

Social Value Baseline Report: Airie

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1. Introduction

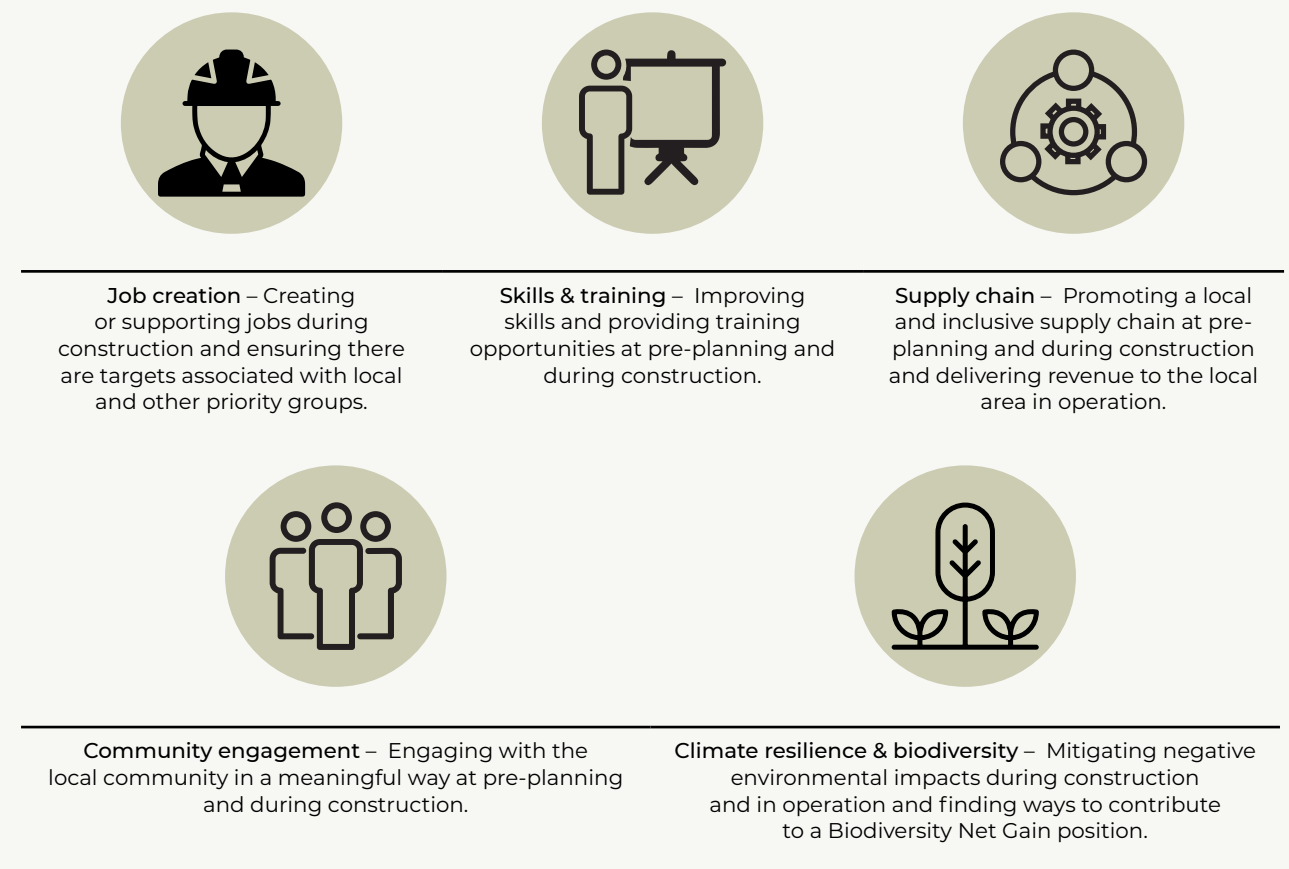
- 1.1 The following report contains the baselining process undertaken in relation to Airie, Bolton, with the purpose of providing a structured approach to identifying the significant social value issues relevant to the socio-economic context specific to the site.
- 1.2 The baselining report provides a comprehensive understanding of the social and economic issues of the site area, and further offers an overview of how the development will address such issues, and stakeholders concerns alike.
- 1.3 The report provides a socio-economic analysis of the conditions at Airie prior to the development undertaken by Northstone. The report focusses on the following key areas:
 - **Features of the site** including the suitability of the sites surroundings for housing delivery, considering the physical site, public services and amenities available.
 - **Housing and economic needs and opportunities** informed by local, regional, and national policy drivers.
 - **The local socio-economic context** including the needs of the population compared to regional and national contexts (information provided by publicly available and Peel L&P commissioned primary data).
- 1.4 The report concludes with a summary of how Northstone's proposals responded in line with the local context and provides an assessment of the potential social value that the scheme could deliver across the construction phase of development as well as long-term.



2. Social Value Baseline

Northstone have a set of 5 core focus areas to be included in all sites and development schemes which are accompanied by site specific focus areas depending on the result of the Social Value Baselining process. The 5 core focus areas are illustrated in Figure 2.1 below.

Figure 2.1: Site specific focus areas, Airie



Section 2 presents the social value baseline at Airie, Bolton. The specific focus areas for Airie are provided upfront, followed by a detailed overview of the site context, policy context, local socio-economic context, and stakeholder context in the following sections. .

Headline Social Value Baseline

Figure 2.2: Site specific focus areas, Airie



Site Context

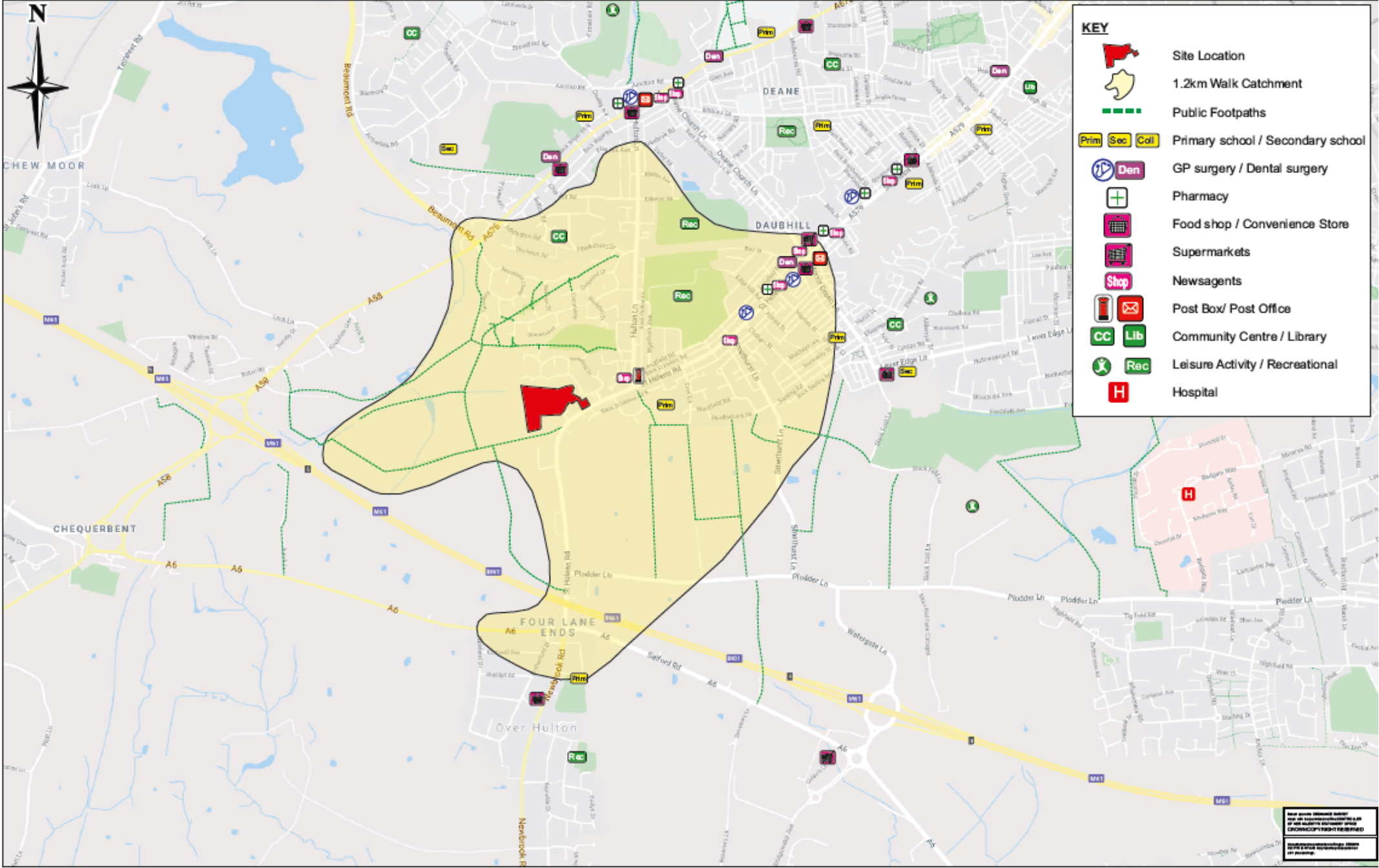


Figure 2.3: Map of the Airie site and local services

Source: Northstone, Travel Plan

Location and Condition

- 2.1 The Airie site, previously known as Garnet Fold Farm, is located on the north side of the A570 St Helens Road on the south-west edge of the Bolton urban area and is wholly within the local authority area of Bolton Metropolitan Borough Council.
- 2.2 The application site total is approximately 10.216 ha in area and is composed of two distinct parcels of land. Firstly, the area constitutes mostly brownfield land formerly used for the purposes of winning and working of coal by opencast methods (restoration and reclamation of the land was completed in 1995). The second part of the application site is agricultural land located within Green Belt to the south of the first site.
- 2.3 The site is bounded by a cluster of residential properties, Garnet Fold Farm and employment business Burns Animal Foods Limited, to the south-east. Open agricultural fields form the boundary of the site to the west.
- 2.4 Northstone commissioned various technical studies into the condition of the site to ensure the proposed development would not disrupt the benefits the site was providing as a natural asset. This included:
- A Phase 2 ground investigation study by E3P which included an intrusive ground investigation, contaminated land assessment, and geotechnical assessment.
 - An ecological appraisal report by Appletons which included updated bat surveys, Phase 1 Habitat Survey and desk study search. The report identified the wildlife on site and recommended mitigating measures to ensure compliance with wildlife legislation and relevant planning policy.
 - A biodiversity offsetting report by Appletons which identified the effects on biodiversity in connection with the proposed development. The report identified habitat types which would experience a net-loss of biodiversity units within the application site area and ways to alleviate this.

Connectivity and Amenities

- 2.5 The site is located in the town of Bolton, approximately 4 km from the town centre. Bolton is located approximately 6 miles west of Bury, 11 miles to the north east of Wigan and 14 miles to the north west of Manchester City Centre.
- 2.6 The Airie site benefits from good transport links. There are a number of A roads running through the town, providing access to the M61, M60, and M66 motorways, connecting to the wider motorway network beyond. Bolton railway station is located approximately

3.5 km from the site which has frequent trains to Manchester City Centre. There is a bus stop within 400m walking distance of the site with links to Boothstown, Westhoughton town centre, and Bolton town centre.

- 2.7 Within 1.5 km of the site there are three general medical practices, which were all accepting new patients in the local area, and two dental practices. The Leigh Infirmary and Royal Bolton Hospital are within 4 km of the site.
- 2.8 Figure 2.3 lists some of the other local services and their distance from the Airie site showing there is good provision of services nearby, including schools and leisure facilities which are within close proximity to the site.

Service/Facility	Name	Distance from Site
Education	Heathfield Primary School	> 1.2 km
	St Andrews Over Hulton C of E Primary School	> 1.2 km
	St Bede Academy	> 1.2 km
	ESSA Academy	> 1.2 km
	Ladybridge High School	1.5 km
Churches and Places of Worship	St Helen's Road Methodist Church	0.5 km
	Parish Church of Saint Bede	1.1 km
	Salvation Army Church	1.1 km
	St Mary the Virgin's Church, Deane	2 km
	Masjid-E-Noor	1 km
Leisure	Great Lever and Farnworth Golf Club	2.5 km
	Hulton Lane Playing Fields	1 km
	Bolton Garden Centre	2.3 km
	Deane Golf Club	2 km
Employment Areas	Asda Daubhill Supermarket	1.4 km
	Co-op Food	1.6 km
	Tesco Express	3.7 km
Other	Daubhill Post Office	1.3 km
	Deane Post Office	1.6 km
	Deane Pharmacy	1.6 km
	Shell	2 km
	Royal Mail Post Office	1.3 km

Figure 2.4: Distances of local services

Policy Context

- 2.9 At national level, planning policy is directed by the National Planning Policy Framework , the central aim of which is to deliver sustainable development. Under the framework this means meeting three overarching objectives:
- An economic objective – “to help build a strong, responsive and competitive economy”
 - A social objective – “to support strong, vibrant and healthy communities”
 - An environmental objective – “to contribute to protecting and enhancing our natural, built and historic environment”.
- 2.10 The framework also suggests that where the local authority is not able to demonstrate a 5-year supply of deliverable housing, as was the case in Bolton in 2019, development proposals that accord with an up-to-date development plan should be approved ‘without delay’.
- 2.11 The site has no planning history by way of planning applications for specific site development proposals; however, the site has a longstanding history of being promoted within local planning policy for residential development.
- 2.12 The application site was allocated within the Bolton Development Plan in 2014 through the Council’s Allocation Plan (19SC) and assessed via a Local Plan Examination in Public by the Planning Inspectorate and subsequently found sound. The site therefore forms an integral part of the Council’s strategy to provide adequate housing within the Borough and is part of its identified housing land supply.
- 2.13 Bolton Council’s Supplementary Planning Document on Affordable Housing requires that on greenfield housing development sites, 35% of the total housing provision should be affordable. Therefore, as the site is on greenfield land, the proposed scheme is providing more than 15 units in compliance with policy SC1 of the adopted Core Strategy (2011).

Local Socio-Economic Context

- 2.14 This section provides an overview of local socio-economic conditions at the Airie site prior to development. It includes analysis within the following themes:
- Demographics
 - Deprivation
 - Employment & Skills
 - Land & Property
 - Health & Wellbeing

Demographics

- The population of Hulton was 14,652 in 2019, making up 5% of Bolton’s population. (Bolton’s population was 287,550 in 2019).
- Both Bolton and Hulton’s population has grown since 2011, increasing by over 1,000 people. Despite the increase in population, it still has a lower proportion of people who are working age compared to the North West average.
- Bolton has a high proportion of 45 to 75 year olds and lower proportion of people in their 20’s. Bolton has a relatively high proportion of under 20 year olds but struggles to retain or attract people in their 20’s and 30’s.
- 14% of Bolton’s population is of Asian ethnicity, compared to 6% of the North West population and 8% of England’s population. The vast majority of Bolton’s population are white (82%).

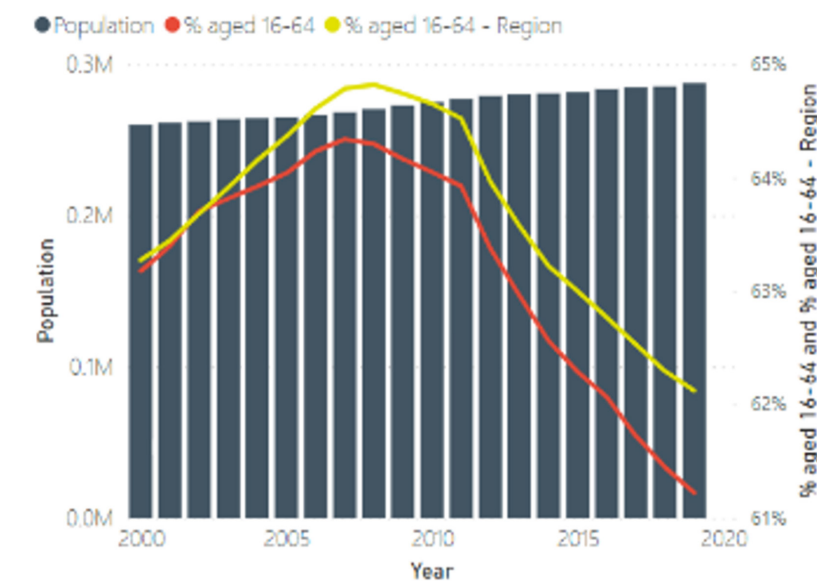


Figure 2.5: Population, and % working age in Bolton compared with the North West, 2000-2019
Source: ONS Mid-Year Population Estimates, 2019

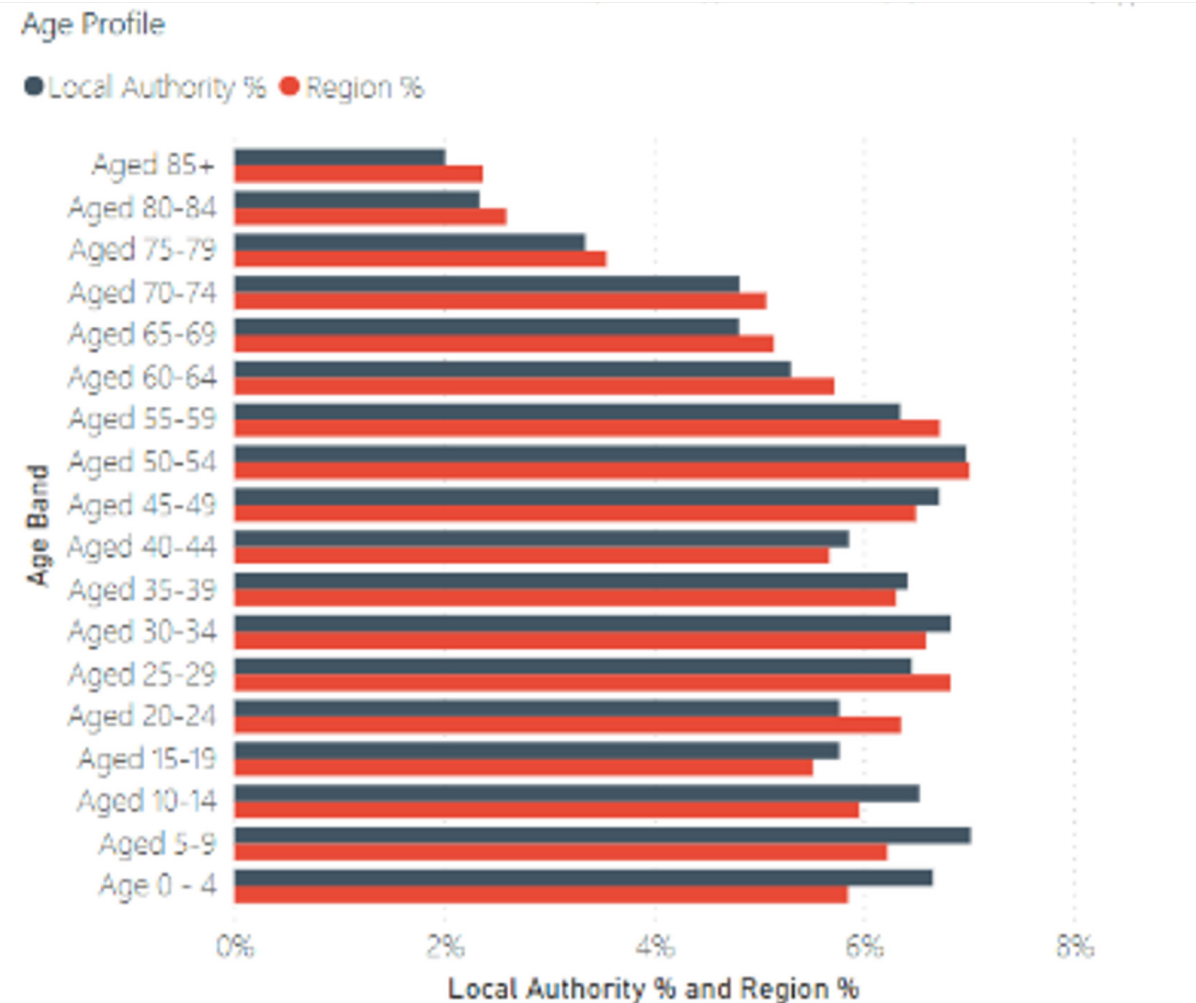


Figure 2.6: Population by age group in Bolton compared to the North West, 2019
 Source: ONS, Population Estimates, 2019

2.15 As shown above, Bolton has a younger population than the regional average, with a larger proportion of 30–54-year-olds and a smaller proportion of over 55s. However, it also has a smaller proportion of 20–29-year-olds, suggesting that Bolton struggles to retain and/or attract younger generations.

Deprivation

- Bolton ranks in the top 15% of local authorities with the highest levels of deprivation¹. Almost a quarter of Bolton's LSOA's are within the 10% most deprived across England. The area which the development site specifically sits within the most deprived 10% also.
- Bolton faces significant deprivation issues associated with income, employment, health, and crime. Over a quarter of Bolton's LSOAs are within the 10% most deprived for income across England, a third are within the 10% most deprived indicators, and over 40% within the 20% most deprived for employment indicators. Education, skills and training deprivation and living environment deprivation are also issues in Bolton however, not as prominent.
- In 2017/18, Bolton had a high crime rate of 127 offences per 1,000 people, compared to 98 in the North West and 83 in England as a whole . This rate has increased by 69% since 2010/11.

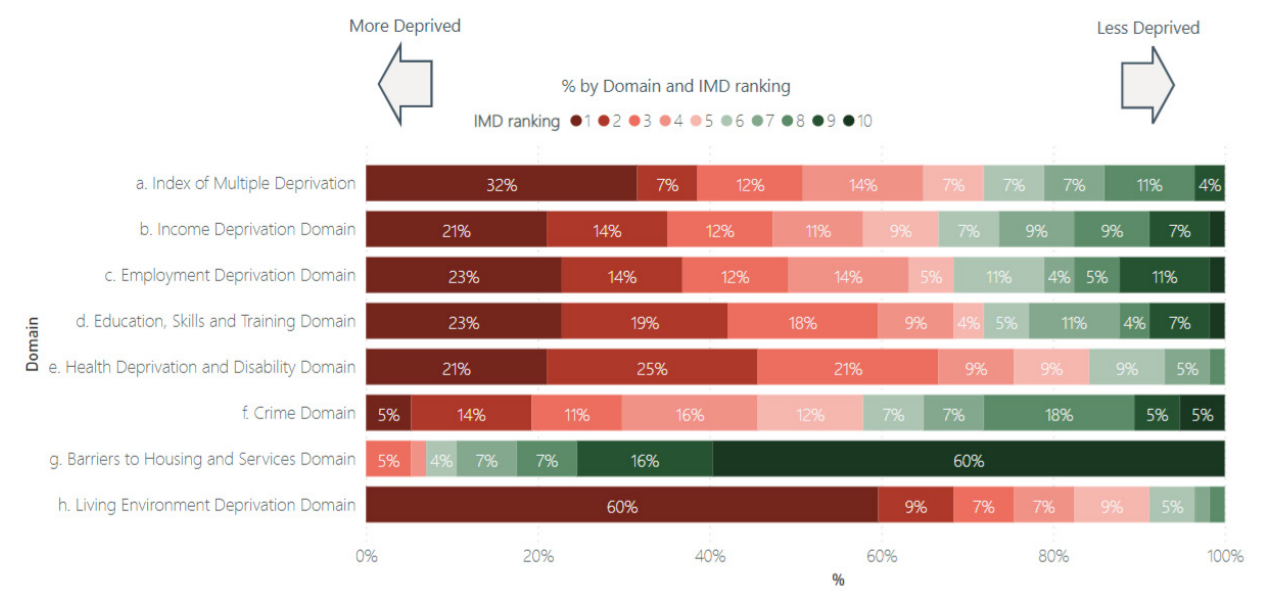


Figure 2.7: Deprivation ranking of areas in Bolton by ID domain
 Source: MHCLG, English Indices of Deprivation, 2019

¹ MHCLG, English Indices of Multiple Deprivation: Local Authority District Summaries, 2019. Based on the rank of the average rank of Bolton's LSOAs compared to the average rank of the LSOAs of other local authorities. The average rank of Bolton's LSOAs are 47th worst for deprivation in 317 local authorities.

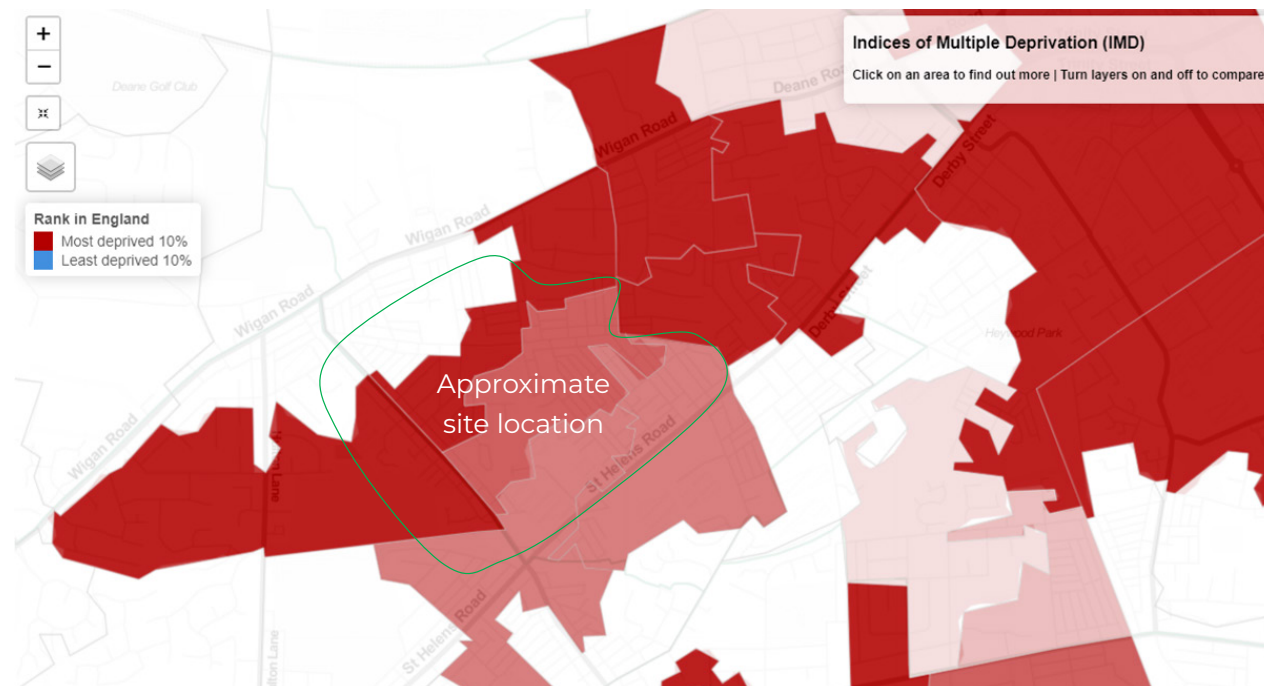


Figure 2.8: Indices of Multiple Deprivation of specific site area

Source: MHCLG, English Indices of Deprivation, 2019

Employment & Skills

- Bolton has experienced a rise in employment from 2010-2020, however job density is still representative of an out-commuting area. Job density in Bolton is at 0.75* meaning there are significantly fewer jobs than working residents.
- The most prominent employment sectors in Bolton are wholesale and retail trade, human health and social work, manufacturing, and education making up over 50% of industries of employment in Bolton. 5% of employment is in construction.
- Job earnings in Bolton are below the national average for resident-based earnings and workplace-based earnings.
- Unemployment rates are high with 7% of adult men (compared to a 4% regional average), 6% of adult females (compared to a 4% regional average), and 8% of BAME adults (compared to a 6% regional average) unemployed in June 2019.
- Employment rates in Bolton are low compared to the regional average, particularly amongst the BAME working age population with 58% employment compared to a 63% regional average.
- A high proportion of Bolton's working age population have no qualifications at 11% compared to 8.7% across the North West, and just a third have higher education qualifications.

Total Employment

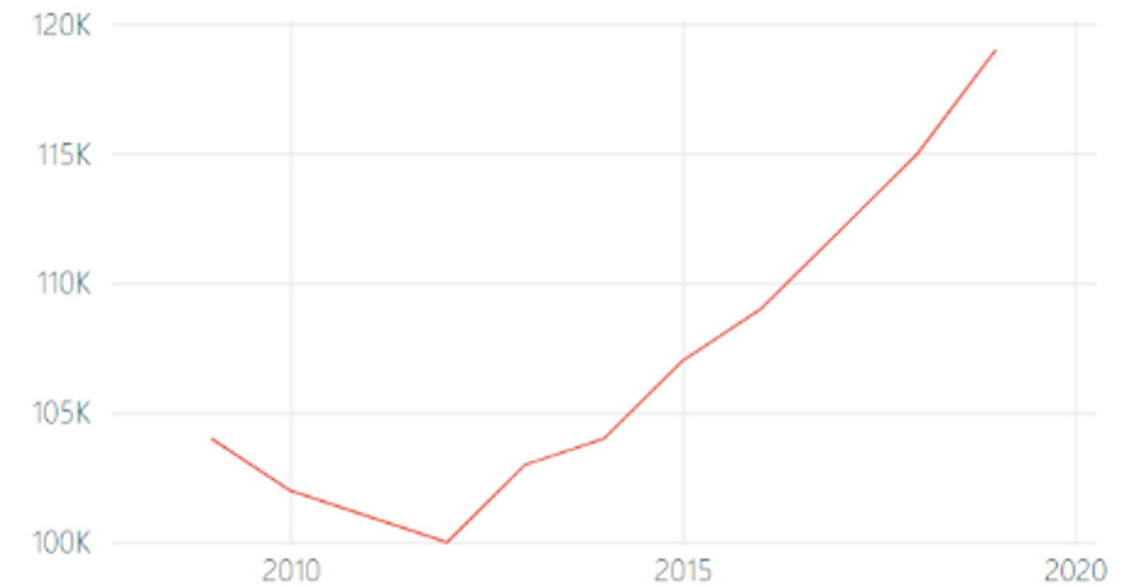


Figure 2.9: Employment in Bolton, 2009-2020

Source: ONS BRES, 2020

Job density

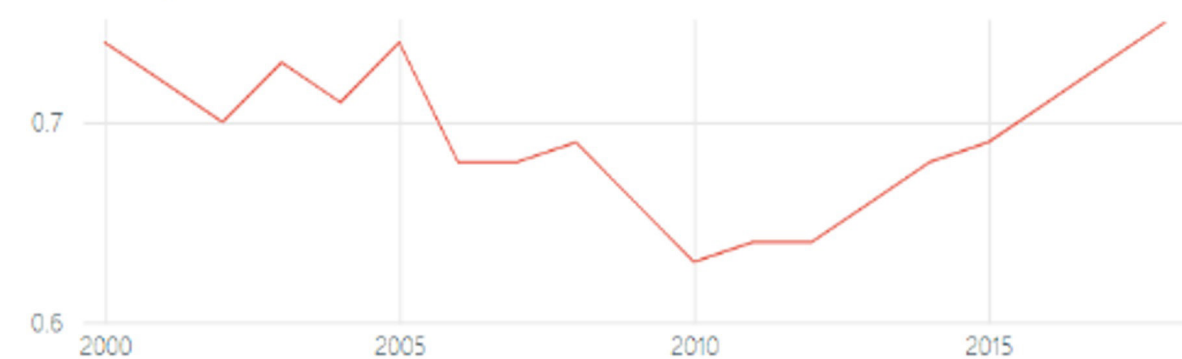


Figure 2.10: Job density in Bolton, 2000-2018

Source: ONS BRES, 2019

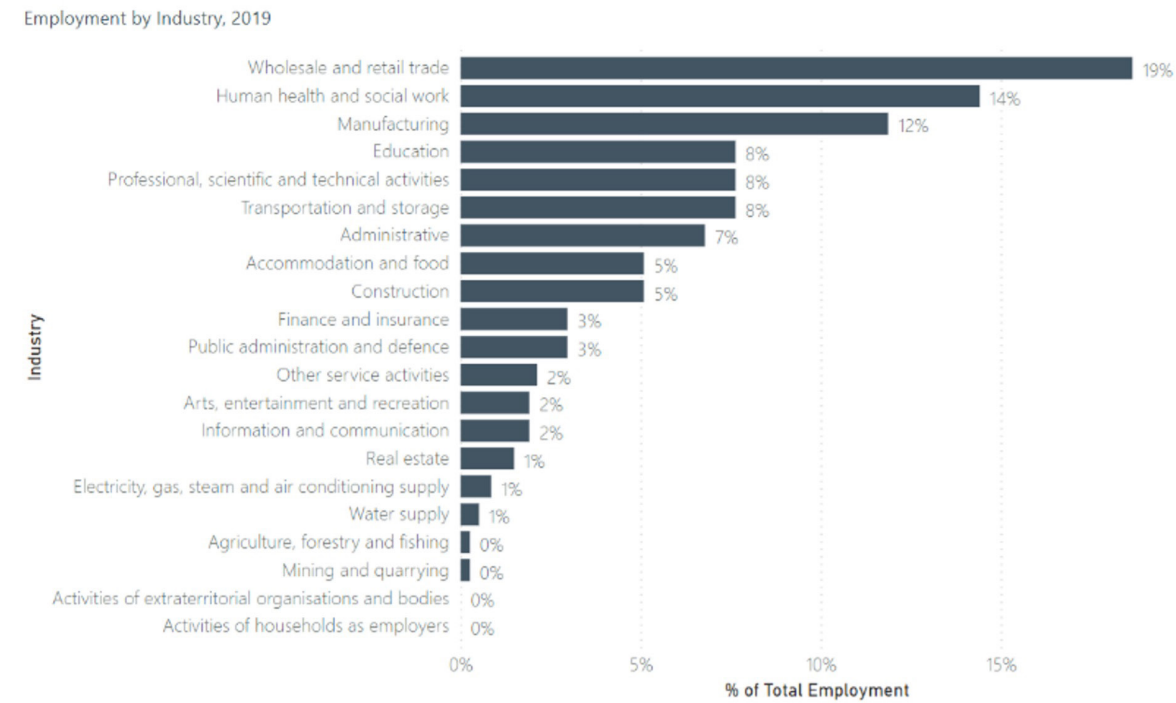


Figure 2.11: Proportion of employment by industry in Bolton, 2019
Source: ONS BRES, 2019

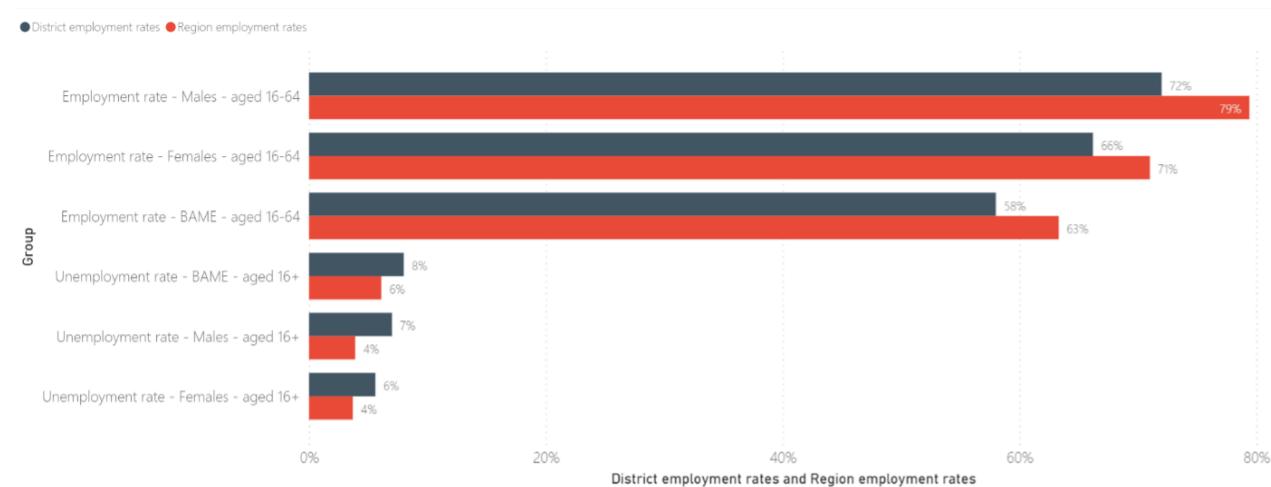


Figure 2.12: Employment rates by demographic groups, Bolton and the North West, 2019
Source: ONS APS, 2019

Qualifications - People Aged 16-64

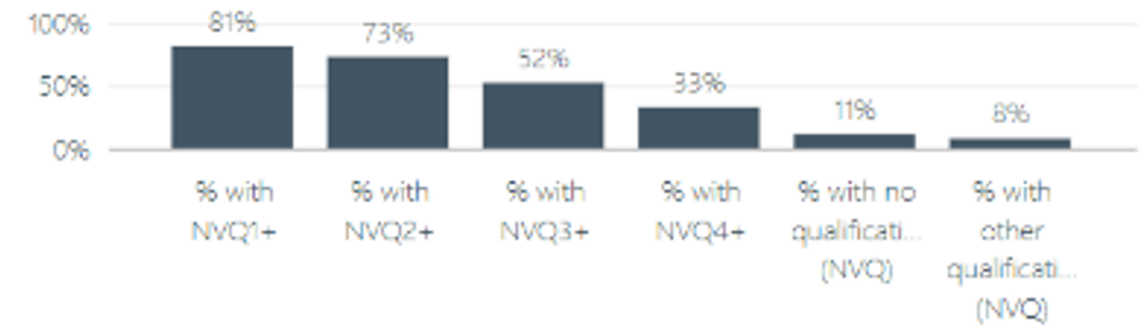


Figure 2.13: Qualifications of Bolton's workforce
Source: ONS Annual Population Survey, July 2019 - June 2020

	Average percentage of pupils reaching the expected standard in reading, writing and maths, 2016-19	Average Attainment 8 score per pupil, 2018
England	65%	40
North-West	64%	39
Bolton	64%	41

Source: Department for Education, Key Stage 2 and Key Stage 4 performance measures, 2019

Table 2.1: School achievement comparison between England, North West region, and Bolton

Land and Property

- In 2020, there were 124,907 dwellings in Bolton, with just over 2,000 additional dwellings since 2015. This is an increase of 2%, which is lower than the proportionate increase in the North West and England.
- The average house price in Hulton is £251,115, which is approximately £100,000 higher than the average in Bolton and £70,000 higher than the North West average house price for all residential types but is below the England average. House prices in Hulton have seen a 2% increase since 2019 and 13% up on the 2018 peak of £221,727.
- The difference between Bolton and the North West and England is less pronounced in terms of house rental prices. Bolton's rental prices are 75% of the average for England, and 81% for 3-bed properties specifically which may be the result of a shortage of 3-bed properties for rent and/or a strong demand for this property type from families in the area.
- Gross disposable household income (GDHI) reflects the average amount of money available for spending or saving after tax, social contributions and benefits have been considered. GDHI per individual in Bolton is approximately £5,500 less than the amount for England and £2,300 less than the amount of the North West. The ratio of median house price to GDHI has however risen since 2015 by 6% in Bolton, compared to a 3% rise in the North West.

	Median house price (£000s)	Percentage increase since 2015
England	245	15%
North-West	167	15%
Bolton	136	17%

Source: ONS, Median house price for administrative geographies: HPSSA dataset 9, 2020

Table 2.2: Median house price paid, 2019

	All	2-bed	3-bed	4-bed
England	£700	£675	£775	£1,320
Bolton	£525	£495	£625	£898
Value in Bolton as a proportion of the value in England	75%	73%	81%	68%

Source: ONS, , Private rental market statistics in England, 2020

Table 2.3: Median monthly rent values by dwelling size, October 2018 to September 2019

Health & Wellbeing

- Bolton's life expectancy is 80 years (averaging the rate for men and women) which is the same as the North West life expectancy. Bolton's healthy life expectancy is equal to that of the North West at 62 years (averaging the rate for men and women) however, two years fewer than England's population.
- In Bolton, there is a significantly higher under 75 mortality rate in comparison to England and the North West. This largely reflects higher numbers of death from cancer, circulatory disease and drug misuse amongst under 75s.
- Bolton has slightly higher levels of inactivity in its population than the North West and England. Just 35% of Bolton's population walk or cycle at least three times a week, down from 37% in 2015/16.
- Measures of wellbeing amongst people in Bolton are broadly in line with levels in England and the North West, across indicators of life satisfaction, feeling worthwhile, happiness, and anxiety.

Indicator	England	North West	Bolton
Life expectancy at birth	82	80	80
Healthy life expectancy at birth	64	62	62

Source: Public Health England, Public Health Profiles, 2020

Table 2.4: Life expectancy and healthy life expectancy at birth, 2017-2019

Area	Proportion of adults who undertake less than 30 minutes of physical activity per week	Proportion of adults who do any walking or cycling for any purpose at least three times per week
England	25%	48%
North West	26%	44%
Bolton	27%	35%

Source: Sport England, Active Lives Survey, 2020 & Department for Transport, Walking and Cycling statistics, England, 2019

Table 2.5: Physical activity levels

Stakeholder Context

2.16 The 2020 statement of community involvement states that Northstone commissioned Lexington Communications to carry out a pre-application public consultation programme. A summary of the activity has been outlined below.

- **Letters issued to politicians**, including ward members for Hulton, members of Bolton council's Cabinet and the local Member of Parliament to advise of the consultation and request meetings.
- **A leaflet was distributed to 837 households** within a close proximity of the site to provide an overview of the plans and information as to how residents could provide their feedback.
- **A consultation website** was established to provide further information on the proposals, as well as facility to submit feedback via an online form.
- **Social media adverts** were circulated to residents across the Bolton Borough to reach a wider audience. The adverts sought to disseminate details about the plans and direct users to the website.
- **A community information telephone line and a consultation email address** were available throughout the consultation period for those wanting to speak or correspond with a member of the development team.
- **A press release** was used to local and industry media outlets to inform readers about the scheme and how feedback could be submitted.

2.17 The key issues identified through the consultation are summarised below, based on the evidence from Lexington Communications community involvement statement, 2020.

Housing need

- When asked about the types of homes needed in the local area, the most frequently cited response was larger four-bedroom properties. The second most frequently cited response was two and three-bedroom properties.
- Five respondents stated there was no need for any new housing type in the area, yet sixteen respondents gave their preference to which housing type they thought is needed in the local area.

Home design

- Residents identified a series of needs in terms of home design, including home security such as cameras, alarm and sensors, solar panels on the roof, electric car charging points, and USB plug sockets.
- They also suggested super-fast internet, underfloor heating, ground source heat pumps, and flood proof electrics.
- Two respondents also used this involvement section to express their desire to see social housing built on the site.

Green spaces

- Concerns relating to the loss of green space were voiced by eight respondents. Several of these respondents raised the perceived issue of building on Green Belt land.
- Local residents reported a need for more trees to be planted, with some respondents specifying the need for air purifying trees, and 8 objecting to a loss of green space.

Energy, transport and social infrastructure

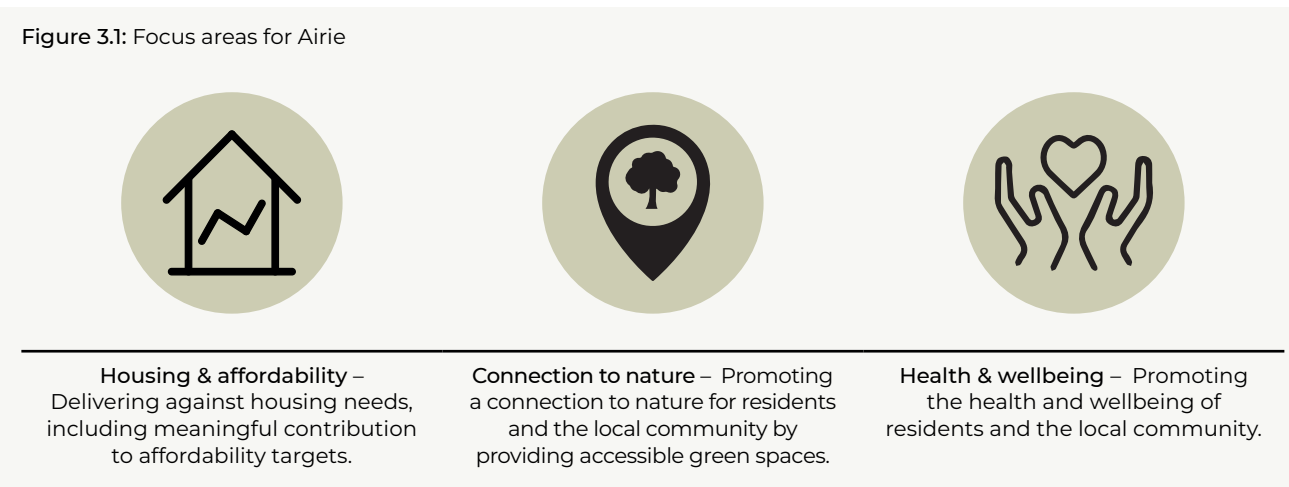
- 14 respondents cited issues relating to traffic increase as a result of the proposals.
- 12 respondents cited insufficient infrastructure to accommodate the development as a concern.
- 6 respondents raised concerns regarding crime in the area as a result of the proposals.

3. Using the Social Value Baseline

3.1 This section presents the social priorities identified as important for the Airie scheme and summarises how the proposals were developed to respond to the needs, issues and opportunities identified during the baselining process. It also presents a summary infographic of the anticipated social value that the proposals will deliver during construction and once the scheme is complete and occupied.

Focus areas for Airie

Figure 3.1: Focus areas for Airie



Responding to the Focus Areas

- 3.2 The provision of a large number of residential dwellings at Airie has been an aspiration of Peel L&P for a number of years. Through the collaborative work carried out by Northstone with Bolton Borough council will be used to help guide the Airie development to deliver a high-quality, sustainable, and socially considered housing scheme.
- 3.3 In line with the outcomes of the SVF baseline, Northstone have sought to respond to the significant issues present in the area in terms of the site, strategic policy, local conditions and stakeholders views. These have been summarised below against each of the social priorities for Airie.

Job creation

- 3.4 The baseline identified that construction is one of the more prominent employment sectors in Bolton. The delivery of a major new housing development has supported a significant number of construction jobs, with Northstone estimating it would create 40 new jobs. These benefits would be further improved by a social value focussed approach, taken at the discretion of the contractor, to target priority groups such as local people, the previously unemployed, NEETs, and BAME people.

Skills & training

- 3.5 The baseline identified that a relatively high proportion of adults living in Bolton has no qualifications. Being conscious of the opportunity for the delivery of the development to positively impact local socio-economic outcomes, Northstone set an approach to provide skills and training opportunities throughout the construction phase of the development and deliver local educational outreach activities. For example, supporting contractors to deliver targeted apprenticeships to build the local skills provision.

Supply chain & local revenue

- 3.6 A key element of delivering social value is to take a considered approach to procurement and built an inclusive supply chain made up of local businesses where possible. Peel L&P and Northstone are also committed to making sure this obligation includes ensuring that the contractor and other suppliers are aligned in their commitments to social value. Northstone set out to ensure the supply chain of both contractors was as local as possible.
- 3.7 There are benefits associated with the completed scheme and the additional residents brought into Hulton as well as during the construction development. This will be through the additional spending within the local area by residents of the Airie development.

3.8 Northstone also committed to making charitable contributions associated with the Airie development. This included a donation of just under £200,000 which shall be used for the provision or improvement of open space or play areas within the vicinity of the site.

Community engagement

3.9 Northstone will set out an approach to ensure that the housing of the residential development of Airie is of high quality but also affordable, community focussed, and sensitive to existing biodiversity and natural assets on the site. Following an extensive consultation exercise, the proposals were adapted to consider the identified needs and preferences in the local community as well as the concerns of neighbouring residents by:

- Collaboration with Bolton Council to understand whether the services and infrastructure in the area have sufficient capacity to support new residents, and if not Northstone will work with the Council to help facilitate the required work to ensure services and infrastructure can continue to operate effectively.
- Addressing the demand for delivering high quality homes that are sensitively designed with the surrounding area in mind.
- Delivering a scheme that has been designed to reduce the likelihood of crime taking place on site. This entails no walkable connection from the site to Sonning Drive, no dark alleyways and the inclusion of streetlamps.

Climate resilience & biodiversity

3.10 A core component to Northstone's philosophy is the encouragement of sustainable living and to incorporate this into the design and execution of all developments. In order to fulfil this principle, Northstone aims to equip homes with technology that will facilitate low-carbon lifecycles. To do so, the proposals of the housing development include the use of improved fabric efficiency, air tightness, and effective heating controls.

3.11 The proposals were also designed to be sensitive to the natural environment and biodiversity already present on the site. Planned actions include:

- Protection of all trees and woodland to be retained as part of the proposals.
- Sensitive lighting strategies along site boundaries habitats to retain dark corridors for foraging and commuting bats.
- Vegetation and grass removal outside of nesting bird season.
- The covering of any deep excavations on site overnight or installation of mammal ramps.
- Sensitive site clearance methodologies in relation to herpetofauna.

- A site-specific method statement to ensure works do not cause the spread of Japanese knotweed, Himalayan balsam, hollyberry cotoneaster, montbretia or Japanese rose.
- A detailed Habitat Creation and Management (HCM) is recommended for the long-term management of habitats created/retained both within the site development area and off-site.

Housing & affordability

3.12 Northstone is committed to ensuring the provision of affordable, but high-quality housing schemes. The Airie development proposals sought to represent an exemplar for an affordable but high-quality housing scheme, directly in response to the Bolton context in comparison to the North West and UK context.

3.13 The baseline identified that Bolton has a lower proportion of young working age people in comparison to the rest of the North West and England. Given the barriers for first time homebuyers finding suitable homes, Northstone has proposed a higher number of affordable housing as part of the development including two 3-bed shared ownership and four 2-bed affordable rent properties.

Connection to nature

3.14 Although the proposed development at Airie will result in a loss of agricultural land, Northstone is committed to providing a long-lasting positive contribution to the local area. This is evident in the objective to achieve biodiversity net gain through the development. In order to achieve this without compromising the layout and viability of the development, land to the southwest of the site has been utilised that falls within Peel L&P's ownership.

3.15 The strategy includes a public open space for the benefit of both the existing and new community is provided, accessed by an improved public right of way. It will comprise of a native woodland and wildflower meadow with clearings for nature play equipment, benches and footpaths. The strategy illustrates Northstone's unique approach to ensuring the surrounding environment of the site remains an asset to the community, and one that is different to other spaces available in the area.

3.16 The area is located a short walk from the residential development, where there was space to deliver a bespoke and interesting environment. This area is specifically designed to provide opportunities for access to nature, recreation and wellbeing to all members of the community.

3.17 In addition to this, recommendations made by Appletons, to ensure compliance with wildlife legislation, have been included in the plan. Recommendations include:

- Protection of all trees and woodland to be retained as part of the proposals.
- Sensitive lighting strategies along site boundary habitats to retain dark corridors for foraging and commuting bats.
- Vegetation and grassland removal outside of nesting bird season.
- The covering of any deep excavations on site overnight or installation of mammal ramps.
- Sensitive site clearance methodologies in relation to herpetofauna.
- A site-specific method statement to ensure works do not cause the spread of Japanese knotweed, Himalayan balsam, hollyberry cotoneaster, montbretia or Japanese rose.
- A detailed Habitat Creation and Management Plan (HMP) is recommended for the long-term management of habitats created/retained both within the development site area and off-site.

Health & wellbeing

3.18 The designs for the Airie site prioritised resident health and wellbeing through the provision of plentiful green space and safe streets which prioritise pedestrian movement over vehicles, thereby encouraging people to spend more time outdoors and engaging in physical activity. In addition to this, a variety of planting and convenient access to open space will be provided to ensure streets are designed to a high quality.

3.19 Specific design decisions include a permeable and connected road network to ensure our developments connect seamlessly to the surrounding area. A clear and defined site access has also been incorporated, linking the internal roads to the wider highway in the area and maximising connectivity.



Assessment of Potential Social Value at Airie

The infographic below presents the results of an assessment of the value that the proposals could deliver across construction and once the scheme is complete and occupied.

