

FUSION²¹

Social Value in Planning Annual Report

—
2024-2025



Proud Providers of Procurement with Purpose

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Unlocking the power of planning to transform communities

Planning is one of the most powerful tools in the UK to drive long-term, positive change. By embedding social value into planning policies and processes, developments can become catalysts for employment, skills training, and community resilience.

At Fusion21, we've seen how this approach delivers real impact, ensuring regeneration projects create tangible benefits for local people and businesses.





“Our long-term partnership with Fusion21 is central to embedding meaningful social value across all our developments. Their strategic support ensures we not only meet, but exceed, our ESG objectives, delivering sustained employment, skills, and training opportunities that leave a lasting legacy in the communities we serve.”

Ben Taylor

Planning Director at
Newlands Developments

A model for social value in planning: supporting developers with planning obligations

Social value in practice: Newlands Developments

This year, we've strengthened our approach to embed social value throughout the planning and construction phases, ensuring our work delivers real, lasting benefits for communities.

We've done this by focusing on inward investment, support for young people, and employment programmes in addition to developing new initiatives, improving reporting methods, and deepening our collaborations to maximise impact.

Our partnership with Newlands Developments is an example of this refined, proactive model.

We are supporting multiple planning applications with Newlands across the country, providing strategic social value input to support planning approval while ensuring community needs remain at the heart of each project.

✓ **Early engagement:** We work closely with local authorities and community stakeholders to understand priorities and shape tailored social value frameworks.

✓ **Community-centric approach:** Through workshops and direct engagement, we collaborate with the community, ensuring initiatives are meaningful and relevant.

✓ **Integrated social value frameworks:** Social value commitments are built into planning applications, aligned with local employment, skills, and economic goals.

✓ **Ongoing support through construction:** We continue to work with Newlands post-approval, helping to integrate and monitor social value delivery throughout the construction phase.

✓ **ESG alignment:** Our frameworks also support Newlands' wider Environmental, Social, and Governance (ESG) goals, ensuring social value complements broader sustainability objectives.

This hands-on, partnership-driven approach ensures that Newlands' developments not only meet planning requirements but deliver positive, measurable impacts for the communities they serve.

Local authority planning obligations

As local authorities place increasing focus on social value obligations, Fusion21 works in partnership with councils, contractors, and developers to respond. Our social value team supports the creation of tailored strategies that complement planning applications and embed social value throughout every phase of the development lifecycle. Our approach ensures meaningful outcomes for local communities with a strong focus on employment and skills development.

Beyond business as usual

Over the last 18 months, Fusion21's social value team has strengthened its strategic approach, developing forward thinking solutions that shape how social value is embedded and delivered across developments. Our approach has focused on six key areas:

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|  |  |  |  |  |  |
| Local employment | Apprenticeships and T-Level | Workforce upskilling | Inward investment | Careers advice and guidance | Support for local VCSE's |



Building Aspirations Programme



Through our work in Knowsley we have delivered targeted and ongoing school engagement to inspire young people to pursue careers in construction.



Strengthening local supply chains and inward investment



We have improved reporting metrics and collaboration with local authorities' Inward Investment teams to ensure contractors prioritise local suppliers and SMEs.



Apprenticeship Steering Group for Knowsley businesses



We launched an employer-led Apprenticeship Steering Group to align training with local skills needs and support apprentices into strong career pathways.

Real impact through our work with local authorities

Our impact in numbers: April 2024 – March 2025



Local employment

355

Local people employed Through Construction Projects in 2024-2025

57%

of those locally employed within the year 2024-2025 have had continuous local full-time employment for 12 months or more

24

Local apprentices employed through construction projects in 2024-2025



Top 5 Apprenticeships



Joinery apprenticeships



Bricklaying apprenticeships



Electrical apprenticeships



Construction quantity surveying



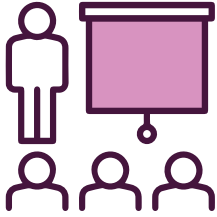
Civil engineering



Inward investment

75

local businesses were directly involved in project delivery, providing subcontractor or specialist services.



Training and upskilling

27 practical training and upskilling opportunities were provided on site as part of project delivery.



Careers advice and guidance

287

individuals were supported via **27** targeted careers advice and guidance initiatives in 2024–2025

208

students (Years 7–12) engaged in 12 construction-specific careers sessions, including site visits and industry-related events

50

individuals received career mentoring support through our construction specific careers session at a local job club

29

young people (aged 15–25) gained practical experience through **14** work experience opportunities



Charitable donations and volunteering

15

organisations contributed to community initiatives

£29,871

was donated across all projects, supporting a wide range of project specific local causes



Planning for people, not just places

“Good planning isn’t just about new buildings, it’s about shaping stronger, more inclusive communities,” says Sarah Maguire, Head of Social Value at Fusion21.

“By embedding social value into planning, we ensure developments don’t just change skylines, they change lives.”

Fusion21 supports local authorities by integrating social value into every stage of the planning process. From shaping policies to working directly with contractors and developers, our approach ensures that planning powers are used to maximise opportunities for local people and businesses.

Sarah Maguire
Head of Social Value



BLOOR HOMES

From apprentices to full time employment with Bloor Homes

Bloor Homes has invested in two apprenticeships for residents in the Knowsley region resulting in them both being offered full time employment as full-time bricklayers.

Demonstrating the varied ways into employment is one of the main goals to enhance opportunities in Knowsley and Bloor Homes has done an excellent job by putting this into practice. Their team is dedicated to their apprentices, getting them ready for the real world of working by developing training programs and supporting them to get set up as a subcontractor.

Both Ethan and Ryan have achieved their bricklaying qualification at Riverside College and have put this into practice by working on Bloor Homes' site. This pathway into the workplace can be much more suited to young people as opposed to doing A-levels or going to university as it gives hands-on work experience.



Cllr Tony Brennan, Cabinet Member for Regeneration and Economic, said:

“Construction of new housing at Halsnead Garden Village is not only creating much needed new homes, it is also providing employment and apprenticeships for Knowsley residents and creating supply chain contracts for Knowsley businesses. Additionally, the employment site to the south of the M62 will deliver around 1,000 new jobs.”

“Halsnead Garden Village is the largest combined housing and employment development in the City Region and will provide a significant boost to the local economy.”

James Clark, Managing Director at Bloor Homes' North West region, said:

“We are proud to have exceeded our social value targets in Knowsley, and it has been very rewarding to welcome so many local people and businesses into our team at the Elowen development. We will be continuing our work experience scheme into 2025 and look forward to welcoming more young people to learn about the high standards of building we have at Bloor Homes.”



BARNFIELD
CONSTRUCTION

CONTRACTORS, DEVELOPERS, INVESTORS.



Breaking stereotypes in construction with Barnfield Construction

Barnfield Construction welcomed seven local female students from Lord Derby Academy to their site for an interactive and inspiring visit, led by site manager Christian. This initiative provided insight into the construction process, encouraging young women to consider careers in construction.

Christian began with a detailed PowerPoint presentation, showcasing the development's journey from inception to its current stage. He explained the roles of on-site workers like bricklayers and labourers and highlighted off-site roles such as quantity surveyors and architects. This session offered students a clear understanding of the diverse opportunities in construction.

The visit concluded with a dynamic Q&A session in the site offices, where students actively engaged with questions about career pathways and opportunities in construction. They learned about the multitude of roles available and the various routes into the industry, sparking their enthusiasm and broadening their horizons.

By breaking down stereotypes and providing valuable insights, Barnfield Construction and Christian demonstrated the power of social value in creating lasting change.

"It's not just about building structures; it's about building careers and shaping the future."

Christian

Site Manager



TILIA
HOMES



Shaping tomorrow's workforce:

Tilia Homes' investment in apprenticeships

Tilia Homes has actively sought to create more career opportunities in construction.

They have successfully supported the continued development of two apprentices into full-time employment and offered one full-time apprenticeship position during this financial year with their electrical subcontracting partner.

With a high demand and limited supply of labour, apprenticeships are essential for bringing new people into the sector. Investing in the next generation of workers is crucial for developing the skills needed in the industry and retaining a youthful workforce with long-term potential.

Tilia Homes' commitment to local employment

Tilia Homes has partnered closely with Fusion21, and their supply chain to advocate for local employment.

Creating job opportunities in the local housing industry is essential for the community and for building strong relationships between developers and local residents. By maintaining this connection, Tilia Homes not only expands the demand for local labour but also strengthens its own reputation.

The importance of employing a local workforce plays a key role in supporting a thriving economy. Tilia Homes have made considerable efforts to encourage the use of local labour in their supply chain, successfully employing 15 residents with the assistance of five sub-contractors.



Finchwoods Academy students explore construction careers with A&H Construction

A&H Construction hosted a site visit for Year 10 and Year 11 students from Finchwoods Academy. This visit was made possible through a collaboration between Fusion21, Liverpool City Region Careers Hub with A&H Construction proving to be an excellent partner in facilitating the event at Symmetry Park.

A&H Construction demonstrated flexibility and cooperation in organising the visit, highlighting their active commitment to delivering social value. The students participated in an engaging and educational session that offered insights into the construction industry, the specific project, and potential career pathways in the sector.

As part of the visit, students toured the site and took part in an activity where they designed planters for the front of the site cabins. This hands-on experience not only allowed them to contribute to the development but also created a sense of personal connection to the project. Following the planter-building activity and site tour, the Site Manager hosted a Q&A session in the site cabins. This provided students with the opportunity to ask questions and gain valuable insights into various roles and career paths in the construction industry.

Peter Johnson, Assistant Headteacher at Finchwoods Academy, expressed his appreciation for the visit: "The visit was very informative, and it really opened the eyes of the pupils to all the jobs and opportunities available in construction. Thank you to A&H for your time and dedication."

The event was a resounding success, offering students a meaningful glimpse into the construction industry and inspiring them to consider the diverse opportunities it presents.

Vistry Group

Inspiring the next generation at Lord Derby Academy careers fair with Vistry Group

Vistry Group and Fusion21 attended a careers fair at Lord Derby Academy in Huyton, engaging with all students from years 7-11.

The event enabled students to explore career pathways in construction and understand the various entry routes, such as apprenticeships and qualifications. Vistry Group shared knowledge about the industry, distributing leaflets with QR codes linking to a website detailing over 300 construction jobs and career options.

The event highlighted students' interest in the sector, with many expressing interest in starting in trades like electrical work or bricklaying, with aspirations to progress into senior roles. This initiative will help boost Knowsley's construction industry and contribute to the local economy.



MARSHALL

Boosting inward investment: Marshall CDP's support for local employment in Knowsley

Marshall CDP, in partnership with Fusion21 and Knowsley Council, has made a significant impact on the local community by prioritising local employment in Knowsley.

As part of the first phase of their 200,000 sq ft industrial development on Knowsley Lane, Marshall CDP encouraged subcontractors to hire locally by distributing Pre-Qualification Questionnaires (PQQs) that focused on employing residents from the area.

This effort led to the creation of 65 local job opportunities for individuals with a Knowsley postcode, directly contributing to reducing unemployment and supporting economic growth.

These relationships between the sub-contractor and contractor have proven to produce excellent outcomes and have been a main factor in achieving their social value targets. This inward investment is vital in strengthening the market in the local economy. Using the local supply chain's services has provided great social impact to the community and economy.

By investing in the local workforce, Marshall CDP has not only helped to strengthen the community but has also enhanced its reputation as a developer committed to supporting local employment, building positive relationships with the community, and promoting long-term sustainable growth.



65

local job opportunities
for individuals with a
Knowsley postcode





Redrow's community fund supports nine Knowsley-based organisations

Leveraging our strong network of community stakeholders, we played a pivotal role in shaping and supporting the Redrow Halewood Community Fund, which distributed £10,000 funding to 12 local groups working to improve community wellbeing.

Nine of these groups are based in Knowsley which is where Redrow's Hilton Grange development is located – part of Redrow's East Halewood development. This site is subject to planning conditions from Knowsley Council, where Fusion21 supports delivery and monitoring of their social value activity.

The Knowsley beneficiaries of the new fund are:

- ✓ Apollo Ajax Under 12's Junior Football Team
- ✓ Explore Partnership CIC
- ✓ Halewood Over 50s Club
- ✓ Torrington Drive Community Association (TDCA)
- ✓ Knowsley Dementia Care Support Memory Lane
- ✓ Derby Court (Plus Dane)
- ✓ Hollies Road Preschool
- ✓ Halewood Park Volunteers
- ✓ Natural Pause

"Redrow's support of our Halewood Orchard and Meadowland Environment (HOME) Programme is a huge boost and we can now start to increase the biodiversity and habitat environment with a habitat board and bee posts amongst other things."

Tony Day

Chairperson of the Halewood Park Volunteer group



10

students supported
with work experience

Marbank Construction

Marbank Construction supported one day of work experience for 10 students from Meadow Park school.

Fusion21 worked in collaboration with the Liverpool City Region Careers Hub (LCR) to support Meadow Park School in accessing work experience opportunities with Marbank Construction. LCR 'brings together secondary schools, special schools, and colleges with local employers to provide high-quality, inspirational careers support to students'. Through this partnership, Fusion21 helped Marbank Construction deliver meaningful social value by creating work experience opportunities for students from Meadow Park School.

Meadow Park School is located in Knowsley, the school supports students that have or are experiencing difficulties with medical, social, emotional or behavioural needs. Meadow Park supports young people to develop alternative strategies to improve their resilience and confidence through a personalised curriculum.



Reflections

Fusion21, in collaboration with key partners such as Knowsley Council, West Northamptonshire Council, local contractors, and developers including Newlands Developments, have made significant strides in **embedding social value into planning processes**.

By focusing on areas such as **local employment, apprenticeships, workforce upskilling, and inward investment**, we are helping to drive sustainable growth and long-term opportunities for the borough.

Through innovative initiatives like the **Building Aspirations Programme** and the **Apprenticeship Steering Group**, we have engaged young people, strengthened local supply chains, and supported the development of a skilled, future-ready workforce.

Our partnerships with developers such as **Newlands Developments** have maximised the social impact of **large-scale regeneration**, ensuring that developments deliver **lasting economic and community value**, not just physical transformation.

As construction continues to lead the way in integrating **social value into regeneration**, we remain committed to delivering measurable, **long-term impact** that supports both the present and future prosperity of the region.

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