many lessons have been learned by all of the delivery partners involved, shared with and through the Mercia Park Employment and Skills Partnership, and this bodes well for the future delivery of opportunities in relation to the build-stage of major construction projects in the locality.

Collins Earthworks also used the Mercia Park development to provide apprenticeship opportunities and train employees for roles including dumper driving and dozer training. Six employees trained onsite including a new recruit, a new apprentice and three existing employees on an apprenticeship programme with the company who at the end of their training completed their CPC test and NVQ Level 2. With the site being so large, Mercia Park made a great training space.





# EMPLOYMENT OUTCOMES

Helping to drive economic growth locally, strengthening communities and investing in the local workforce was a key commitment from the outset as IM Properties looks to use our projects, sites and supply chain to connect need with opportunity and ensure we are leveraging our investment to greatest effect.

For the Construction Phase the employment forecast was 170 Full Time Equivalent (FTE) jobs per year, so over two and a half years, some 425 jobs.

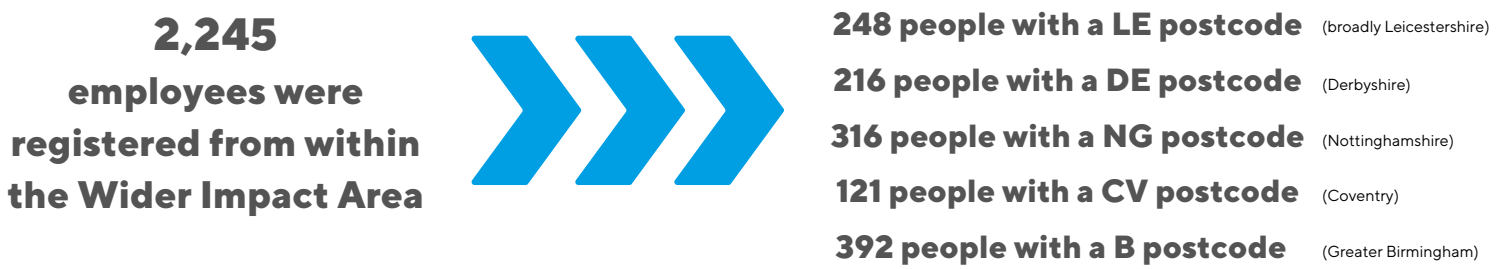
244 people from the Local Impact Area (LIA) to date have been employed at Mercia Park – which is 57% against the forecasted total. These are not all FTE nor permanent roles of course.

Getting into the detail, Winvic’s end-of-August 2022 Biosite report from the site’s biometrics system shows that 3,384 different employees have worked across the development throughout the construction phase of Mercia Park. With Plot 7 still in progress and due to finish in March 2023 this is something which is continuing to be monitored, so isn’t the full story yet.

Roles on the project that Winvic recruited locally include cleaners, security and labourers and a local catering company was sourced to run the site canteen providing catering across all three phases of the development. Other examples of new entrant roles on the project include site engineers, steel erectors, fabrication welders, fencers, block pavers, labourers, carpenters, dry liners, concrete finishers, to name just a few of the trades.

From the employees registered within the LIA (244), 25% of these employees were from North West Leicestershire, 20% from Lichfield and the remaining 50% split between Hinckley and Bosworth, North Warwickshire, South Derbyshire and Tamworth.

Out of the 30% of employees from North West Leicestershire, 10% were from Snibston South and 8% Hugglescote St Mary’s and 7% from both Hermitage and Snibston North. The remaining 67% of employees were from a range of different wards.



In addition to the local and wider impact areas, when analysing the data looking at a mileage radius, 446 employees are from within 30 miles of the site. We are undertaking a full Ward and County analysis of the postcodes and will produce a ‘heat map’ as a follow up to this report, showing the full construction phase workforce by geography.

To support with cascading opportunities for local people, in November 2021, we held a recruitment fair onsite at Mercia Park which was supported by members of Winvic’s supply chain including Collins Earthworks, Van Elle, G&A Fire Protection, Whiting Landscape, Stanford Flooring, Fortel and Phoenix Training. The recruitment fair was attended by 18 people; 14 from within the LIA (3 Lichfield, 4 South Derbyshire, 7 North West Leicestershire) and 4 people from within the WIA.

Following on from the recruitment fair, committed to providing opportunities for local employment and training, subcontractor G&A Fire Protection has employed a new trainee, Glenn Davidson, who lives local to the project and is undergoing technical and practical training both offsite and onsite – including training on the Mercia Park development. Collins Earthworks also successfully employed Jamie from North West Leicestershire, who is training to be a dozer operator on another Winvic and IM Properties project, Peddimore.

Further examples of opportunities for local people include:

- Gatekeeper role initially filled by a local Appleby Magna resident who had enquired about security roles at Mercia Park via the project website and was employed at the site by construction labour supplier Fortel.
- Reach Timelapse recruited an installer from North West Leicestershire who was involved with camera maintenance, removal of towers, as well as assisting with the fortnightly drone visits at Mercia Park.
- Willowbrook Construction, a groundworks subcontractor, employed an operative who was unemployed from within the WIA for the project. Committed to staff development, onsite training was undertaken at Mercia Park and Willowbrook offered the new operative the opportunity to complete an NVQ Level 2 in Construction and Civil Engineering Operations.
- Winvic and its subcontractors have continued to liaise with dedicated Mercia Park DWP employer lead, Julie Gower to feed CVs to the supply chain of prospective job seekers, attend local DWP recruitment fairs at job centres and liaise about local opportunities.

There have been many ‘Good News’ job outcome stories featured throughout the six Mercia Park Progress Reports to date, and it is heartening to see people step up and move on into great roles – and careers.

# INSPIRING THE NEXT GENERATION

Along with Winvic and their supply chain we have been committed to showcasing positive role models and the interesting range of career opportunities the construction industry has to offer. This included, during the Covid pandemic, turning to innovative online approaches and supporting the making of a careers film. We thank partners Speakers for Schools and the LLEP for facilitating those activities – which have been tremendously valuable. Through the Employment and Skills Partnership we've pro-actively undertaken educational engagement and curriculum enhancement activities, with a range of schools, colleges and universities to inspire students, including:

## SMB College Group

Two groups of students were given a site tour by the project team in a range of different roles, explaining the works being undertaken on site, the different stages of construction and answering any questions. The students were also provided with an overview of Health and Safety by Winvic's HSEQ Director and HSEQ Manager. The students really enjoyed visiting a live construction site and following on from this visit, Winvic was contacted by one of the students after being inspired by the Health and Safety in construction talk. This led to work experience being undertaken at Mercia Park in the Easter half term and subsequently an apprenticeship being offered with Winvic, which started in September 2022.

## North Warwickshire South Leicestershire College (NWSLC)

Further to working with and piloting Groundworks Training courses at Hinckley Park we continued the relationship with NWSLC. During the Covid lockdowns this included promoting the college's Business Training Webinars and creating an Online Construction course, however the latter didn't get much take-up. Winvic continued the relationship with NWSLC by providing a site tour for construction students at another of their sites close by to Mercia Park and also attended the NWSLC 'STEAM into your future' event at the Nuneaton Campus, showcasing careers in Technology and Engineering. Dawn Helsby, Student Employability Manager at NWSLC, is also the Vice-Chair of the T-Level Ambassador network, and the positive Mercia Park T-Level experience and good links established have led to the national ambassador opportunities for Kayleigh and George, described on page 4.

## Burton and South Derbyshire College – Stephen Burke Construction Academy (Swadlincote)

Winvic's project team hosted 11 students at Mercia Park for the afternoon and the visitors were provided with a site tour and a Q&A session. Morgan Hambling, Winvic's Digital Engineering Manager, also subsequently visited the college's gaming technology students at BSDC's main campus, to talk to them about their current studies and how technology links to construction. Following Morgan's talk, one BSDC student from the group undertook a work experience placement with Winvic in July, and this has resulted in an apprenticeship with Winvic, which also started in September 2022.



## Loughborough University

34 first year Construction Management students were provided with a site tour as part of their induction to their course at Loughborough University. The students were provided with drone footage and onsite interviews/Q&A sessions prior to visiting the project. The students really enjoyed the site visit and found it really informative seeing the range of roles and works being undertaken on site.

## Sir John Moore Primary School

Following the volunteering and school improvements that Winvic along with its subcontractors has completed at Sir John Moore Primary School, 12 Year 6 students visited Mercia Park as previously explained on page 3 of the report.

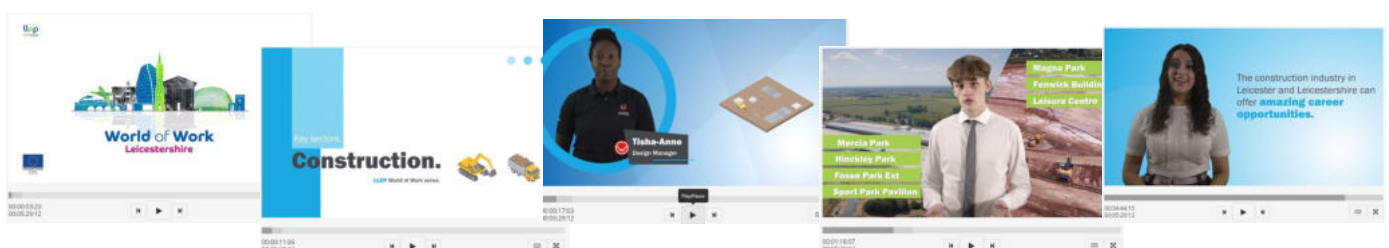
## Virtual Insight Sessions

IM Properties, in partnership with Winvic, held their first Virtual Construction Insight Day in summer 2021 which was linked to Mercia Park, inspiring students into the world of construction. Winvic and IM Properties provided an introduction to their companies, an overview of the project, demonstrating a project lifecycle through drone footage and showcased different careers available in the sector along with how technology is used in construction. The first Insight Day was so successful that a second virtual session was delivered in the Winter of 2021. In total 86 students applied for the insight sessions from 14 schools including Castle Donington College, Bosworth Academy, Heath Lane Academy and Nuneaton Academy from within the LIA.



## Leicester and Leicestershire Enterprise Partnership

IMP and Winvic also supported Leicester and Leicestershire Enterprise Partnership (LLEP) with the filming of their World of Work Sector film about construction and the built environment. The film explains the wide variety of exciting careers that can be forged by young people in construction today – making it clear there are labour shortages ahead (and therefore many opportunities) and exciting innovations and technical advances – and that it is therefore a really great time to get into construction. The film, featuring one of Winvic's Design Managers, was rolled out across Leicestershire schools and has also been used directly ourselves in school and college engagement to demonstrate the broad range of roles that are available in the sector.



# TRAINING THE NEXT GENERATION

The onsite training for the unemployed is referenced on page 5, and the schools, colleges and other ‘awareness raising’ work we’ve undertaken is on page 7. Our commitment to training the next generation and broadening the talent pipeline extends to supporting learners to gain real work experience – in apprenticeships and placements – which can be time-consuming for supervisors, but is vital to giving people hands-on experience and a chance to validate their learning choices – and shine! Winvic and the subcontractors have been pro-active across the infrastructure and build-phases of the project in this regard:



As part of Winvic’s Year In Industry programme, four placement students gained valuable onsite work experience:

- Ammara Dassu, from within the LIA, a Civil Engineering student at Nottingham Trent University, worked on the Infrastructure contract and has recently secured a permanent role as a Trainee Civil Engineer at Winvic after graduating.
- Elliot Smith, a Construction Management student at Nottingham Trent University, joined the construction of plot 6 (DSV) and gained tremendous insight into working on a major commercial build project. Elliot has returned to Winvic as Trainee Site Engineer after graduating in summer 2022.
- Tim Davies from within the WIA gained valuable experience on the JLR contract Units 1-5, as part of his Construction Management course at Nottingham Trent University. After graduating in summer 2022, Tim has joined Winvic as Trainee Site Engineer.
- Tom Hooke undertook a 3 month work placement at Mercia Park in 2020 gaining experience on the Infrastructure contract and then came back to Winvic as part of his Construction Management placement year at Nottingham Trent University; he continued to work on Mercia Park as part of the construction phase of the units.

Winvic has also supported shorter work experience and placements at Mercia Park, including work experience for an SMB Student and two further work experience students hosted from within the WIA.

Morgan Hambling who lives in the LIA, completed a three-month site placement on the DSV facility as part of the Construction Management Course he was studying at Nottingham Trent University. Whilst at Mercia Park, Morgan has completed his degree and progressed onsite from Virtual Reality (VR) Developer into a Digital Engineering Manager. Morgan was based onsite within the Sustainability and Innovation Hub and has since moved to the IMP Peddimore Birmingham site to run the SIH facility there.

On site, there has been a range of apprentices (19) gaining experience across the whole of the Mercia Park development including apprentice electricians, carpenters, concrete finishers, quantity surveyors and civil engineers.

One of the apprentices gaining valuable experience across Mercia Park was Maddie Wood, who is studying Civil Engineering at Solihull College.



“ Everyone at Mercia Park has been a great help to me from helping me out on site to initially showing me the ropes then guiding me as my confidence developed, to supporting me with my college assignments so that I could relate them to the real life experience on site. I have learnt and developed so much in the first year with Winvic and I am constantly progressing and taking steps closer to becoming a full-time engineer. I’m excited to be starting my second and final year of my apprenticeship continuing to learn at Mercia Park.

Maddie Wood, Trainee Site Engineer



Following on from the last report, George Somers (featured left) has continued to gain valuable work experience onsite as part his placement undertaken within his Engineering course at Burton and South Derbyshire College. George has been mentored by one of Winvic’s graduates, George Clowes, who has also gained valuable experience and skills as a mentee.

Jehan Gomes-Luis has also progressed her career onsite at Mercia Park after initially undertaking a pilot Sector Based Work Academy Programme at Hinckley Park in June 2019 and subsequently joining Winvic as a Covid Marshall. At Mercia Park, a permanent role became available which Jehan’s skills, passion and enthusiasm illustrated that she was the right woman for – she is now Assistant Site Manager and is really enjoying her time at Winvic.



“ My journey demonstrates how IM Properties and Winvic’s commitment to investing in communities can make a difference locally. My life has been completely transformed by the opportunities that the Work Academy provided, not just in developing my career but also in supporting me as a single parent juggling work and children. I am proud to be employed in an industry that I love, for a company that values me as an employee, and in a role where I am making a positive contribution to the future of my local community.

Jehan Gomes-Luis, Assistant Site Manager



# LOCAL SPEND

We have been monitoring subcontractor and supplier expenditure throughout the three major contract phases of the project – Infrastructure, DSV build and Vertical (JLR) build – and to the end of September 2022 £9.4m has been spent within the Local Impact Area (the immediate six local authority areas), and £99.6m within the Wider Impact Area (East and West Midlands). On the infrastructure contract, £3m has been spent within the LIA and £19.6 within the WIA. On DSV, £2.3m has been spent within the LIA and £19.7m within the WIA. On Jaguar Land Rover Units 1-5, a total of £4.1m has been spent locally, with an additional £60.3m spent within the WIA.

25

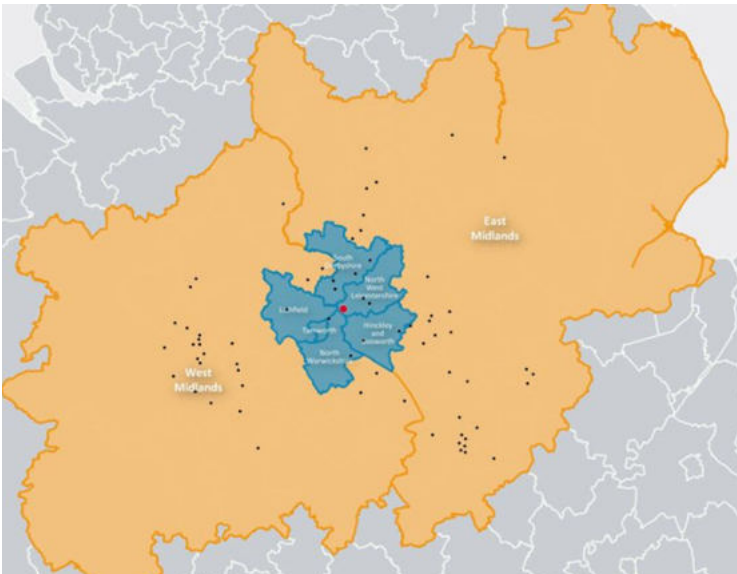
## Business opportunities engaged within the LIA

Within the LIA, local subcontractors and suppliers utilised include: Breedon Southern Ltd, Breedon Trading Ltd, Central Construction Services, Coalville Cleaning Services, Land Research Associates Ltd, Ward Recycling, Watson Petroleum, Hormann (UK) Ltd, Speedclad Ltd, Gwyn Roberts Electrics and ROM Ltd.

188

## Business opportunities engaged within the WIA

Within the WIA, subcontractors and suppliers include: Collins Earthworks, A&A Lamb, Walter Miles Electrical, Whiting Landscape Ltd, WM Building Services, Cauntton Engineering Ltd, Stanford Industrial Concrete Flooring, Phoenix Sealants, Fortel, JSJ Construction Ltd, Hanson Aggregates, M R Industrial Services, B&F Flooring Limited, Bespoke Construction Services Ltd, Buildbase Ltd, GRS Roadstone Ltd, A & L Paving Ltd and G&A Fire Protection Ltd.



This has sustained and in some cases grown the number of jobs in these businesses. The corresponding map shows the positive impact on the local economy across the impact areas.

Throughout the whole Mercia Park development, we have seen the merit in and continued to support local social enterprise Nuneaton Signs, as part of the commitment to supporting VCSEs and SMEs. Nuneaton Signs, featured in Progress Reports 1 and 2, supplied both the construction compound signage at Mercia Park and onsite signage across the three phases of the development – Infrastructure, DSV and Units 1-5.

The successful relationship built at Mercia Park has led to Nuneaton Signs being an approved supplier for Winvic and the social enterprise is now providing signage across it's UK wide sites. Winvic and IM Properties have also had the opportunity to visit Nuneaton Signs premises and see first hand the fantastic work that they do to help spread the message. Both organisations continue to support the social enterprise in a number of ways. Winvic's Heidi Salmons, Head of Marketing, Communications and Social Responsibility was recently a panellist speaking at Nuneaton Signs' celebratory event to mark 40 years of business and talk about Social Value, the positive impact using social enterprises has within the community, Winvic's experiences and collaborative working opportunities.

# A COMMITMENT TO SUSTAINABILITY

## SUSTAINABILITY AND INNOVATION HUB

In August 2021, Winvic launched a first-of-its-kind onsite Sustainability and Innovation Hub (SIH) at Mercia Park. The Hub comprised three zones: Sustainability, Innovation and Learning, which provided areas to showcase Mercia Park's sustainability credentials, demonstrate Winvic's digital advancements, train Winvic's staff and supply chain more creatively than ever and inspire young people through educational visits.

### Key features of the SIH included:

**360-degree BIM CAVE**  
Immersive Virtual Reality (VR) 3D design model experience

**VR H&S Training**  
Gaming technology VR training experience for identifying site hazards

**Interactive**  
meeting, training, learning and 3D printing spaces

The 360-degree BIM CAVE, aided the BIM design process in a real-time scenario by facilitating design team meetings and workshops and helping to develop VR imagery for health and safety training. The space was used to increase digital engagement with the site team who used the 3D modelling inside the BIM CAVE to become familiar and get an appreciation for any compact spaces and therefore foresee any issues before undertaking installations efficiently. The Hub has also been used for upskilling both Winvic employees and subcontractors in digital advancements. In addition to this, a variety of training has been undertaken within the space along with subcontractor briefings and hosting Community Liaison Group meetings, school, college and university student visits (including SMB College Group and Burton and South Derbyshire College), as well as providing an insight into digital construction for the onsite Sector-based Work Academy Programmes.

Within the Sustainability and Innovation Hub, Winvic's Digital Engineering Manager used gaming technology to develop a virtual reality Health and Safety training experience. The experience shows an example Winvic construction site with various hazards which users try to identify. This has been used with members of our site teams for internal training, work experience/placement students and students from local colleges to both train and enthuse them. Throughout the project, the Sustainability and Innovation Hub has continued to be a fantastic asset to Mercia Park providing an innovative space showcasing first-hand how technology is used within the Construction Industry.



# SUSTAINABLE CONSTRUCTION

With sustainability a key focus on the project, Winvic also trialled the following innovative and sustainable initiatives during the construction phase:

## GREEN DIESEL

In line with Winvic’s sustainability goals and commitment to reducing its carbon footprint, green diesel, an alternative fuel, was trialled at Mercia Park. Green D+ HVO (Enhanced Hydrotreated Vegetable Oil), is a fossil-free, paraffinic fuel made from 100% renewable raw materials which is a more sustainable, higher quality of diesel fuel. 116,233 litres of green diesel was used onsite.

Green diesel vs diesel

Emission savings



Reduced CO2e by

269.72mt



Saving the equivalent of

47 single flights to Sydney



## CONCRETE BATCHING PLANT

An onsite concrete batching plant was installed on the development provided by supplier Hanson and operated by subcontractor Fortel.

The plant created seamless continuity of supply throughout the project’s lifecycle, as well as a number of financial benefits associated with utilising a sustainable solution. The installation of the plant had a positive environmental impact, helping to reduce the number of vehicle movements to site by approximately 37%. All of the concrete wagons were washed out back at the plant where the water and waste was 100% recycled, further enhancing the environmental benefits.

The plant also employed dedicated, local, full time staff and an apprentice for monitoring tickets, permits to pour and the mix allocation schedule. As part of Fortel’s commitment to training and continuous professional development, they recruited a graduate, who was based on site managing the batching plant.

Concrete sustainability training was also undertaken by Hanson onsite demonstrating the concrete and cement technology that delivered the extensive carbon reductions on the scheme and their sustainability objectives for future projects. The activities included an interactive demonstration of their Sika Mobile Concrete Laboratory and the effects additional water has on concrete sustainability and a presentation on saving CO2 with fibres and their concrete sustainability. The course delegates were also provided with a Batching Plant overview/walkaround. The delegates found the course very informative and enjoyable being able to get hands on with the interactive demonstration.



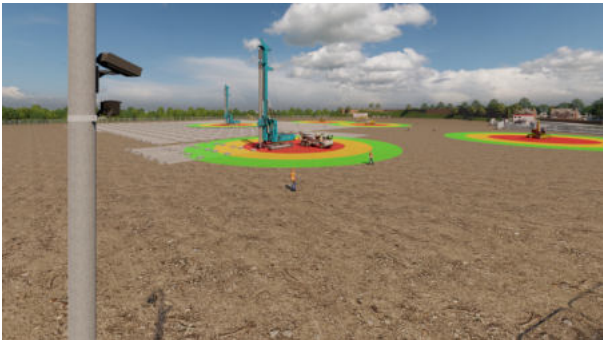
Having an onsite concrete batching plant has also allowed Winvic to showcase this to local students when visiting the site, providing them with an opportunity to see how the plant works and learn about the associated sustainability and environmental benefits.

## AIVR LOOKOUT

Winvic saw the perfect opportunity to use Mercia Park, for the AIVR Lookout, InnovateUK funded project to develop an AI-enabled computer vision safety monitoring system to successfully predict and prevent accidents on construction sites. The scheme was researched and developed by Winvic Construction, One Big Circle and the University of West England.

Various cameras, including a mobile CCTV camera were placed across the Mercia Park site to capture data which was then fed into an AI behaviour engine to detect unsafe working practices. The data collected was used for machine learning to train the camera system on different hazards on a construction site and to identify scenes that are or aren’t safe.

A mobile and desktop application was also developed alongside the monitoring system which flags risks and alerts. The two year InnovateUK funded project has now come to an end, Morgan Hambling, Winvic’s Digital Engineering Manager reflects on the programme below:



“

*It’s been great to work on the InnovateUK funded project on the Mercia Park development, working alongside University of West of England’s (UWE) Big Data Enterprise and Artificial Intelligence Lab (Big-DEAL) and video technology specialist One Big Circle. Computer vision has been used previously, but it hasn’t been used for safety monitoring on construction sites. Technology has a big part to play in construction, using the cameras across both DSV and Jaguar Land Rover Units 1-5, has enabled us to capture a range of data and scenarios - we have to show people that we are doing all this because we want to keep them safe, not to be intrusive - and it’s been great to be part of the project.*

”



# IM PROPERTIES' SUSTAINABLE FUTURES

As one of the UK's largest privately owned property companies, IM Properties acknowledge that we have a significant role to play in helping to decarbonise our economy and create a cleaner, greener, more responsible future – which is why we launched our sustainability strategy. We're pledging that, over the next decade, sustainability will be at the heart of how we work.

The Sustainable Futures framework, sets out our ambitions to 2030, based around three central themes of People, Place and Planet. Each theme has a long-term ambition underpinned with key objectives, and as we cannot deliver our ambitions alone Partnerships & Practices are also at the heart of our plans.

Under the Planet pillar of the agenda and as part of our 2030 ambitions, we have committed that IM Properties will be a Net Zero carbon company and our developments will be Net Zero ready, meaning we will implement Net Zero construction, and design all our developments to help occupiers meet Net Zero operation.

Mercia Park is the first IM Properties logistics scheme to commit to and achieve Net Zero in Construction as defined by the UK Green Building Council's Net Zero Carbon Buildings Framework.

Net Zero construction is an important first step in our journey to delivering Net Zero ready developments, and Mercia Park has provided valuable insight for our business.

By working in partnership with our supply chain we have reduced the embodied carbon created during the development through design interventions and the use of an 'as built' Life Cycle Assessment (LCA), with all residual carbon emissions will be offset using our preferred offsetting partner, Natural Capital Partners and ClimateCare.

## NET ZERO IN CONSTRUCTION AT MERCIA PARK

Mercia Park, Units 1 – 5, will be the first development by IM Properties (IMP) to be constructed in accordance with the UK Green Building Council's (UKGBC) Net Zero Carbon Buildings Framework to achieve Net Zero Carbon in Construction (NZCC).

Net zero carbon in construction is a meaningful way of addressing scope 3 emissions – those that are a consequence of a company's actions, but from sources the company does not own or control. Construction activities account for a large part of the development industry's scope 3 emissions and include supply-chain emissions arising from extraction of resources, the manufacturing of products, the transportation of materials and the assembly of a building on site.

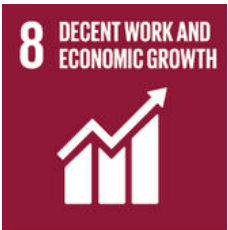
Prior to construction, a 'Whole Lifecycle Carbon Assessment' was calculated as an 'as designed' estimate for Units 1-5 at Mercia Park. At 'as designed' stage, upfront carbon was estimated to be 139,952 tonnes CO2e (excluding site wide infrastructure). By making changes to the construction process, such as the provision of an on-site concrete batching plant (reducing construction traffic and the carbon associated with transport), changes to the concrete mix design (resulting in a lower carbon concrete) and the use of diesel alternatives (biofuels) in construction plant and equipment (reducing carbon emissions from plant by around 90%), tracking and monitoring energy performance on site, the project team were able to reduce the 'actual' embodied carbon associated with the scheme's construction to 111,284 tonnes CO2e (a saving of over 28,000 tonnes CO2e).

To align with the net zero commitments we have made in our Sustainable Futures agenda, the decision was taken to 'offset' the unavoidable carbon emission associated with the project through high quality offsetting credits with Climate Impact Partners.

The UKGBC Framework allows the use of high-quality carbon offsets to mitigate unavoidable construction carbon once opportunities to reduce upfront carbon at source have been explored. In accordance with the Framework, a one-off payment can be made to a high-quality carbon offset project. A total of 111,284 carbon credits have been surrendered to offset the carbon emissions associated with the construction of units 1 to 5 at Mercia Park. The allocated credits are part of the United Nations Clean Development Mechanism (CDM) scheme and sourced from the construction of a Renewable Wind Project in China. This project will help to support the country's transition to low carbon energy through supply of renewable energy to their local power grids.

Supporting global certified carbon reduction projects which help to minimise the global impact on our climate are an important part of our strategy, but are always supported by an ongoing effort to change the way we work on our projects, through ongoing innovation.

In addition to delivering emissions reductions, these 'high quality' carbon offsets, verified by the International Carbon Reduction and Offset Alliance (ICROA) will also deliver against a number of other UN sustainable development goals, such as delivering affordable and clean energy and decent work and economic growth, supporting the economy and livelihood of residents through the creation of jobs, enhancing the positive legacy we have worked to leave in the community in which we have developed.



The Clean Development Mechanism (CDM) is a United Nations-run carbon offset scheme allowing countries to fund greenhouse gas emissions-reducing projects in other countries and claim the saved emissions as part of their own efforts to meet international emissions targets.

# THE POWER OF PARTNERSHIP

The delivery of Mercia Park coincided with the Pandemic, presenting a hugely challenging and unprecedented context within which to work.

The outcomes associated with the Mercia Park Employment Scheme (Construction Phase), have only been possible as a result of genuine collaboration between IM Properties, our lead contractor Winvic, its supply chain and a whole host of organisations – many of whom have played into the Employment & Skills Partnership (ESP) conversations, including:

- Burton and South Derbyshire College
  - Chameleon School of Construction
  - Construction Industry Training Board
  - Coventry and Warwickshire Local Enterprise Partnership
  - CT Skills Ltd
  - D2N2 Local Enterprise Partnership
  - Department for Work and Pensions
  - DSV
  - DTA Transport Planning Consultants
  - East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire)
  - Futures for You (East Midlands National Careers Service)
  - GREAT Project
  - Groundwork UK
  - Hinckley and Bosworth Borough Council
  - Ixion Holdings (part of the Shaw trust)
  - Jaguar Land Rover
- Juniper Training
  - Keith Cook Training Ltd
  - Leicester and Leicestershire Enterprise Partnership
  - Leicester City Council
  - Leicester Construction Hub
  - Leicestershire Cares Ltd
  - Leicestershire County Council
  - Lichfield and Tamworth Chamber of Commerce
  - Lichfield District Council
  - Loughborough University
  - Nicola Lees – onsite training co-ordinator
  - North Warwickshire and South Leicestershire College
  - North Warwickshire Borough Council
  - North West Leicestershire District Council
  - Nottingham Trent University
  - Nuneaton Signs Ltd
  - Phoenix Training Services (Midlands) Ltd (now Challenge-trg Skills Ltd)
- PMP Recruitment
  - Rider Levett Bucknall
  - Rural Community Council (Leicestershire & Rutland)
  - SMB Group
  - South Derbyshire District Council
  - South Staffordshire Employment and Skills Board
  - South Staffordshire College
  - Steve Farr – local employment consultant
  - Stoke-on-Trent and Staffordshire Local Enterprise Partnership
  - Tamworth Borough Council
  - The Learning Curve
  - The Prince's Trust
  - Unipart Logistics
  - Vocation Training Ltd
  - Warwickshire Community and Voluntary Action
  - Work.Live.Leicestershire

We are grateful for all contributions, making the Employment Scheme the best it could be, and truly demonstrating the power of partnership. It is anticipated that the ESP will now evolve to support the occupational phase of the development. Early indications suggest that sites Occupiers will benefit from these strong foundations, in meeting their recruitment and training needs linked to local communities.

## COMMUNITY FUND AND COMMUNITY PROJECTS

Following the final round of applications, the Mercia Park Community Fund panel met and awarded the remaining funds to the community organisations who applied. Since it's launch in 2020, a total of 81 projects have now been supported by the Mercia Park Community Fund across 48 organisations, and the total amount awarded is £355,708.



The community fund has positively impacted a wide range of projects across the local area, strengthening communities and/or supporting the natural environment. The map over page, identifies the breadth and distribution of projects supported by the community-led panel, some organisations benefitting more than once.

Earlier this year we revisited some of those projects, namely Orchard Allotment Society, In The Pink and Coneyberry Millenium Green Trust, to find out first hand just how impactful a grant can be to their project and the community they serve. Click on the corresponding links below to find out more.



### IM PROPERTIES COLLEAGUES' VOLUNTEER TIME TO APPLEBY MAGNA PARISH HALL

In October, a keen team of green fingered volunteers from IM Properties Plc and Spitfire Homes (pictured) went along to help the team at Appleby Magna Community Hall to clear and overhaul their outdoor communal spaces. A huge amount of work was achieved in one day, including clearing the full outdoor area around the hall, and restoring the yard to make it an accessible and useable space for local residents and groups that use the church hall for a number of activities. Most of the areas that were worked on were unrecognisable after our team's hard work – see right. This was a project very much appreciated by users of the facility.



### WINVIC AND THE COMMUNITY

Like IM Properties, Winvic is committed to leaving a lasting positive legacy to the communities in which they work. Outside of their commitment to Employment and Skills they have undertaken a range of additional community activities including:

- No Man’s Heath Village Hall – provided a road sweeper to clear away debris from the car park ahead of the village hall drainage project and provided additional cleaning, also replaced kerbing and topsoil, providing materials and labour.
- Sir John Moore Primary School – provided 10 volunteers for transformation of the school’s pond and hibernaculum as mentioned in the last report, renovated the decking within the school’s pond area, and improved the main hall flooring, where subcontractor B&F Flooring donated both time and resources to transform the floor – read more about this in report no.6.
- Stretton en le Field – following a request for support at the last Community Liaison Group meeting, Winvic is also in talks with the community to renovate a local church bench.
- Litter pick of surrounding roads to Mercia Park(signs, cones and general rubbish cleared).

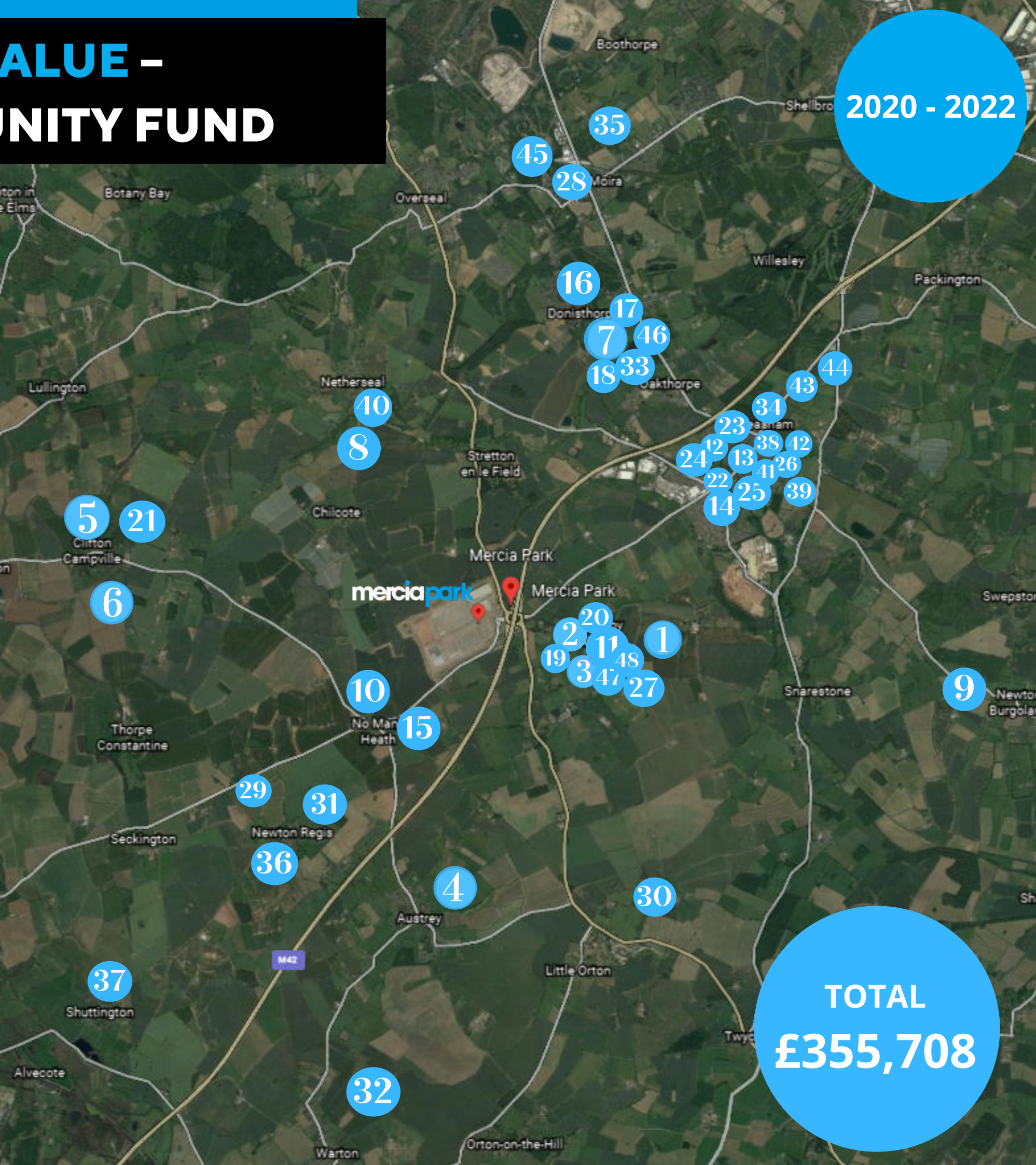




# DELIVERING SOCIAL VALUE – MERCIA PARK COMMUNITY FUND

- 1 Appleby Magnum and Measham Scout Group
- 2 Appleby Magna Cricket Club
- 3 Appleby Village Football Club
- 4 Austrey Old School Hall Trust
- 5 Chilcote Village Hall
- 6 Coneyberry Millennium Green Trust
- 7 Donisthorpe Community Fund
- 8 Netherseal Village Hall
- 9 Newton Burgoland Wragg's Yard Charity
- 10 No Mans Heath Village Hall
- 11 Sir John Moore Primary School Fund
- 12 St Laurence Church Measham PCC
- 13 Supporting Confidence Through Exercise
- 14 The Conservation Volunteers (TCV)
- 15 The Friends of St. Mary's on the Heath
- 16 The Orchard Allotment Society
- 17 Donisthorpe and Moira Guides
- 18 3 Views News - Newsletter
- 19 Appleby Magna Allotment Society
- 20 Appleby Magna Parish Council
- 21 Clifton Campville Village Hall
- 22 Measham Community and Recreation Centre
- 23 Measham Mobility Bus
- 24 Measham Parish Council
- 25 St Charles Catholic Pre-school
- 26 1st Measham Boys Brigade
- 27 Appleby Magna Church Council
- 28 Moira Village Hall
- 29 Newton Regis, Seckington and No Man's Heath Parish Council
- 30 Norton-Juxta-Twycross Church Council
- 31 Thistles Bowls Club
- 32 St Edith of Polesworth
- 33 Oakthorpe, Donisthorpe and Acresford Parish Council
- 34 1st Measham Girls Brigade
- 35 Ashby Croquet Club at Moira Miners Welfare
- 36 Barberama Chorus
- 37 Friends of Shuttington
- 38 Heather Guides, Brownies and Rainbows
- 39 Measham Baptist Church
- 40 Netherseal Parish Council
- 41 Sue Young Cancer Support in Leicester and Rutland
- 42 West Leicestershire Community First Responders (Measham CRF)
- 43 Falcon Support Services
- 44 Measham and District Youth Club
- 45 Moira Replan
- 46 St Johns Church
- 47 St Peter's Church Hall
- 48 Sir John Moore's School and Exhibition Foundation

**81 PROJECTS FUNDED**  
**ACROSS**  
**48 COMMUNITY ORGANISATIONS**







# LOOKING FORWARD



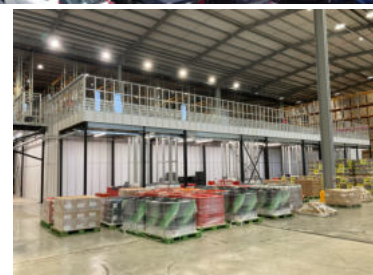
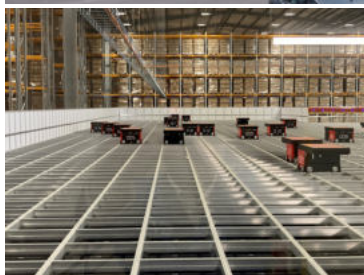
## DSV - A POSITIVE RELOCATION

Operating in more than 80 countries and employing over 75,000 people, DSV provides transport services globally by road, air, sea and train. It is one of the world's biggest storage and distribution specialists. Their new UK Midlands Regional Hub began operating at their purpose-built unit at Mercia Park in October 2021.

The state-of-the-art site comprises of a 358,000 sq ft steel framed warehouse containing three mezzanine floors and two single-story hub offices totalling, 4,360 sq ft. The site also boasts a 112,000 sq ft cross-dock terminal and a 35,660 sq ft three-story office building, accommodating a range of professional and wider services, shared across the business units.

The large stand-alone office building was designed in accordance with the Building Research Establishment Environmental Assessment Method (BREEAM) to achieve excellence in respect of water and energy efficiency. To name a few initiatives, rainwater harvesting is being used for flushing toilets to reduce consumption of potable water, sustainable drainage systems have been implemented as well as solar photovoltaics for electrical power contribution. High performance LED lighting supported by motion sensors have been installed, reducing the total power demand whilst meeting best practice.

As part of the wider Mercia Park scheme, there is the creation of landscape buffers and large-scale planting using native woodland species, planting for wildlife habitat and wildflower buffers, roosting boxes for bats and nesting boxes for birds. The relocation to Mercia Park has gone extremely well, according to Sarah Pritchett, General Manager, Solutions.



Images: DSV office building (TOP) and introduction of automation to the DSV operation (BOTTOM)

## UNIPART LOGISTICS – PROUD OF MERCIA PARK

Unipart Logistics was selected by Jaguar Land Rover to operate their custom-built Logistics Centre at Mercia Park. This will be the aftermarket parts global distribution centre for the Jaguar and Land Rover luxury automotive brands, replacing a number of smaller warehouses for greater efficiency and a significant reduction in carbon emissions. Unipart was awarded an initial five-year contract on the strength of its expertise in supply chain transformation, excellence in customer service, and commitment to digital innovation and sustainability.

Unipart has a strong track record with Jaguar Land Rover in the UK, the US, China, India and Africa, and John Neill, Unipart Group Chairman, has said: "Jaguar Land Rover is a global player with world-class products. We are proud of our strong heritage with this icon of the automotive industry, having worked with them in partnership for nearly 50 years. With this new contract, we will support the evolution of Jaguar and Land Rover aftermarket logistics with a proposition that reflects our joint commitment to digital innovation, environmental sustainability and of course, industry-leading customer service. As an independent British company that takes the long-term view, Unipart is committed to this partnership and we look forward to creating this future together."

The project team at Mercia Park is busy finalising the operational fit-out and assembling a unique set of welfare and other facilities to ensure a great welcome and rapid integration of new colleagues into the Unipart culture and ways of working.

They are also busy of course assembling the wider team, attending local job fairs as advised by the Employment and Skills Partnership. Pictured are some of the team at the Pirelli Stadium Burton Jobs Fair on 29th September, hosted by the local Member of Parliament, Kate Kniveton.



Burton MP Kate Kniveton with the Unipart Logistics team at the Pirelli Stadium jobs fair in September 2022 which Unipart sponsored.

This and other local job fairs have been successful in raising awareness of the Unipart business and the opportunities to develop a successful career in logistics. It is clear that the close working relationship with Julie Gower (DWP) is paying off.

Anne Wilde, Communications Business Partner, Mercia Park said "We are really pleased with the recruitment start we have made at Mercia Park – we remain ahead of schedule and the calibre of candidates coming forward is exceeding expectations. The transition from construction stage, through fit-out and go-live has been well supported by IM Properties, DWP and the other local partners that make up the ESP. This is enabling us to get the right people in the right place at the right time – and we hope that continues into 2023 when we start ramping up the recruitment numbers. The ESP meetings have been really useful in getting to know people, facilitating introductions and allowing us to explain where we are with our transition plans. Mercia Park is a wonderful place to come and work and we are keen to support the development of colleagues in their new roles through what Unipart calls the 'Gate to Great' training programme. The next 10-12 months are important for the business, but after the start we have made, we are facing the future with great optimism."

### NEED MORE DETAIL?

[www.improperties.co.uk](http://www.improperties.co.uk)  
[www.merciapark.co.uk](http://www.merciapark.co.uk)

### CONTACT:

**David Smith**

[david.smith@improperties.co.uk](mailto:david.smith@improperties.co.uk)

**Steve Farr**

[steve.lec@outlook.com](mailto:steve.lec@outlook.com)

## Appendix 2: Local Needs Assessment: Socio-economic Profile

This Socio-economic profile been prepared as part of the Local Needs Assessment (LNA) undertaken to inform IM Properties' Social Value Strategy for Mercia Park expansion project. The analysis draws upon the outputs of the Turley Economics Social Value Toolkit which collates a large volume of secondary datasets and enables a process of benchmarking of localised trends against the regional and national levels. Key datasets used include Index Multiple Deprivation, Census 2021 and the Annual Population Survey alongside other data issued by the Office for National Statistics, Department for Education, Office for Health Improvement and Disparities (OHID), Sports England and the Fields in Trust. A full list of the indicators and datasets considered is included at Annex 1.

The analysis covers a breadth of indicators with topics grouped into themes, specifically related to:

- Deprivation;
- Employment, Education and Skills;
- Health & Wellbeing; and
- the Living Environment.

The review presented within this briefing note draws out what are considered to be key indicators of relevance in framing potential activities and interventions to be targeted in generating social value across relevant geographies.

### Geography of analysis

In order to develop a social value strategy that responds positively to local needs, it is firstly important to identify and understand the socio-economic profile of the areas most likely to benefit from the Proposed Development.

The Employment Scheme (Construction Phase) Final Report<sup>10</sup> identified a 'Local Impact Area' which comprised of six local authorities. These are as follows:

- Hinckley & Bosworth
- Lichfield
- North Warwickshire
- North West Leicestershire
- South Derbyshire

---

<sup>10</sup> IM Properties (2022) Employment Scheme (Construction Phase) Final Report

- Tamworth

These six local authorities provide a relevant and recognised geography for assessing key indicators of need. They also enable a composite value for the local impact area to be formed which can then be benchmarked to identified trends across the East and West Midlands and England as a whole.

A more localised analysis is also provided, which has been defined using a more finely grained analysis across Lower Super Output Area (LSOA) geographies.

The following section presents the headline findings from this analysis, drawing out what are considered to be key indicators of relevance which can be taken forward to inform stakeholder discussions and wider assessment of local needs that will be derived from this process.

## Local Authority Level Analysis

### Index of Multiple Deprivation

The Index of Multiple Deprivation<sup>11</sup> (IMD) provides a useful barometer for benchmarking comparative performance at a local authority level against the defined domains.

The overall level of deprivation is relatively low across the six local authorities. The local authority of Tamworth is ranked as the most deprived of the six local authorities within the local impact area, ranking 126th out of 317 local authorities in England (where 1 is the most deprived and 317 is the least deprived) in terms of overall deprivation, thus indicating that Tamworth ranks within the fourth decile for most deprived local authorities. This is shown in Table 2.1 in comparison with the five other local authorities.

**Table 2.1** IMD ranking by local authority

	IMD Ranking	IMD Decile
Hinckley & Bosworth	232	8
Lichfield	247	8
North Warwickshire	167	6
North West Leicestershire	214	7
South Derbyshire	215	7
Tamworth	126	4

*Source: Ministry of Housing, Communities & Local Government*

<sup>11</sup> Ministry of Housing, Communities & Local Government (2019) English indices of deprivation 2019

Table 2.2 shows the IMD broken by each of the seven defined domains which form the IMD score, allowing identification of any specific domains of deprivation across the six localities.

Within the local authority of Tamworth, there is a high degree of deprivation relating to education and health, ranking within the most 20% and 30% most deprived local authorities respectively. Tamworth also ranks within the most deprived 40% of local authorities relating to income, employment and crime. Barriers to housing and the living environment do not appear to be an issue within the borough.

Of the remaining five local authorities, only North Warwickshire ranks within the 40% of most deprived local authorities for any of the seven domains. These are the education and living environment domains, thus suggesting that at local authority level, deprivation is not identified as a key issue.

Notwithstanding the overall low levels of deprivation when assessed at an authority level, pockets of deprivation do evidently exist. These are examined in more detail later within this report.

**Table 2.2 IMD Domains by decile for each local authority**

	Income	Employment	Education	Health	Crime	Barriers to Housing and Services	Living Environment
Hinckley & Bosworth	8	7	5	7	6	9	8
Lichfield	8	7	7	7	8	7	9
North Warwickshire	6	6	4	5	5	6	4
North West Leicestershire	7	6	5	6	7	9	9
South Derbyshire	8	7	5	6	9	6	6
Tamworth	4	4	2	3	4	7	9

*Source: Ministry of Housing, Communities & Local Government*

### **Employment**

Noting the significant opportunity that the expansion of Mercia Park provides to create new employment opportunities, it is pertinent to consider evidence of comparative issues related to the local labour-force including skills and qualifications.

Analysis of the data reveals several areas of distinction to which the provision of new jobs alongside potential opportunities to improve skills / provide training will represent a positive benefit.

Across the local impact area, the economic activity rate and employment rate is currently higher than the average across the East and West Midlands<sup>12</sup> for persons aged 16 & over. However, these figures are substantially lower within Lichfield and North Warwickshire, suggesting that the provision of new employment would serve as a benefit in offering employment opportunities for a proportion of those currently without work.

Claimant Count data displayed in Tab 2.3 shows that across the six local authorities, the number of residents claiming Universal Credit was relatively similar with the largest number of claimants residing within Tamworth and the smallest within North Warwickshire. This reaffirms the results of IMD employment domain, indicating a degree of deprivation relating to employment within Tamworth.

**Table 2.3      Number of claimants for each local authority**

	Number of claimants
Hinckley & Bosworth	1,585
Lichfield	1,435
North Warwickshire	985
North West Leicestershire	1,395
South Derbyshire	1,620
Tamworth	1,695
<b>Total</b>	<b>8,715</b>

*Source: ONS*

Comparing the claimant counts across the six local authorities the number of residents claiming Jobseeker's Allowance (JSA) and Universal Credit (January 2020 to January 2024), has increased by 49% in South Derbyshire and 35% in North West Leicestershire for residents aged 16+. Furthermore, within South Derbyshire, the number of claimants aged 16-24 has increased by 56% over the period, thus suggesting that the prevalence of youth unemployment has increased within South Derbyshire.

<sup>12</sup> ONS via Nomis (2023) Annual Population Survey: October 2022 – September 2023

JSA Claimant data displayed in Table 2.4 shows that across the six local authorities, the number of residents claiming JSA seeking roles as Process, Plant and Machine Operatives or Elementary occupations was relatively similar, albeit with the largest number of claimants residing within Hinckley & Bosworth.

**Table 2.4 Number of JSA claimants for each local authority**

	Number of JSA claimants seeking roles as process plant and machine operatives or elementary occupations	Total JSA Claimants
Hinckley & Bosworth	105	155
Lichfield	85	110
North Warwickshire	45	65
North West Leicestershire	80	105
South Derbyshire	90	125
Tamworth	65	95
<b>Total</b>	<b>470</b>	<b>655</b>

Source: ONS

Consideration has also been given to the proportion of residents in higher paying occupations. This includes managers, directors and senior officials, professional occupations and associate professional and technical occupations which are all notably higher within the local impact area than wider regions. However, the proportion within Tamworth employed within these occupations are substantially lower, potentially indicating lower annual earnings.

### Education and skills

Analysis of participation rates per 100,000 population in 2023/24 across the six local authorities in different forms of learning and training reveals there is a strong representation of apprenticeships compared to the England level<sup>13</sup>. This potentially reflects the wider sector profile of jobs and opportunities provided through other large employment areas akin to Project Mercia. Rates of Community Learning (with the exception of Hinckley and Bosworth) as well as Education and training (including traineeships) are not as high and fall below national levels. Further education and skills participation also falls below the regional and national levels with the exception of Lichfield and Tamworth. This suggests opportunities to broaden the offer available to increase learning outcomes even within the context of the identified providers.

The proportion of residents with no qualifications<sup>14</sup> across the local impact area (19%) is lower than across the East and West Midlands and indeed England as a whole. However, the proportion of residents with no qualifications in North Warwickshire and Tamworth is higher than the local impact area. This is also the case for the proportion of residents with Level 1 and

<sup>13</sup> Department for Education (2023) Participation, Achievement and Apprenticeship Starts (volumes and indicative rates per 100,000 population)

<sup>14</sup> Office for National Statistics via Nomis (2023) Census 2021



entry level qualifications. In contrast, the proportion of residents achieving Level 4 qualifications or above was lower than across the local impact area, regions and England as a whole.

In 2022/23 comparatively low performance was recorded in key stage 4 (GCSE) performance data at the authority level for North West Leicestershire, North Warwickshire and Tamworth, with attainment levels measured using the Attainment8<sup>15</sup> score falling below the national average<sup>16</sup>.

### Health & Wellbeing

A review of health-related data reveals that there are a number of indicators which suggest that greater value should be placed on measures which can make a positive impact on elevating the health and wellbeing of local communities but also the authority more widely. These include:

- A higher proportion of residents self-reported as being in 'very bad' or 'bad' health<sup>17</sup> within North Warwickshire and Tamworth (both 5.7%) in comparison to the local impact areas as a whole (5%) and England as a whole (5.2%). There is also a higher proportion of residents whose day-to-day activities are limited a lot in North Warwickshire (8%) and Tamworth (7.8%) in comparison to the local impact area (7.1%) and England as a whole (7.3%).
- Office for Health Improvement & Disparities data suggests that there is a comparatively high prevalence rates of obesity amongst reception aged children in Year 6 in North Warwickshire (24%) and Tamworth (25%) compared to 23% in England<sup>18</sup>.
- Within North West Leicestershire, North Warwickshire and Tamworth, the proportion of adults classified as obese or overweight (71%, 69% and 74% respectively) is higher in comparison to the level recorded across England as a whole (64%)<sup>19</sup>.
- Whilst the proportions of physically active adults<sup>20</sup> across the majority of the six local authorities is in line or above the regional and national averages, the proportion of physically active residents within Tamworth stood at 63% is lower than the national average of 67% across England as a whole. It is notable the proportion of adults walking for travel<sup>21</sup> at least three days a week is relatively low within North West Leicestershire (9.3%), South Derbyshire (9.6%) and North Warwickshire (8.8%) compared to 15.1% in England.

---

<sup>15</sup> Attainment 8 measures pupil attainment across eight qualifications with double weighting placed on maths and English, and single weighting to three English Baccalaureate qualifications and three further GCSE qualifications

<sup>16</sup> Department for Education (2023) Key stage 4 performance. 2022/23

<sup>17</sup> Office for National Statistics via Nomis (2023) Census 2021

<sup>18</sup> Office for Health Improvement & Disparities (2022) Local Authority Health Profiles

<sup>19</sup> Ibid

<sup>20</sup> Office for Health Improvement & Disparities (2022) Physical Activity. Percentage of physically active adults. 2021/22

<sup>21</sup> Office for Health Improvement & Disparities (2020) Physical Activity. Percentage of adults walking for travel at least three days per week. 2019/20

- North Warwickshire records comparatively high suicide rates in particular at 12.0 per 100,000 compared to an England average of 10.3<sup>22</sup> across 2020-22. Likewise, the suicide rate is higher within Lichfield (11.6 per 100,000 residents) compared to the national average.
- The proportion of residents aged over 16 with common mental disorder is below the national average across all local authorities within the local impact area. The local authority within the local impact area with the highest proportion of residents aged 16+ with a common mental health disorder in Tamworth (16.6%) which is lower than the level recorded nationally (16.9%).
- In terms of general wellbeing, the Actives Lives Survey (November 2021/2022)<sup>23</sup> revealed that the average happiness score of residents within the local authorities of Tamworth and North West Leicestershire was lower than the averages within the wider regions and England as a whole. In addition, on average, residents within Tamworth have a higher level of anxiety and lower level of life satisfaction in comparison to the wider geographies.
- Community integration and social trust is lower in Tamworth than the regional and national averages.

Collectively the above suggests that additional value would be placed on opportunities which can be created to encourage active travel and participation in healthy activities, including sport, where these offer the opportunity to improve physical and mental health in the locality and across the authority.

### **Living Environment**

The Green Space Index was produced by the Fields in Trust<sup>24</sup> to quantify an areas accessibility to local parks and green space. The interactive maps on the Fields in Trust website reveal the following points relating to the accessibility of green space within the local impact area:

- The Green Space Index score revealed that there is less than the minimum required standard of green space within South Derbyshire and Tamworth, but the standard was met for the remaining local authorities.
- Provision of green space within Tamworth is less than the 6-acre standard.
- By 2043, the green space standard is expected to worsen across all local authorities except Tamworth.

---

<sup>22</sup> Office for Health Improvement & Disparities (2021) Suicide Prevention Profile: Suicide Rate (Male). 2019-21. Caveat: This is based on 16 male suicides from the whole population.

<sup>23</sup> Sports England (2023) Actives Lives Survey (November 2021/2022)

<sup>24</sup> Fields in Trust (2023) Green Space Index [Online] Accessible at:

[https://experience.arcgis.com/experience/bad00cdfa6b140599b06c64d10dc73c9?data\\_id=dataSource\\_21-Local\\_Authority\\_GSI\\_Score\\_2023\\_6252%3A244%2CdataSource\\_18-GIS\\_Future\\_2043\\_4225\\_2948%3A244](https://experience.arcgis.com/experience/bad00cdfa6b140599b06c64d10dc73c9?data_id=dataSource_21-Local_Authority_GSI_Score_2023_6252%3A244%2CdataSource_18-GIS_Future_2043_4225_2948%3A244)

## **Lower Super Output Area Analysis**

This section provides a more localised analysis which has been defined using Lower Super Output Area (LSOA) geographies. The analysis has initially focussed on assessing deprivation as well as claimant count data as a key indicator of employment need.

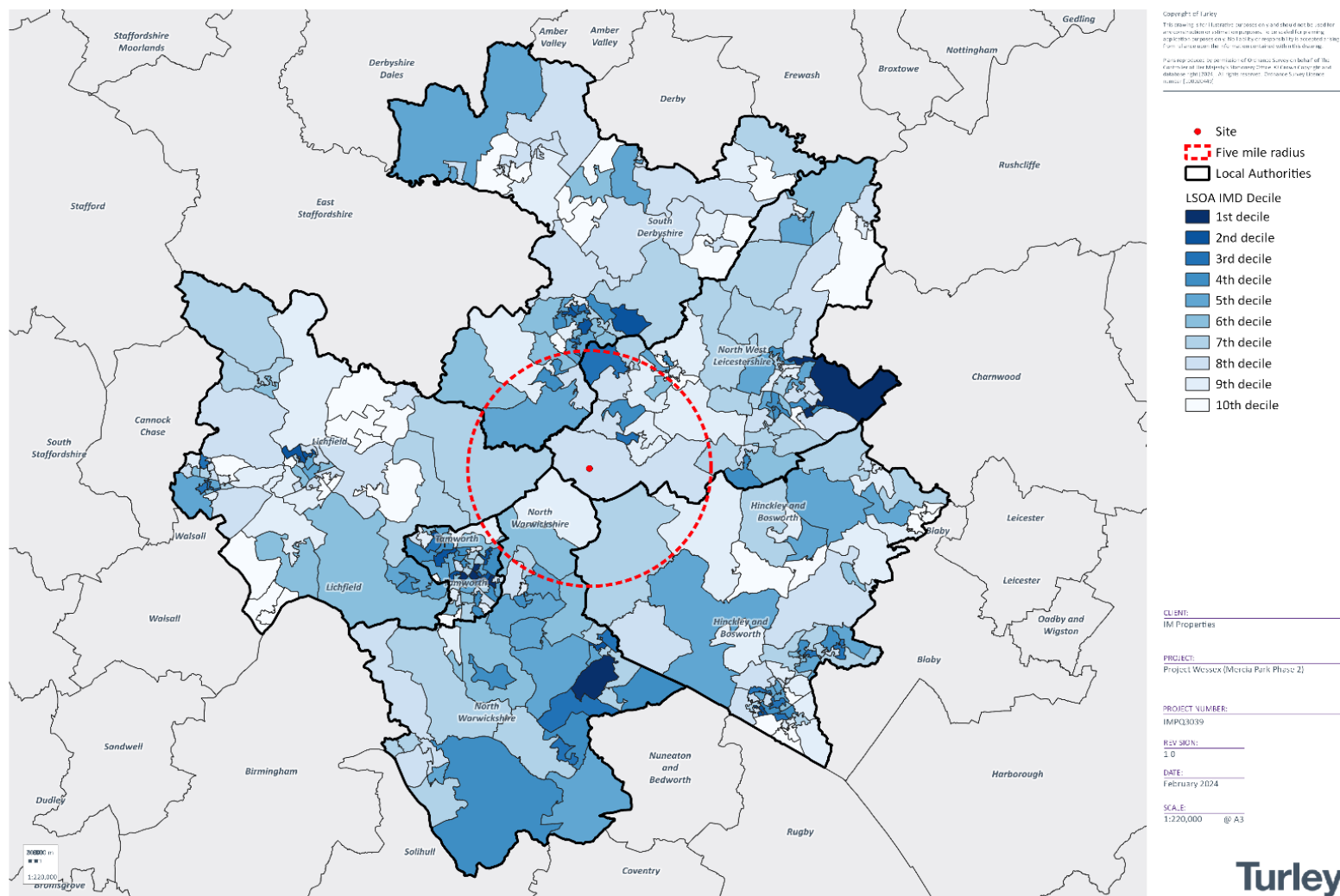
### **Deprivation**

Figure 2.1 illustrates levels of deprivation at LSOA level across the six local authorities and is instructive in identifying where pockets of deprivation exist within the locality of the site.

This reveals high levels of deprivation within a number of areas, including the following LSOA's within a five-mile radius of the site:

- North West Leicestershire 008A (including outskirts of Swadlincote (but within the NWL administrative area) including Albert Village and Norris Hill)
- North West Leicestershire 008D (including areas of Donisthorpe and Oakthorpe)
- North West Leicestershire 012D (including areas of Measham)
- South Derbyshire 011B (including Linton village and the outskirts of Castle Gresley)
  - South Derbyshire 011D (including Netherseal and Lullington)
  - North Warwickshire 001C (including areas of Polesworth)

Each of these identified LSOAs are within the most deprived 50% of LSOAs within the country. Specifically North West Leicestershire 008A and 012D were identified within the most deprived 30% of LSOAs across England.



**Figure 2.1** Map of IMD by LSOA across the six local authorities

5.13 Table 2.5 presents the domains of deprivation for each of the identified LSOAs as well as the overall IMD decile. North West Leicestershire 008A and 012D can be identified as the most deprived, with this being driven by deprivation relating to;

- Income, employment and health, where both areas fall within the 30% most deprived; and
- Education where 008A falls within the 20% most deprived and 012D within the 10% most deprived.

**Table 2.5 IMD Domains by decile for each LSOA**

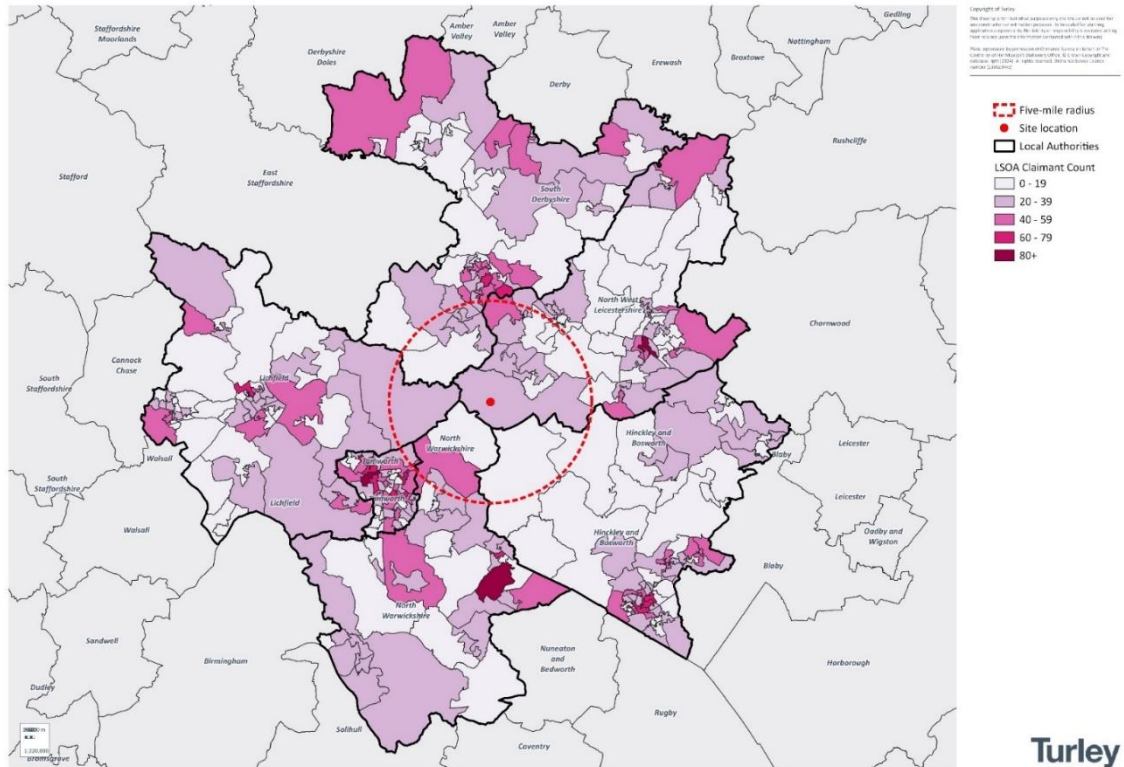
	Income	Employment	Education	Health	Crime	Barriers to Housing and Services	Living Environment	Overall IMD Decile
North Warwickshire 001C	5	5	2	5	6	7	5	<b>5</b>
North West Leicestershire 008A	3	3	2	3	6	5	6	<b>3</b>
North West Leicestershire 008D	5	4	3	4	5	8	2	<b>4</b>
North West Leicestershire 012D	3	3	1	3	7	8	6	<b>3</b>
South Derbyshire 011B	5	4	3	2	8	6	9	<b>5</b>
South Derbyshire 011D	5	4	5	3	8	3	4	<b>4</b>

*Source: Ministry of Housing, Communities & Local Government*

## Claimant Count

Figure 2.2 shows the claimant count by LSOA across the six considered authorities. Within a five-mile radius of the Proposed Development, there are a relatively small number of claimants. Across the wider area - towards the edge of North Warwickshire, Tamworth centre and Swadlincote in South Derbyshire - there exists a larger number of claimants suggesting higher levels of unemployment in these areas.

**Figure 2.2 Map of claimant count by LSOA across the six local authorities**



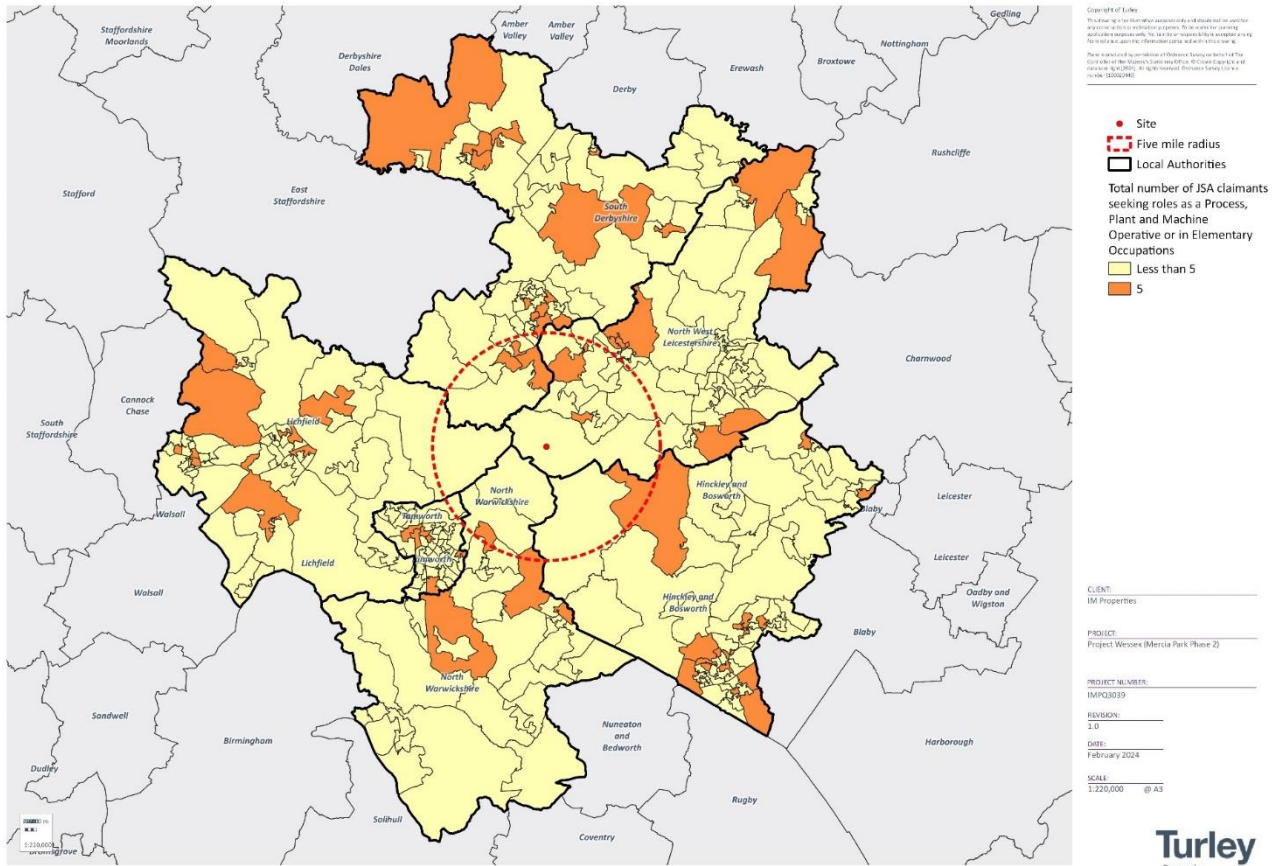
Source: ONS and Turley Analysis

A more detailed review of the claimant count data enables the number of JSA claimants seeking roles as Process, Plant and Machine Operatives or in Elementary occupations, to be identified.

It is notable that there are a small number of claimants seeking roles within these occupations towards the north of the site, including Measham, Swadlincote and surrounding settlements such as Norris Hill.



**Figure 2.3 Map of number of JSA claimants seeking roles as Process, Plant and Machine Operatives or in Elementary occupations by LSOA across the six local authorities**



Source: ONS and Turley Analysis

## Summary

This Socio-economic profile provides an analysis of the local area surrounding the Proposed Development. The analysis considered Deprivation, Employment, Education and Skills, Health & Wellbeing and the Living Environment. LSOA level analysis of Deprivation and Claimant Count has also been considered.

The key points for each of these areas are outlined below:

### Deprivation

- The Index of Multiple Deprivation revealed that overall deprivation across the six local authorities is relatively low with Tamworth ranked as the most deprived of the six local authorities, ranking as the 126th most deprived in England (within the fourth decile). Within Tamworth there is a high degree of deprivation relating to education and health and income, employment and crime to a lesser extent. The other five authorities are not identified as having high levels of deprivation across any domain with the exception of North Warwickshire for education and the living environment.



- Within a North West Leicestershire context, the most deprived areas proximate to the site include:
  - North West Leicestershire 008A (including outskirts of Swadlincote (but within the NWL administrative area) including Albert Village and Norris Hill)
  - North West Leicestershire 008D (including areas of Donisthorpe and Oakthorpe)
  - North West Leicestershire 012D (including areas of Measham).
- North West Leicestershire 008A and 012D are identified as LSOAs within the most deprived 30% of LSOAs across England. Both LSOAs rank within the 30% most deprived areas relating to income, employment and health and within the 20% most deprived for education (10% most deprived within North West Leicestershire 012D).
- Pockets of deprivation are also evident in the following proximate locations and further afield:
  - South Derbyshire 011B (including Linton village and the outskirts of Castle Gresley)
  - South Derbyshire 011D (including Netherseal and Lullington)
  - North Warwickshire 001C (including areas of Polesworth)

### **Employment**

- Across the local impact area, the economic activity rate is higher than the East and West Midlands amongst residents aged 16+, however these figures are substantially lower within Lichfield and North Warwickshire.
- Of the six local authorities, Tamworth has the largest number of universal credit claimants, emphasising the level of employment deprivation within the local authority. Towards the edge of North Warwickshire, Tamworth centre and Swadlincote in South Derbyshire, there exists a larger number of claimants suggesting higher levels of unemployment in these areas.
- The number of Jobseeker's Allowance (JSA) claimant data suggests that the number of claimants has increased substantially over the last four years, specifically across residents aged 16-24 within South Derbyshire.
- The proportion of JSA claimants seeking roles within Process, Plant and Machine Operatives or Elementary occupations was relatively similar, totalling 470 claimants across all six local authorities.
- LSOA level analysis reveals concentrations of claimant towards the edge of North Warwickshire, Tamworth centre and Swadlincote in South Derbyshire. It is also notable that there are concentrations of claimants seeking lower skilled roles towards the north of the site, including Measham, Swadlincote and surrounding settlements such as Norris Hill which fall within the NWL administrative area.

### **Education**

- There is a strong representation of apprenticeship participation across the six local authorities. Rates of Community Learning (with the exception of Hinckley and Bosworth) as well as Education and training (including traineeships) are not as high and fall below national levels, hence providing opportunities to increase learning outcomes at Project Mercia.
- The proportion of residents with no qualifications was higher within North Warwickshire and Tamworth than the average across the local impact area. KS4 attainment at local authority level for the North West Leicestershire, North Warwickshire and Tamworth in comparison to the national average

### **Health and wellbeing**

- A higher proportion of residents in North Warwickshire and Tamworth self-scored their general health as 'Very bad or 'bad' in comparison to the local impact areas as a whole. Similarly, a higher proportion of residents within North Warwickshire and Tamworth have their activity limited a lot due to a disability.
- OHID data suggests that Tamworth and North Warwickshire has a higher proportion of obese adults and children in comparison to regional and national averages, with the proportion of physically active adults being lower within Tamworth than the wider geographies.
- The average happiness score of residents within the local authorities of Tamworth and North West Leicestershire was lower than the averages within the wider regions and England as a whole

### **Living Environment**

- The Green Space Index score revealed that there is less than the minimum required standard of green space within South Derbyshire and Tamworth.

## Annex 1: Data indicators and sources analysed

Indicator	Sources
Index of Multiple Deprivation (IMD) 2019	Ministry of Housing, Communities and Local Government
Index of Multiple Deprivation (IMD) 2015	Ministry of Housing, Communities and Local Government
<b>Employment</b>	
IMD – Employment Domain	Ministry of Housing, Communities and Local Government
Economic Activity	Annual Population Survey
Employment Rate	Annual Population Survey
Economic Inactivity	Annual Population Survey
Economic Activity (aged 16-24)	Annual Population Survey
Employment Rate (aged 16-24)	Annual Population Survey
Economic Inactivity (aged 16-24)	Annual Population Survey
Claimant Count	Office for National Statistics
National Statistics Socio-economic Classification (NS-SeC)	Census 2021
Participation, Achievement and Apprenticeship Starts	Department for Education
Occupation	Census 2021
Industry	Census 2021
<b>Cost of Living/ Economy</b>	
IMD – Income Domain	Ministry of Housing, Communities and Local Government
Median Annual Resident Salary	Annual Survey of Hours and Earnings
Median Annual Workplace Salary	Annual Survey of Hours and Earnings
<b>Education</b>	
IMD – Education Domain	Ministry of Housing, Communities and Local Government
Highest level of qualification	Census 2021
Apprenticeships Participation	Department for Education
Apprenticeships Starts	Department for Education
Average Attainment 8 score of all pupils	Department for Education
Average Progress 8 score of all pupils	Department for Education

Percentage of pupils achieving grades 4 or above in English and Mathematics GCSEs

Department for Education

Health	
IMD – Health Domain	Ministry of Housing, Communities and Local Government
General Health	Census 2021
Disability	Census 2021
Adult - Levels of activity	Active Lives/ Sports England
Adult - Participation in the last 28 days	Active Lives/ Sports England
Adult - Sports Volunteering	Active Lives/ Sports England
Adult – Anxiety	Active Lives/ Sports England
Adult – Life Satisfaction	Active Lives/ Sports England
Adult – Happiness	Active Lives/ Sports England
Adult – Worthwhileness	Active Lives/ Sports England
Adult – Goals	Active Lives/ Sports England
Adult – Resilience	Active Lives/ Sports England
Life Expectancy (Male)	Office for Health Improvement and Disparities (OHID)
Life Expectancy (Female)	OHID
Percentage of physically active adults	OHID
Percentage of adults classified as obese or overweight	OHID
Year 6 Prevalence of obesity	OHID
Physical Activity	OHID
Mental Health	OHID
Suicide Prevention	OHID
Health Index Score	Office for National Statistics
Environment	
IMD – Living Environment Domain	Ministry of Housing, Communities and Local Government
Regional Renewable Statistics	Department for Business, Energy & Industrial Strategy
Green Space Index 2023	Fields in Trust
Community/ Volunteering	
Adult - Social Trust	Active Lives/ Sports England

Adult – Community Integration	Active Lives/ Sports England
IMD – Crime Domain	Ministry of Housing, Communities and Local Government
IMD – Barriers to Housing and Services Domain	Ministry of Housing, Communities and Local Government



## Appendix 3: Policy and Strategy Context

This Appendix provides a high-level overview of policy and strategy context as it relates to the Mercia Park expansion and associated activities aimed at delivering social value. Through this review, consideration is given to aspirations and objectives described in sub-regional and local policies, strategies and plans which frame priorities in respect of social value and help to determine where value will be recognised.

### National Policy and Strategy

#### National Planning Policy Framework

On 12 December 2024, the new Labour Government (elected on 4 July 2024) published the new National Planning Policy Framework (NPPF) which along with the accompanying Planning Practice Guidance (PPG)<sup>25</sup> – sets out the Government’s planning policies for England. The NPPF provides a framework for a planning system centred around sustainable development, including the provision of homes, commercial development and supporting infrastructure.

The Government’s response to the proposed reforms to the NPPF, released alongside the publication of the 2024 NPPF, affirmed its ambition to create a “*pro-growth National Planning Policy Framework*”<sup>26</sup>. The Government affirms that this is required to support its commitment to rebuild Britain, one of its Missions set out in the Plan for Change.<sup>27</sup>

As with earlier iterations of the framework, the current NPPF and PPG are built around a policy commitment to sustainable development, outlining the expectation that future development will play in meeting economic and social objectives. Details of these objectives are provided at paragraph 8:

*“an economic objective – to help build 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; and by identifying and coordinating the provision of infrastructure; and*

*a social objective – 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 well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being*

*an environmental objective – to protect and enhance our natural, built and historic environment, including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.”<sup>28</sup>*

---

<sup>25</sup> Ministry of Housing, Communities and Local Government (2024) Planning Practice Guidance

<sup>26</sup> [Government response to the proposed reforms to the National Planning Policy Framework and other changes to the planning system consultation - GOV.UK](#)

<sup>27</sup> HM Government (December 2024), Plan for Change: Milestones for mission-led government

<sup>28</sup> Ministry of Housing, Communities and Local Government (2024) National Planning Policy Framework, paragraph 8

### **Public Services (Social Value) Act 2012**

England's Public Services (Social Value) Act<sup>29</sup> was introduced in 2012, requiring those commissioning public services to consider how procurement can also secure wider social, economic and environmental benefits from their procurement decisions. The aim is to ensure collaborative commissioning, so that local actors are involved in a meaningful way in creating and delivering public services.

More recently, the principles of the Social Value Act have been reinforced by Procurement Policy Note PPN06/20<sup>30</sup>, which relates to central government contracts. This is further supplemented by the 2021 National Procurement Policy Statement<sup>31</sup>, which further affirms that procurement should be leveraged to support national and local priority social outcomes for the public benefit.

Whilst only (national and local) government spending is the subject of the Act, the approach is increasingly being incorporated on a voluntary basis by the private sector.

### **Future of Freight Plan**

The Johnston Conservative Government affirmed its recognition of the importance of the logistics sector, through the publication of its 'Future of Freight Plan' in 2022.<sup>32</sup> The Plan included a section on people and skills (Priority 4), in which it recognised the need to *"Produce a pipeline of talent across the freight sector by improving the training and employment options; addressing awareness and negative perceptions of the industry; and promote the availability of attractive, fulfilling jobs at all levels of the industry"*.<sup>33</sup>

Alongside the publication of this plan it launched a major campaign, led by Logistics UK, the Chartered Institute of Logistics and Transport in the UK, to recruit and retain a skilled workforce in the logistics sector. This included the creation of an online hub, including listings of job opening intended to attract and support candidates. It also committed to:

- Improving work readiness through investment in high-value employer-led classroom-based learning (T Levels and Higher Technical Qualifications);
- Investing in occupational traineeships to provide a work-based route to employment/apprenticeships for young people at risk of long-term unemployment; and
- Investing in retraining opportunities for the existing workforce through short term, flexible in-work options Skills Bootcamps, and high-value classroom-based training (Free Courses for Jobs).

The Plan specifically recognises the scale of opportunities in the Midlands and North West, given its geographical importance in the distribution of goods nationally, emphasising the value of an upskilled workforce in contributing to the previous Governments' levelling up agenda.

---

<sup>29</sup> HM Government (2012) Public Services (Social Value) Act 2012

<sup>30</sup> HM Government (2020) Procurement Policy Note PPN06/20

<sup>31</sup> HM Government (2021) National Procurement Policy Statement

<sup>32</sup> Department for Transport (2022) Future of Freight: a long-term plan

<sup>33</sup> Ibid, p82

## Sub-regional Policy and Strategy

### Leicestershire County Council Strategic Plan 2024-2026

Leicestershire County Council's (LCCs) refreshed Strategic Plan 2024-2026<sup>34</sup> was adopted in March 2022 and sets out the Council's long-term vision and priorities for the next two years.

The Plan's vision is based on five strategic outcomes, which in combination have the potential to deliver positive social value outcomes for local communities across Leicestershire. They include:

- **Clean and Green:** this outcome reflects the need to protect and enhance the environment and tackle climate change.
- **Great Communities:** this outcome aims for Leicestershire to have active and inclusive communities in which people support each other and participate in service design and delivery.
- **Improved Opportunities:** this outcome aims to ensure all children and young people get the best start for life and have the opportunities they need to fulfil their potential, regardless of their circumstances.
- **Strong Economy, Transport and Infrastructure:** this outcome aims to use local innovation and skills to build a productive, inclusive and sustainable economy at the cutting edge of science, technology and engineering
- **Safe and Well:** this outcome aims to ensure that people are safe and protected from harm, live in a healthy environment and have the opportunities and support they need to live active, independent and fulfilling lives.

### Leicestershire Social Value Policy Statement

LCC has also published a Social Value Policy Statement<sup>35</sup> which builds on the above strategic outcomes and seeks to take advantage of new and creative opportunities to work with partners and to extract the maximum value of the aims of Leicestershire County Council as set out in its Strategic Plan. The purpose of the Social Value Policy is to provide the framework to create a positive impact on local communities which could include generating local employment, free training for volunteers and reducing carbon emissions.

Within the statement Social Value is formally defined as *"The additional benefits for the public and communities of Leicestershire that arise over and above those immediately associated with directly purchased goods, works and services"*<sup>36</sup> whilst also recognising the role that staff, stakeholders, citizens, suppliers and providers can play in generating local benefits for the community.

The importance placed on social value by Leicestershire County Council is outlined in the policy, which seeks to embed social value in the wider policies and procedures of the Council, ensure grants capture the social value initiatives and work with partners to deliver effective social value. Furthermore, the policy aims to develop the Leicestershire market for small

---

<sup>34</sup> Leicestershire County Council (2021) Strategic Plan 2022-2026

<sup>35</sup> Leicestershire County Council (2022) Social Value Policy Statement

<sup>36</sup> Ibid, page 2

charities, businesses and social enterprises and beyond to engage with the community and create social value<sup>37</sup>.

### **Economic Growth Strategy 2021-2030 for Leicester and Leicestershire**

The Economic Growth Strategy 2021-2030 for Leicester and Leicestershire<sup>38</sup>, was developed by the former Leicester and Leicestershire Enterprise Partnership (LLEP) (whose responsibilities have since transitioned into upper tier authorities) with the overall goal of developing an economy that uses the local capabilities, innovations and skills to build a productive, innovative, inclusive and sustainable economy.

In ensuring a more inclusive economy, the strategy establishes a key objective to target the creation of a resilient and adaptive workforce that is paid the living wage and benefits from clear routes for career progression.<sup>39</sup>

Amongst other priorities, the Strategy highlights the need for high-quality training to counter low attainment in some areas and the socio-economic inequalities in Leicester city, including improvements to pathways to work as well as the wellbeing of employees in these roles.

The LLEP supports the following ambitions and policies to facilitate the success of this objective:

- Help nurture closer relationships between education and training providers and the employers. This should have a specific focus on low carbon, life sciences and logistics.
- Enhance careers guidance for young people and open-up pathways to the entry market such as increasing apprenticeship take up.
- Increase educational attainment within schools and improve technical skills to reduce the number of students with no qualifications.
- Establish an independent commission with a remit to reduce inequality and deprivation.
- Businesses should seek to improve pay and progression.
- Operate a Redundancy and Recruitment Service to help deliver effective careers advice.
- Deliver additional initiatives to reduce poverty.
- Develop a strategy to improve wellbeing at work. This should include advice to employers to pay the minimum wage.
- Reskill the population with a focus on green jobs.

---

<sup>37</sup> Ibid, page 4

<sup>38</sup> Leicester and Leicestershire Local Enterprise Partnership (2021) Leicester and Leicestershire Economic Growth Strategy 2021-2030

<sup>39</sup> Ibid, Executive Summary, Page 9

### Leicester and Leicestershire Skills Plan

The Leicester and Leicestershire Skills Plan<sup>40</sup> for 2022-2024 was published in 2022 by the LLEP. The Plan outlines the local priorities for skills development within Leicester and Leicestershire and is guided by four pillars, namely:

- **Productive:** Developing skills to increase productivity to help create a higher wage economy.
- **Innovative:** Harnessing the skills to do things differently.
- **Inclusive:** Ensure opportunity is available to all and no potential remains untapped.
- **Sustainable:** Adapt to the new greener economy and support industrial change.

The overall ambition of the plan is to set the framework to delivering a high skill, high wage economy. The Plan shows that the LLEP area has more people with no qualifications than the England average, exhibiting symptoms of the UK picture where there are skill shortages which is inhibiting economic growth.

The Plan identifies fifteen sector profiles across the LLEP, including key sectors such as advanced manufacturing and engineering, construction and logistics sector where it is cited there are less barriers to entry due to lower requirements surrounding qualifications but are still potentially lucrative careers due to advancement opportunities<sup>41</sup>. Skills training is therefore recognised as being required to boost learning amongst young people and adults in these sectors as well as improve retention.

### Leicester and Leicestershire Apprenticeship Strategy and Action Plan

The Leicester and Leicestershire Apprenticeship Strategy and Action Plan<sup>42</sup> for 2022-2024 was published in 2022 by the LLEP. The Strategy and Action Plan is focussed on three goals which are as follows:

- **Goal 1:** Increase the number of people taking up apprenticeships and traineeships
- **Goal 2:** Increase the number of LLEP SME businesses employing an apprentice.
- **Goal 3:** Support employers and providers to work effectively together to increase the uptake of Higher and Degree apprenticeships between 2022/2023 and 2023/24 academic years.

In order to meet these goals, the strategy is based on five strands, namely:

- Support for employers, especially SMEs.
- Raising awareness of apprenticeships, traineeships and T levels to young people (especially aged 16-18) and adults with stronger links to careers in the curriculum

---

<sup>40</sup> Leicester & Leicestershire Enterprise Partnership (2022) Leicester and Leicestershire Skills Plan for 2022-2024

<sup>41</sup> Ibid, page 8

<sup>42</sup> Leicester & Leicestershire Enterprise Partnership (2022) Leicester and Leicestershire Apprenticeship Strategy and Action Plan



- Enhanced contact with area providers.
- Support for business intermediaries.
- Increasing degree apprenticeship numbers locally, particularly STEM subjects.

Overall, the strategy aims to increase the number of people taking up apprenticeships and traineeships, increasing the number of SMEs employing an apprentice and supporting employers and providers to increase the uptake of Higher Degree apprenticeships.

### **Leicestershire Joint Health and Wellbeing Strategy**

The Joint Health and Wellbeing Strategy was published by the Leicestershire Health & Wellbeing Board<sup>43</sup> in 2024 to outline the strategy to deliver health and wellbeing improvements between 2022-2032. The overall vision of the strategy is *“Giving everyone in Leicestershire the opportunity to thrive and live happy, healthy lives”*.

There exists a number of health inequalities across Leicestershire, especially between the most and least deprived districts. The strategy aims to reduce these inequalities, to facilitate healthy living and apply equal weight to mental and physical health. The strategy aims to ensure that everyone has an equitable opportunity to support their health and wellbeing through improved mental health, reducing health inequalities and ensuring there is a long-term recovery from the Covid-19 pandemic.

To deliver this, the Joint Health and Wellbeing Strategy seeks to address four strategic priorities:

- **Best start for life:** Ensuring that children are school ready and developing life skills including delivering positive educational attainment, develop strong emotional wellbeing and resilience and contributing to their community. Currently, Leicestershire performs significantly worse than England as a whole for the child development indicators, hence the strong desire to improve child development as well as access to education and training, especially amongst resident from disadvantaged backgrounds.
- **Staying health safe, and well:** Building strong foundations for residents, thus enabling healthy choices and creating healthy environments. This theme is important to ensure that the determinants of health such as health behaviours (smoking, diet etc), socio-economic factors (education, employment, income etc), clinical care and the built environment are addressed where deprivation exists to ensure that healthy living is promoted. Therefore, this theme aims to increase employment, improving access to active travel, green space and high air quality as well as reduce crime.
- **Living and supported well:** Effective management of frailty and complex care and upscaling prevention and self-care. This theme revolves around ensuring that residents can live independently. Currently, diagnosis and delivery of treatment is worse than the national average and this theme aims to address this.

---

<sup>43</sup> Leicestershire Health & Wellbeing Board (2024) Joint Health and Wellbeing Strategy

- **Dying well:** Understanding the need and normalising end of life planning. This relates to supporting people to choose their care with dignity and reducing the number of deaths in hospital.

Beyond these priorities, Strategy identifies a number of cross cutting themes. Primarily, this relates to tackling poor mental health within the population which exists amongst residents of all ages. Other issues include, reducing health inequalities which are strongly linked to other factors such as income, employment and living conditions. These inequalities have worsened since the Covid-19 pandemic, with overall life expectancy inequality growing across Leicestershire. Therefore, the strategy aims to target healthy life expectancy in the most deprived communities and vulnerable groups across Leicestershire.

### **Leicestershire County Council Communities Strategy 2022-2026**

The 'Our Communities Approach' is akin to a Communities Strategy which was published by Leicestershire County Council<sup>44</sup> on behalf of the organisation Leicestershire Communities outlining the ways to enhance self-help, increase community resilience and support the devolution of services between 2022-2026. Leicestershire Communities is an organisation that is part of Leicestershire County Council that supports and works with community groups.

The Strategy promotes an asset-based approach to working with the community, aiming to build on the skills, information and connections to further grow skills and knowledge within the local community. This includes ensuring people are at the heart of running services to make decisions, are able to help others and train local people to contribute to their communities.

To deliver this, there are three principles of improve community engagement. These include:

- **Prevention:** Ensure people are able to 'help themselves';
- **Engagement:** Work together with the local community on decision making; and
- **Catalysts:** Supporting community groups, Town Councils and Parish Councils locally.

### **Local Policy and Strategy**

#### **North West Leicestershire Economic Growth Plan 2022-2025**

North West Leicestershire District Council's Economic Growth Plan<sup>45</sup> for 2022-2025 outlines the key priorities for growth within the District. The Plan is underpinned by five key priorities, including in economic, social and environmental terms, to:

- Supporting Coalville to become a family-friendly town.
- Ensure communities are safe, healthy and connected.
- Ensure local people can live in high quality, affordable homes.

---

<sup>44</sup> Leicestershire County Council on behalf of Leicestershire Communities (2022) Our Communities Approach 2022-2026

<sup>45</sup> North West Leicestershire District Council (2022) Economic Growth Plan

- Support businesses that are delivering jobs to local people.
- Developing a clean green district.

Three assets to deliver growth are identified in the Plan, namely:

- **People:** Ensuring that there is a diverse workforce with the appropriate skills that businesses require. The Plan aims to deliver greater employment opportunities and develop higher levels of skills and educational attainment. The Council aim to encourage entrepreneurial activity as well as help new and existing businesses recruit locally, improve skills, training and productivity through working with partners as well as maximise opportunities for local people to get into work during the construction phase of developments.
- **Place:** The location of North West Leicestershire to strategic, national and international transport links are strong drivers of economic growth within the district and recognises the need to ensure there are sufficient employment sites in the district.
- **Business:** The Plan acknowledges the requirement to deliver strong business productivity within the district to boost economic growth. This relies on ensuring there is a strong supply of skilled workers as well as ensuring there are suitable premises, supply chain connections and transport links. The Council aims to work with partners to provide support to business and support upskilling alongside businesses. Within this context, collaborating with IM Properties Development Ltd to facilitate the Employment Partnership throughout the construction and occupation phase of Mercia Park is cited as a key objective<sup>46</sup>.

The plan acknowledges the need to address a number of core challenges, including ensuring people have access to skills development, employment and have prioritised health and wellbeing, ensuring that the required infrastructure and connectivity is delivered as well as supporting business growth through investment with jobs created within the private sector. This also includes working with partners to maximise opportunities for local people to get into work during the construction phase of developments.

The Plan also recognises the wider benefits of developing a green district including creating a healthier population and sustainable economy, hence contributing to all aspects of delivering growth that is targeted at people, place and business.

---

<sup>46</sup> Ibid, page 20