

# Social Value Baseline Report: Glisk

# Contents

<b>1. Introduction</b>	<b>3</b>
<b>2. Social Value Baseline</b>	<b>4</b>
Headline Social Value Baseline	4
Site Context	5
Policy Context	7
Local Socio-Economic Context	7
Stakeholder Context	11
<b>3. Using the Social Value Baseline</b>	<b>12</b>
Focus areas for Glisk	12
Responding to the Focus Areas	12
Assessment of Potential Social Value at Glisk	15



# 1. Introduction

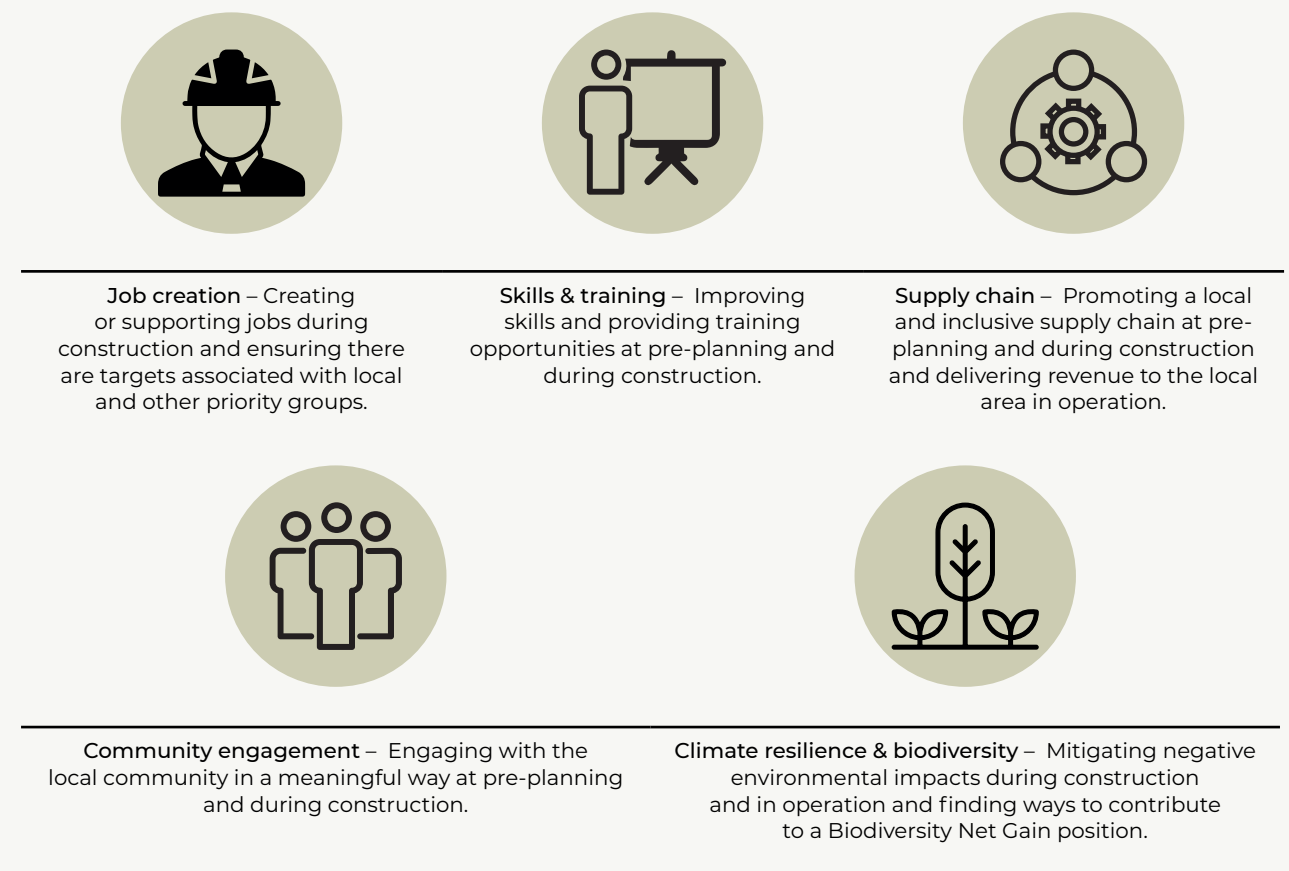
- 1.1 The following report contains the baselining process undertaken in relation to Glisk, with the purpose of providing a structured approach to identifying the significant social value issues relevant to the socio-economic context specific to the site.
- 1.2 The baselining report provides a comprehensive 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 Glisk 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, Glisk



Section 2 presents the social value baseline at Glisk. The specific focus areas for Glisk 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, Glisk



# Site Context

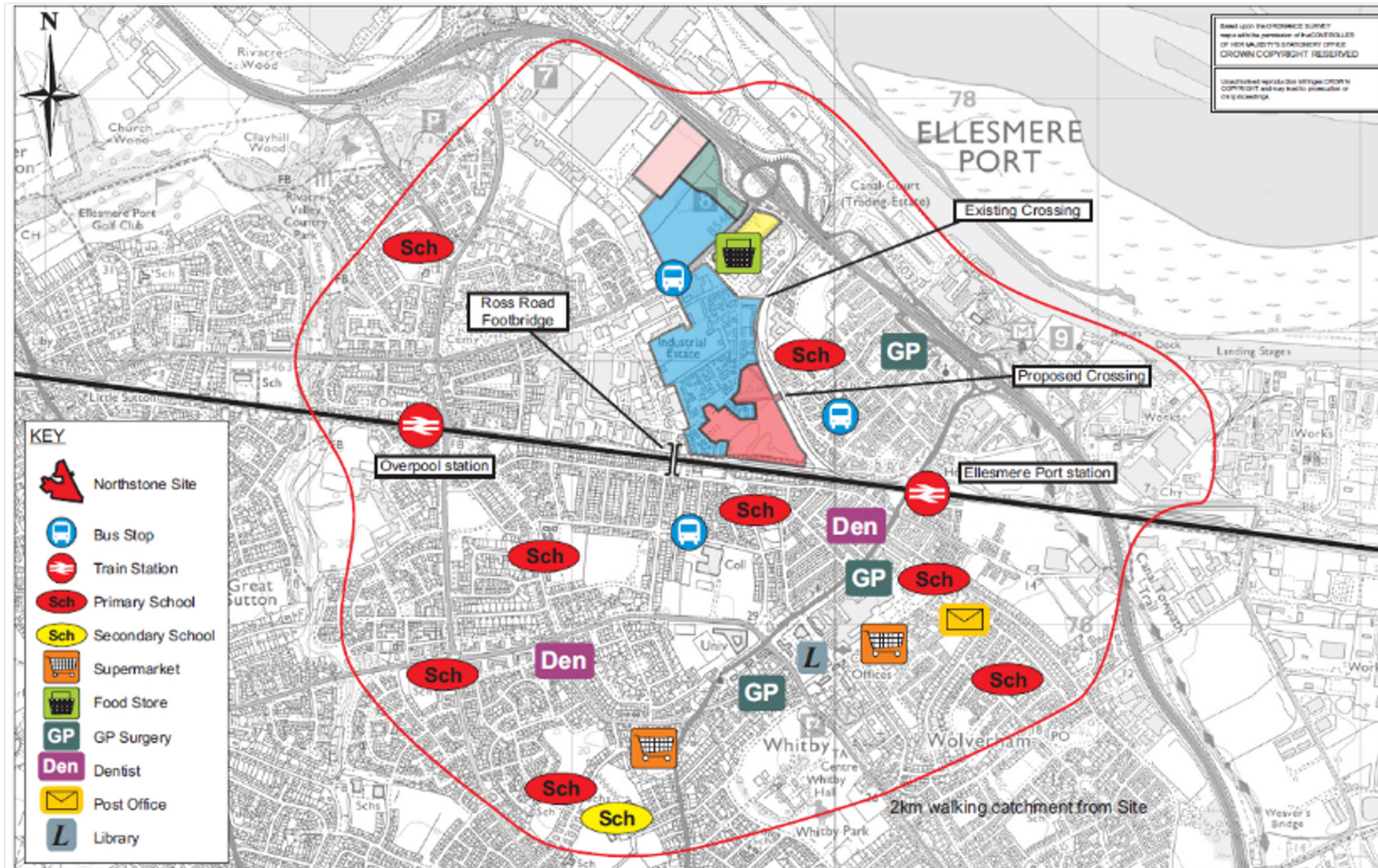


Figure 2.3: Map of the Glisk site and local services  
Source: Northstone, Travel Plan

## Location and Condition

- 2.1 The Glisk site, previously known as Rossfield Park, is located to the north of Ellesmere Ports Town Centre. Ellesmere Port is a port in the Town of Cheshire west, on the southeastern edge of the Wirral Peninsula.
- 2.2 The site extends to approximately 9.5 ha and is located within the area known as Rossfield Park. The site comprises of two areas of land. The main part of the site is to the south and east of Jacks Wood Avenue and bounded to the south and east by railway lines. To the north and west of the site lies Rossmore Trading Estate, the Technology Centre and Rossmore Business Village.
- 2.3 The existing condition of the site is one of vacant brownfield land, comprising a mix of hardstanding and scrub land. Jacks Wood, an urban wood area, lies within the northern section of the site, in addition to dense tree and hedge coverage along the sites southern and eastern borders.
- 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 in its state prior to development. This included:
- An ecological assessment by Ecology Solutions which assessed the ecological interest of the site, wildlife on site, and recommended mitigation measures to safeguard any significant existing ecological interest.
  - An arboricultural impact assessment which identified the trees which would be affected by the development and ways to mitigate these impacts.
  - A ground investigation by ALM Consult which assessed the ground conditions, groundwater, contamination of the site and recommended remediation techniques.

## Connectivity and Amenities

- 2.5 The site is located 9.7 km north of Chester, 19 km south of Birkenhead, 26 km southwest of Runcorn, and 18 km south of Liverpool.
- 2.6 Glisk has excellent transport links. Junction 8 of the M53 is situated approximately 750 m to the north. It is also well served by local bus routes providing connections to Ellesmere Port town centre and Ellesmere port train station which are approximately 600 m to the south of the site. Additional bus routes run from Ellesmere Port bus station to the Wirral, Birkenhead, Liverpool cite centre, Chester and Runcorn. The site is therefore well connected to shops, community and recreational facilities which are readily accessible by modes of transport other than private car.

- 2.7 Given the heavily residential, commercial and industrial make-up of the area, the site and its surroundings offer limited environmental value or potential.
- 2.8 Within 1 km of the site there are three general medical practices and three dental practices. All general medical practices were accepting new patients within the local area in August 2021.
- 2.9 Figure 2.4, below, lists some of the other local services and their distance from the Glisk site showing there is good provision of services nearby, including schools and leisure facilities within close proximity to the site.

Service/Facility	Name	Distance from Site
Medical	Old Hall Surgery	0.1km
	York Road Group Practice	0.3km
	Westminster Surgery	0.9km
	Whitby Group Practice Surgery	1.2km
Dental	Dr.J.K Evans and Associate	0.1km
	Ellesmere Port Dental Practice	0.5km
	Pooltown Road Dental Practice	1km
Education	Elton Primary School	1.6km
	St Bernard's Roman Catholic Primary School	3.2km
	University of Chester CE Academy	4.4km
Social	Civil Hall	3.8km
	Trinity Methodist Church	3.7km
	St Thomas and All Saints Church	3.5km
Retail	Co-op	1.6km
	Aldi	1.1km
	Asda	4.6km
	Pizza Hut Delivery	4.0km
Food Establishments	The Wheatsheaf JD Wetherspoon	1.2km
	Green Oak Farm Dining and Carvery	1.1km

Figure 2.4: Distances of local services

# Policy Context

At a 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”

# Local Socio-Economic Context

This section provides an overview of local socio-economic conditions at the Tulach site prior to development. It includes analysis within the following themes:

- Demographics
- Deprivation
- Employment & skills
- Land & property
- Health & wellbeing

## Demographics

- The population of Ellesmere Port has a population of 60,400, accounting for nearly a fifth of Cheshire West and Chester’s total population.
- The population of Cheshire West and Chester has grown over the last two decades, increasing by 13,545 since 2011. Although the population has risen, the percentage of working age residents living in the area has decreased by 3.16% since 2011, standing at 61.08% in 2020, 1.45% below the regional average.
- Cheshire West and Chester has a notably higher percentage of residents over 60 years of age than the regional average, and a lower percentage of residents who are aged between 20 and 39.
- 1.24% of Cheshire West and Chester’s population is of Asian ethnicity, compared to making up 6% of the Northwest population and 8% of England’s population. The vast majority of Cheshire West and Chester’s population are white, making up 97.40% of the total population. The remaining 1.3% comprises of Mixed/multiple ethnic groups and Black/African/Caribbean/Black British.

NORTHSTONE

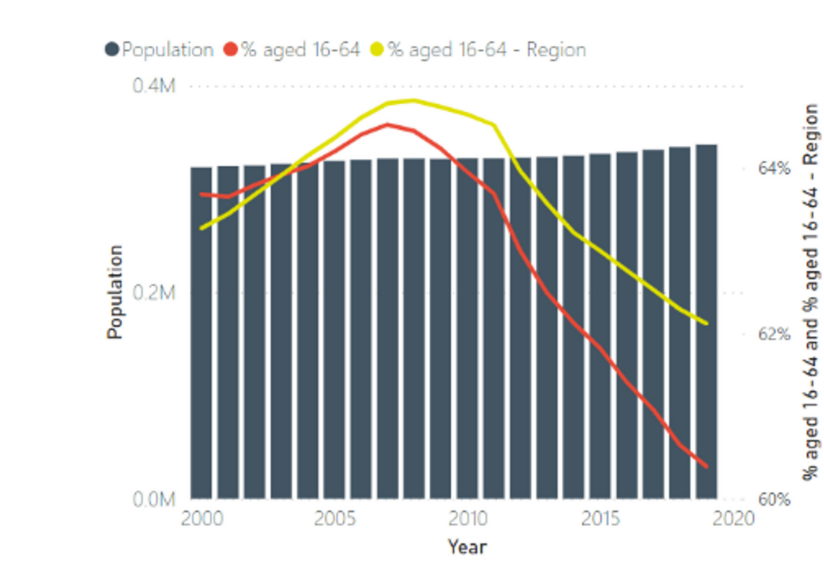


Figure 2.5: Population, and % working age in Cheshire West and Chester compared with the North West, 2000-2020  
Source: ONS Mid-Year Population Estimates, 2019



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

2.10 As shown in Figure 2.6, Cheshire West and Chester has an older population demographic than the regional average, with a larger proportion of residents aged 50 and above, and a small proportion of residents in their 20's.

### Deprivation

- Cheshire West and Chester ranks in the top 20% most deprived local authorities in England over all its LSOAs.
- Cheshire West and Chester faces some specific deprivation issues associated with employment, education, skills and training, and health. 10% or more of Cheshire West and Chester's LSOAs are within the 10% most deprived for these categories.
- 8% of Cheshire West and Chester's LSOAs are within the 10% most deprived for income deprivation indicators.
- Figures for life expectancy from birth reveal that Cheshire West and Chester has both male and female averages that are above the national figures.

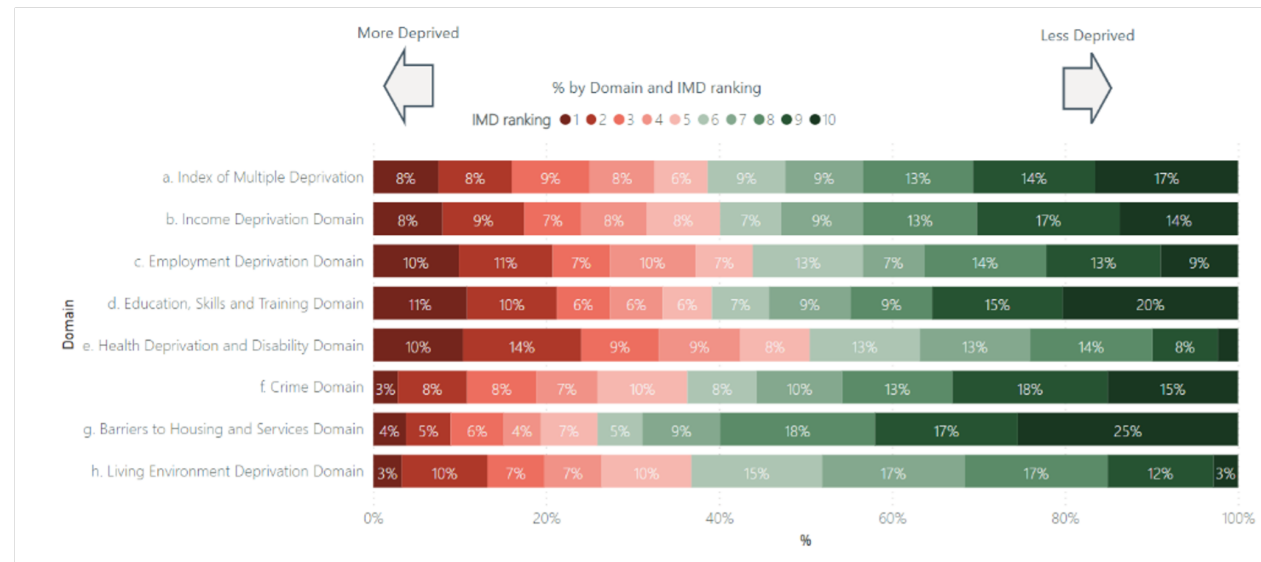


Figure 2.7: Deprivation ranking of areas in Cheshire West and Chester by IMD domain

Source: MHCLG, English Indices of Deprivation, 2019

### Employment & Skills

- Cheshire West and Chester has seen rising employment over the last decade, increasing from 149,000 in 2009 to 176,000 in 2018. Although job density has also increased since 2009, at 0.96%\* it still represents a slightly limited job to population ratio in the area.
- Employment rates amongst the BAME working age population are significantly higher than the regional average employment rates. 100% of BAME residents are

employed in Cheshire West and Chester, as well as 81% of working age males and 72% of working age females.

- The most prominent employment industries in Cheshire West and Chester are wholesale & retail, human health and social work, and professional, scientific and technical activities, collectively making up nearly 40% of the total employment sectors in the area. Construction and manufacturing contribute 12% to the overall employment of the Cheshire West and Chester population.
- 7% of Cheshire West and Chester's working age population have no qualifications compared to 8.7% across the North West. A high proportion of the population also have higher education qualifications at 43%.
- The two primary schools within 4km of the site show contrasting levels of achievement. St Bernard's Roman Catholic Primary School (located 3.2km from the site) shows good levels of achievement, above the average for the North West and England, whereas Elton Primary School (located 1.6km from the site) shows poor levels of achievement, with writing and reading levels way below the regional and national average.



Figure 2.8: Employment in Cheshire West and Chester, 2009-2019

Source: ONS BRES, 2020



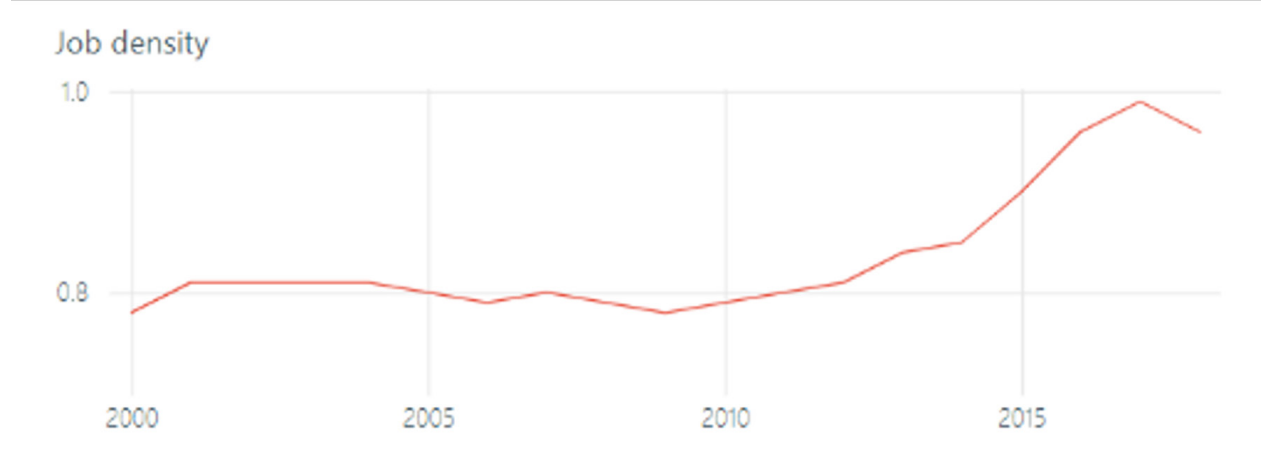


Figure 2.9: Job density in Cheshire West and Chester, 2000-2018

Source: ONS BRES, 2020

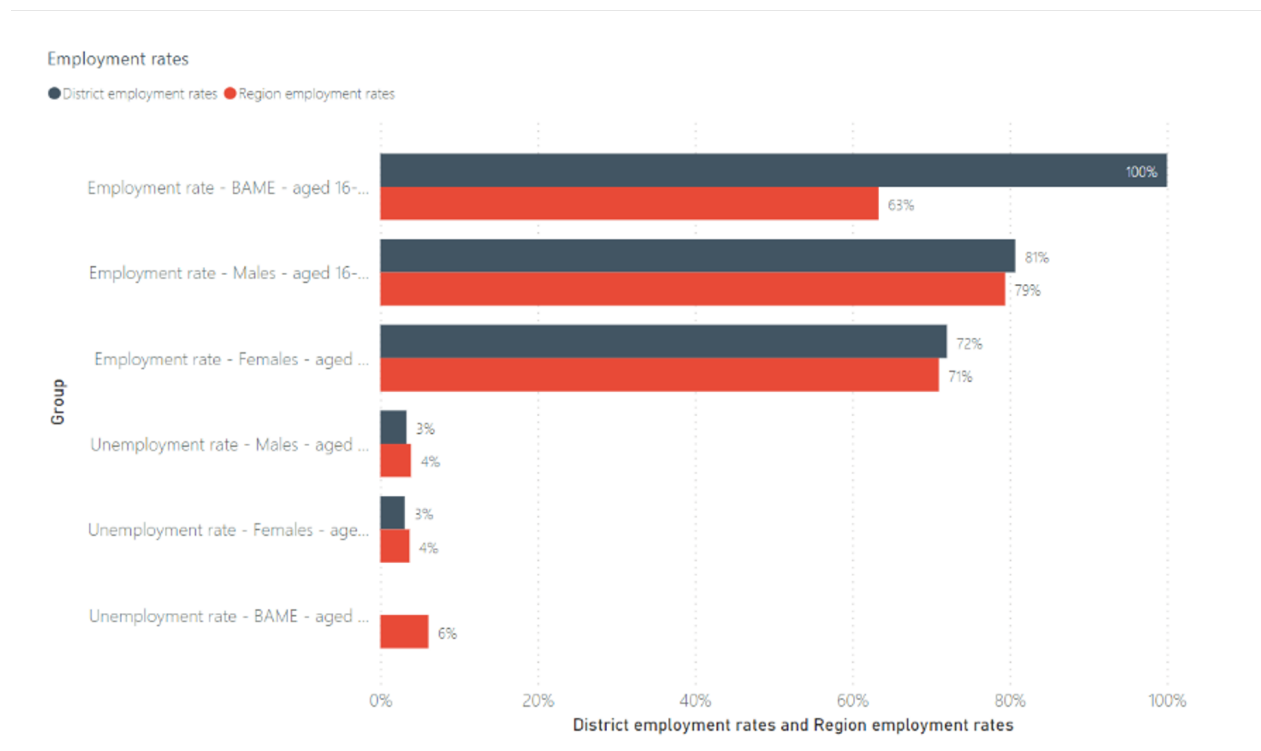


Figure 2.10: Employment rates by demographic groups, Cheshire West and Chester and the North West, 2019

Source: APS, July 2019

Qualifications - People Aged 16-64

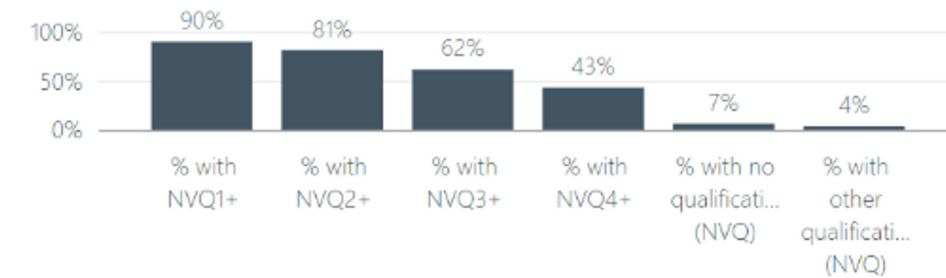


Figure 2.11: Qualifications of Cheshire West and Chester's work force

Source: ONS, Annual Population Survey, July 2019 - June 2020

	Reading	Writing	Maths
	England average: 0	England average: 0	England average: 0
Elton Primary School	Average: -2.4	Well below average: -4.1	Well below average: -4.3
St Bernard's Roman Catholic Primary School	Average: 2	Above average: 2.2	Above average: 2.2

Source: Government school performance statistics

Table 2.1: Progress in reading, writing, and maths of schools within close proximity to Glisk

### Land and Property

- In 2020, there were 161,923 dwellings in Cheshire West and Chester, increasing by over 10,000 dwellings since 2015, an increase of 6.8%.
- The median house price in Cheshire West and Chester was £216,000 in 2020, which is an 18% increase since 2015 when the median house price was £182,500, and £41,000 above the national average.
- Cheshire West and Chester's median monthly rent values, for all dwelling sizes, are higher than the regional average but remain lower than national averages. Cheshire West and Chester's average house rental price, specifically for a 3-bed property, is £725 per month, whereas the average monthly rental price for the North West is £670.
- 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 Cheshire West and Chester is approximately £3,400 more than the North West average and £200 more than the amount for England.

	Median house price (£000s)	Percentage increase since 2015
England	259	21%
North West	175	20%
Cheshire West and Chester	216	18%

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

Table 2.2: Median house price paid, 2020

	All	2-bed	3-bed	4-bed or more
England	£730	£700	£800	£1,350
North West	£585	£550	£670	£925
Cheshire West and Chester	£650	£600	£725	£1,078
Value in Cheshire West and Chester as a proportion of the value in England	89%	85%	90%	80%

Source: Primary rental market summary statistics in England, 2020

Table 2.3: Median monthly rent values by dwelling size, April 2020 to March 2021

## Health & Wellbeing

- Cheshire West and Chester's life expectancy is 81.7 (averaging the life expectancy of men and women) which is in line with the average life expectancy of the North West. The healthy life expectancy average for Cheshire West and Chester is 3 years higher than the England average and 5 years higher than the North West average at 67.1 years.
- The overall death rate of under 75's is in proportion with the England averages, with only 2 per 100,000 persons difference. Indicators for the causes of deaths are also relatively similar to the England averages, if not below.
- The Cheshire West and Chester health profile, published by Public Health England, reveals that the health of people in the area is generally better than the England averages, with 69.1 % of physically active adults and only 18.8% of physically inactive adults, in comparison to 22.9% physically inactive and 66.4% physically active adults across England.

	Life Expectancy	Healthy Life Expectancy
England	82	64
North West	80	62
Cheshire West and Chester	81.7	67.1

Source: Public Health England Profiles, 2020

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

Indicator	Cheshire West and Chester	England
Deaths from all causes, under 75 years (per 100,000)	324	326
Smoking attributable deaths	7.7	7.9
Deaths from Cardiovascular Disease	16.2	18.4

Source: Public Health England, Local Health 2019, Wigan

Table 2.5: Health Indicator Index

Area	Percentage of physically inactive adults	Percentage of physically active adults
England	22.9%	66.4%
North West	25.2%	63.9%
Cheshire West and Chester	18.8%	69.1%

Source: Public Health England, Local Health 2019, Wigan

Table 2.6: Physical activity levels

# Stakeholder Context

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 were issued to politicians**, including ward members for Westminster, members of the Cabinet, and the local Member of Parliament to advise of the consultation and request meetings.
- **A leaflet was distributed** to 688 homes and businesses close to 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 a facility to submit feedback via an online form.
- **Social media adverts** were circulated to all residents living within Ellesmere Port 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 issued to local and industry media outlets to inform readers about the scheme and how feedback could be submitted.

The key issues identified through the consultation are summarised below, based on the evidence from the Lexington pre-application public consultation process.

## Housing need

- In total, 137 respondents registered their interest in a new home at Rossfield Park via the 'register your interest' page. Those who registered their interest did not provide further comments on the plans.
- The most frequently cited response in terms of house type was homes for couples or small families (2 to 3 bedrooms), with 62% of respondents specifying need for this house type in the local area. 25% of respondents cited a need for large family homes (4 or more bedrooms)

## Home design

- Residents identified a series of needs in terms of home design, including electric car charging points, USB plug sockets, a garage, and smart heating.
- With regard to Northstone's plans to enhance the sustainability of the development and reduce carbon emissions, the suggestions offered by respondents included a new playground for children, solar panels fitted to the homes, and more general open green spaces.

## Green spaces

- Of the respondents who provided their views in relation to ecology, local residents reported a need to retain trees and additional natural wild areas for the benefit of wildlife.

## Energy, transport and social infrastructure

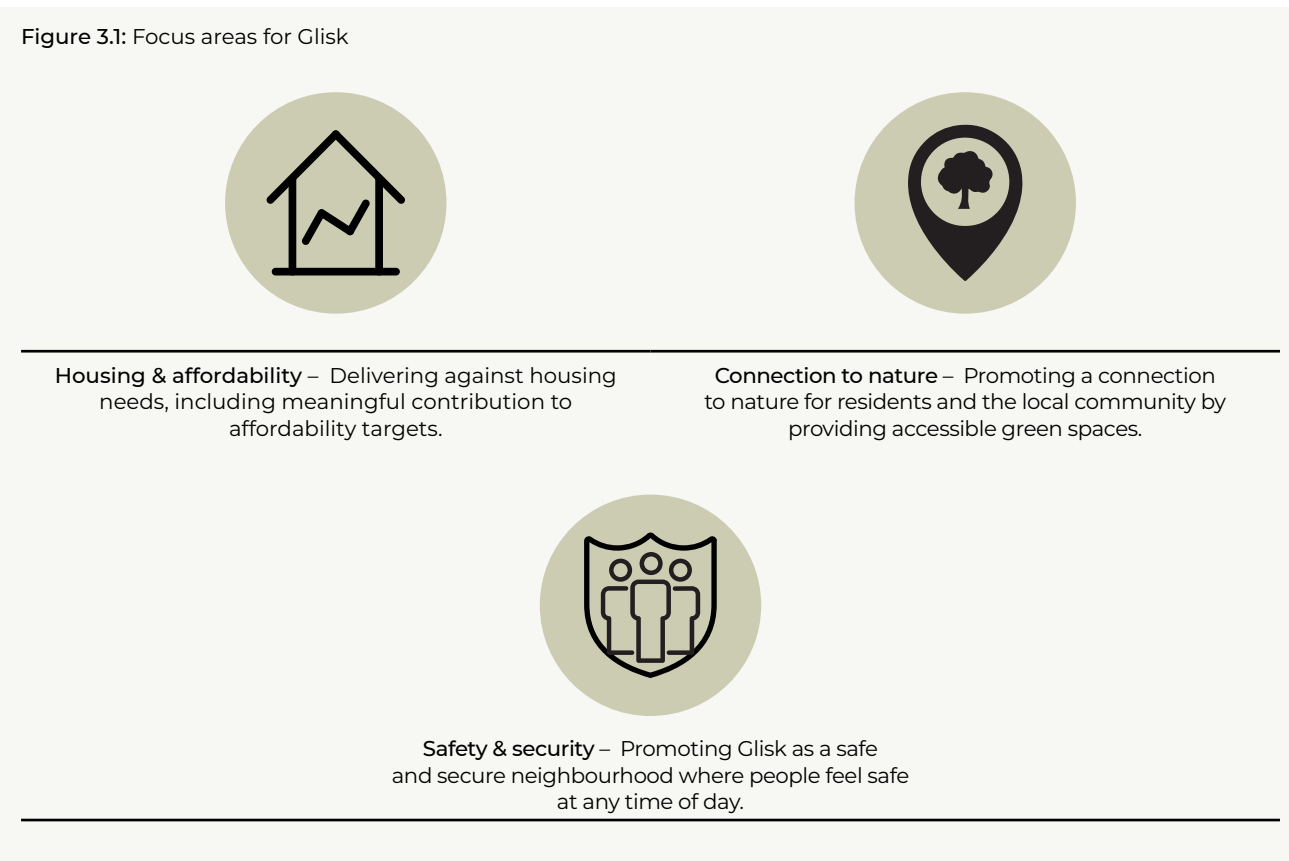
- Out of the respondents who raised the topic of local services, one advertised their concerns about the impacts of new residents on existing infrastructure such as health services, whilst another suggested that the development should contribute to additional bus services in the local area.
- Three respondents raised the issue of speeding on roads connecting to the site, suggesting that this is an existing problem they fear could get worse as a result of the development.
- Three respondents also raised the prospect of construction traffic speeding on local roads, and/or causing disruption in other ways for example accessing the site outside of normal working hours.

# 3. Using the Social Value Baseline

3.1 This section presents the social priorities identified as important for Glisk 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 Glisk

Figure 3.1: Focus areas for Glisk



## Responding to the Focus Areas

- 3.2 The provision of a large number of residential dwellings at Glisk has been an aspiration of Peel L&P for a number of years. The collaborative work carried out by Northstone with Cheshire West and Chester Council will be used to help guide the Glisk 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 Glisk.

### Job creation

- 3.4 The baseline identified the job density of the Cheshire West and Chester area to be lower than the number of residents living in the area, meaning fewer jobs available than the working age population.

### Skills & training

- 3.5 As Northstone is conscious of the opportunity for the delivery of the development to positively impact local socio-economic outcomes therefore, an approach for providing skills and training opportunities and delivering local educational outreach activities has been set out.

### Supply chain

- 3.6 A key element of delivering social value is to take a considered approach to procurement and build an inclusive supply chain made up of local businesses where possible. Peel L&P and Northstone are 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 and suppliers was as local as possible.
- 3.7 There are also benefits associated with the completed scheme, as well as during the construction phase of the development. Additional residents brought into the area are assumed to increase spending within the local area.

## Community engagement

3.8 Northstone will set out an approach to ensure that the housing of the residential development of Glisk 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:

- Retaining and enhancing the well-established Jacks Wood area to the north and east of the site boundaries to deliver a biodiversity enhancement within the local area;
- Creating a pedestrian-led development offering significantly more breathing space between homes than conventional designs, including creating new walkways for residents.
- Providing a range of property types to meet the needs of local people including new homes to suit couples and smaller families.

## Climate resilience & biodiversity

3.9 A core component to Northstone's ethos 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 lifestyles. To do so, the proposals for the housing development include the use of improved fabric efficiency, increased air tightness, and effective heating controls.

3.10 Northstone commissioned Ecology Solutions to carry out an ecological assessment for the Glisk development. The assessment outlines the ecological features and wildlife use of the site as well as an ecological evaluation in the context of current planning policy. Key findings of the assessment include:

- There are no statutory designations of nature conservation value within the site or immediately adjacent to it.
- Non-statutory sites include Jack's Wood SBI and SNVC. Best industry standards will be followed, particularly with regards to reducing pollution, to avoid any adverse effect occurring during the construction phase of the residential development.
- The site comprises a diversity of habitat types including however the habitats within the site are in themselves are of relatively limited nature conservation interest supporting relatively common and widespread species. However, as a habitat mosaic, they provide an elevated level of interest.

- The habitats of heightened ecological interest will be retained by the proposals. Jack's Wood will be brought forward to provide ecological enhancements through woodland regeneration and management.
- Overall, there is no overriding ecological constraint to the proposed development provided that the recommendations and mitigation measures of the ecological assessment are followed.

## Housing & affordability

3.11 Northstone is committed to ensuring the provision of affordable, but high-quality housing schemes. The Glisk development proposals sought to represent an exemplar for an affordable but high-quality housing scheme, directly in response to the Cheshire West and Chester context in comparison to the Northwest and UK.

3.12 In terms of the average rental prices in the area, the baseline identified Cheshire West and Chester to be higher than the North West average monthly rental prices. Therefore, the development intends to provide 216 high quality, affordable homes which meet required living standards.

3.13 The community engagement exercise identified the need for house types suitable for couples or small families therefore the Glisk development has committed 70% of the total dwelling types to be 2-bed or 3-bed houses.

## Connection to nature

3.14 Although the proposed development at Glisk will result in a loss of agricultural land, it will not result in the loss of publicly accessible open spaces. The site will instead be developed in response to the current composition of the site and enhance connectivity to the surrounding areas, integrate existing features, and provide safe highway access to the site. This will be achieved by:

- The creation of public spaces, connectivity and community links throughout the site, including the formation of trails and seating areas within Jacks Wood and an amenity route around the site perimeter.
- Embrace of natural land features, such as the Jacks Wood proposals and utilising the vegetation to the site perimeter.
- Creating a pedestrian-led concept by reduced traffic speeds permitted on the estate roads and carefully considered landscaping.
- Re-aligning the passageway wall leading from Ross Road to the railway footbridge to enhance the use of this pedestrian link and reduce potential for crime and negative perception of the footbridge.
- Inclusion of high-quality pedestrian and cycling routes within the completed phases of Rossfield Park and surrounding area which will enable the residents to walk or cycle to reach local amenities.

## Safety & security

3.15 The baseline identified Wigan to suffer specific deprivation issues associated with crime. The schemes proposals included some relevant elements, including garden design features to enhance security, as well as designing safe streets that prioritise pedestrians and make Glisk a safer place to be outside.



## Assessment of Potential Social Value at Glisk

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.

