

Social Value Baseline Report: Horwich

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1. Introduction

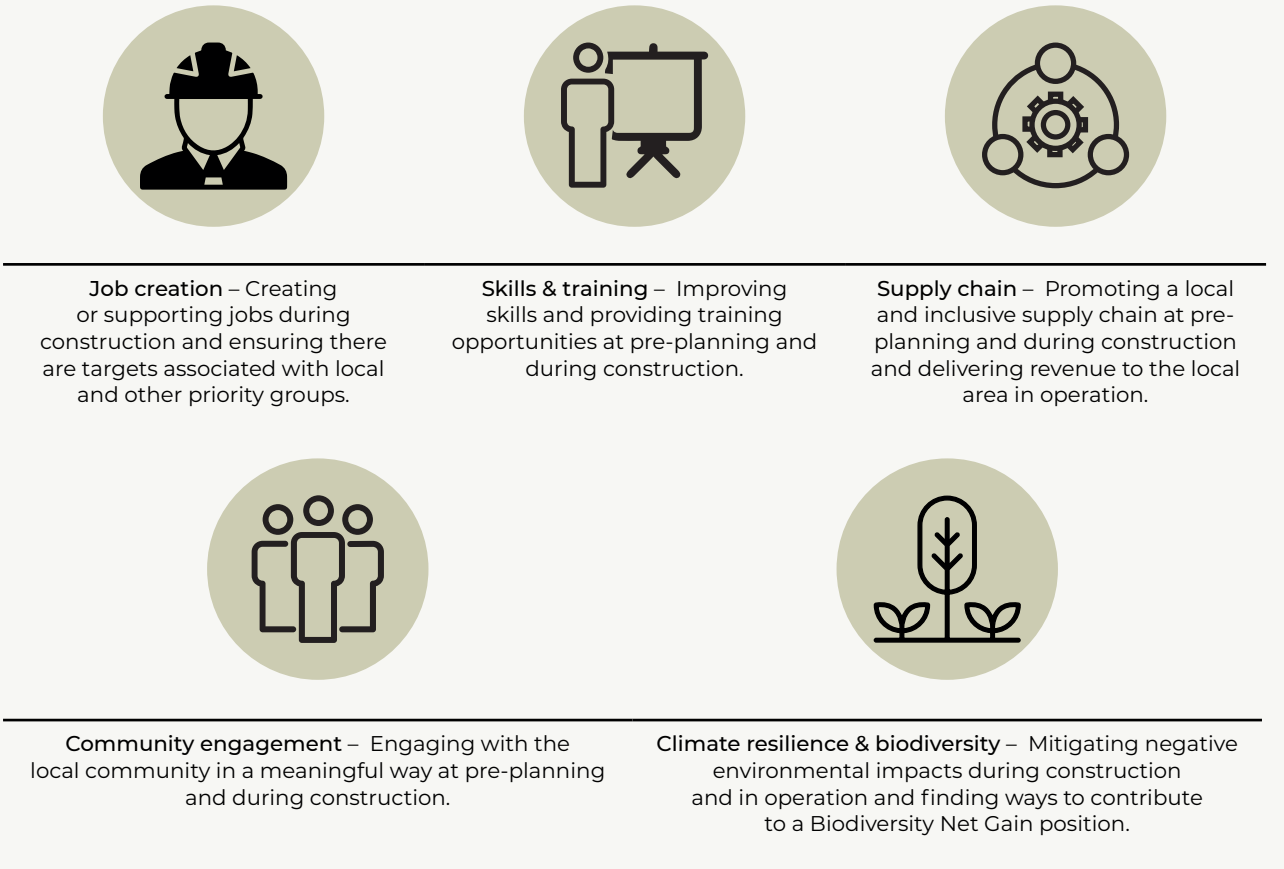
- 1.1 The following report contains the baselining process undertaken in relation to Victoria Road, Horwich, with the purpose of providing a structured approach to identifying the significant social value issues relevant to the socio-economic context specific to the site.
- 1.2 The baselining report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



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, Horwich



Section 2 presents the social value baseline at Victoria Road, Horwich. The specific focus areas chosen for Horwich 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, Horwich



Site Context



Figure 2.3: Map of Horwich site
Source: Northstone, Travel Plan

Location and Condition

- 2.1
- The proposed development is located on the site of Horwich Golf Club, a private 9 hole and 18 tee golf course, including the existing club house and car park. The site lies on the eastern edge of the town of Horwich, approximately 1.5km to the southeast of the town centre and 3.3km to the northwest of Bolton.
- 2.2
- The site comprises of an area of approximately 13.92ha and comprises sloping ground that has previously been engineered to form the golf course. It comprises of two main parcels of land and a smaller third parcel of land that all fall in a broadly northeast to southwest direction.
- 2.3
- The site is accessed from Victoria Road to the southwest by a narrow access road that passes between two large residential properties on the north eastern side of Victoria Road, providing access to the club house, the golf course and grounds maintenance buildings.
- 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:

•

Ground condition survey – Which identified no contamination of land on the site or to nearby water courses, and no ground stability hazard.

•

Ecological Survey – Which identified the trees and habitats which would be affected by the development and ways to mitigate these impacts. This included the Red Moss Site of Special Scientific Interest (SSSI) and Site of Biological Importance (SBI) which are located approximately 745m to the southwest of the site (within the Impact Risk Zone).

•

Arboricultural tree survey – Which identified the trees likely to be affected by the development.

Connectivity and Amenities

- 2.5
- The site is located on the northeast of Victoria Road, on the eastern edge of the town of Horwich. The centre of Horwich is approximately 1.5km from the centre of the site, although the location of additional facilities is spread along the A673 Chorley New Road located to the south of the site.
- 2.6
- Victoria Road has excellent transport links to the south from the A673 Chorley New Road and the M61 motorway providing connections to Preston and Manchester. Horwich Parkway train station is located approximately 2km to the south of the site and is easily accessed by existing road, bus and pedestrian links.

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- 2.7
- There are good levels of green space close to the site. Ridgmont Park is 0.8 km to the North of the site. The western and northern edge of the site is enclosed by a large area along the Fairways and Bond Close. To the east of Level Park School further housing extends along Belgrave Crescent, Kensington Drive, Lambeth Close, The Strand, and Mayfair. This housing extends northeast towards Chorley Old Road.
- 2.8
- Within 1km of the site there are two general medical practices and two dental practices including Horwich Dental Care, and BMI the Beaumont Hospital.
- 2.9
- Figure 2.4: Distances of local services, below, lists some of the other local services and their distance from the Horwich site showing there is a good provision of services nearby, including educational facilities within proximity to the site.

Service/Facility	Name	Distance from Site
Education	Horwich Parish CE School	< 1 km
	Rivington and Black High School	1.2 km
	St Josephs RC High School and Sports College	< 1 km
Retail	Marks & Spencer	2.4 km
	Aldi	< 1 km
	Middlebrook Retail & Leisure Park	2.4 km
	Royal Mail Bolton West Delivery Office	< 1 km
Healthcare	BMI The Beaumont Hospital	< 1 km
	EMIS Health	< 0.5 km
	Horwich Dental Care	< 0.5 km
	The Smile Clinic Care	1.2 km
Employment Areas	Horwich Loco Industrial Estate	1.2 km

Figure 2.4: Distances of local services

Policy Context

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 development plan for Bolton comprises:

- Bolton Core Strategy (March 2011)
- Bolton Allocations Plan (December 2014)
- Greater Manchester Minerals Plan (March 2013)
- Greater Manchester Waste Plan (April 2012)

2.11 Bolton Councils Core Strategy sets out the vision for Bolton to 2026. Policy OA1 applies to the ‘Outer Areas’ of Horwich and Blackrod and states that “The Council and its partners will continue to promote Horwich town centre as being suitable for a mix of retailing, leisure, employment and housing uses.”

2.12 The Bolton Allocations Local Plan states where new buildings are permitted, they should be sited to form a group with existing buildings wherever possible. In cases where this is not possible, building, car parking areas and any other new structures should be sited where they will be well screened and unobtrusive in the landscape.

2.13 The Greater Manchester Minerals Plan states “proposals for non-mineral development within the Mineral Safeguarding Areas that do not allow for the prior extraction of minerals will only be permitted where “the need for development outweighs the need to extract mineral; or it can be clearly demonstrated that it is not environmentally acceptable or economically viable to extract the mineral prior to non-mineral development taking place; or it can be clearly demonstrated that the mineral is either not present or of no economic value or too deep to extract in relation to the proposed development; or the development is limited or temporary and would not prevent minerals extraction taking place in the future.”

2.14 The Greater Manchester Waste Plan sets out a waste strategy for Greater Manchester to 2027 enabling the adequate provision of waste management facilities in appropriate locations for a range of waste. The Plan guides the waste management policies of each local authority with the plan area.

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Local Socio-Economic Context

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

- Demographics
- Deprivation
- Employment & Skills
- Land & Property
- Health & Wellbeing

Demographics

- The population of Horwich was 20,172 in 2020, making up 7% of Bolton's population.
- Whilst Horwich and Boltons population has grown since 2011, Horwich's working age population has slightly decreased.
- Bolton has a relatively high proportion of under 20-year-olds and 30 to 50-year-olds, but struggles to retain or attract people in their 20'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 Horwich's population is white, making up 96.1% of the total population.

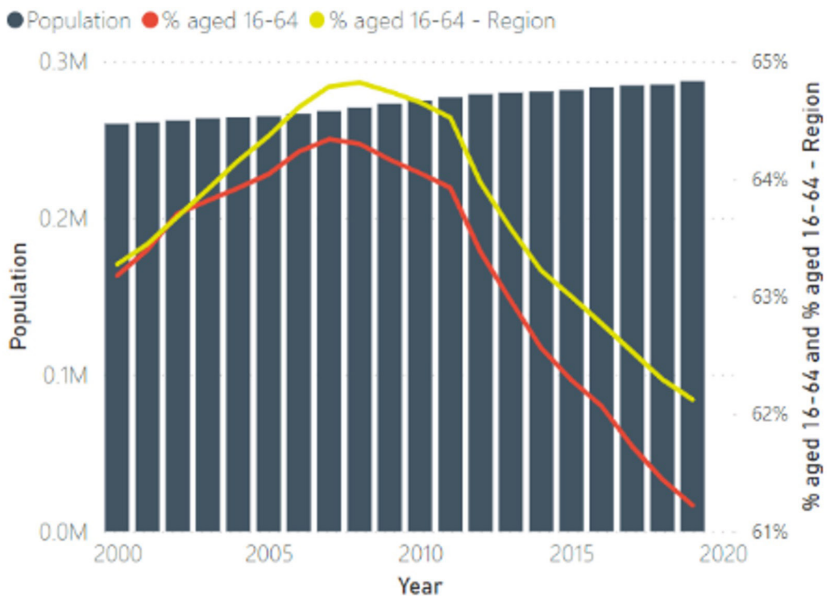


Figure 2.5: Population, and % workig age in Bolton compared with the North West, 2000-2019

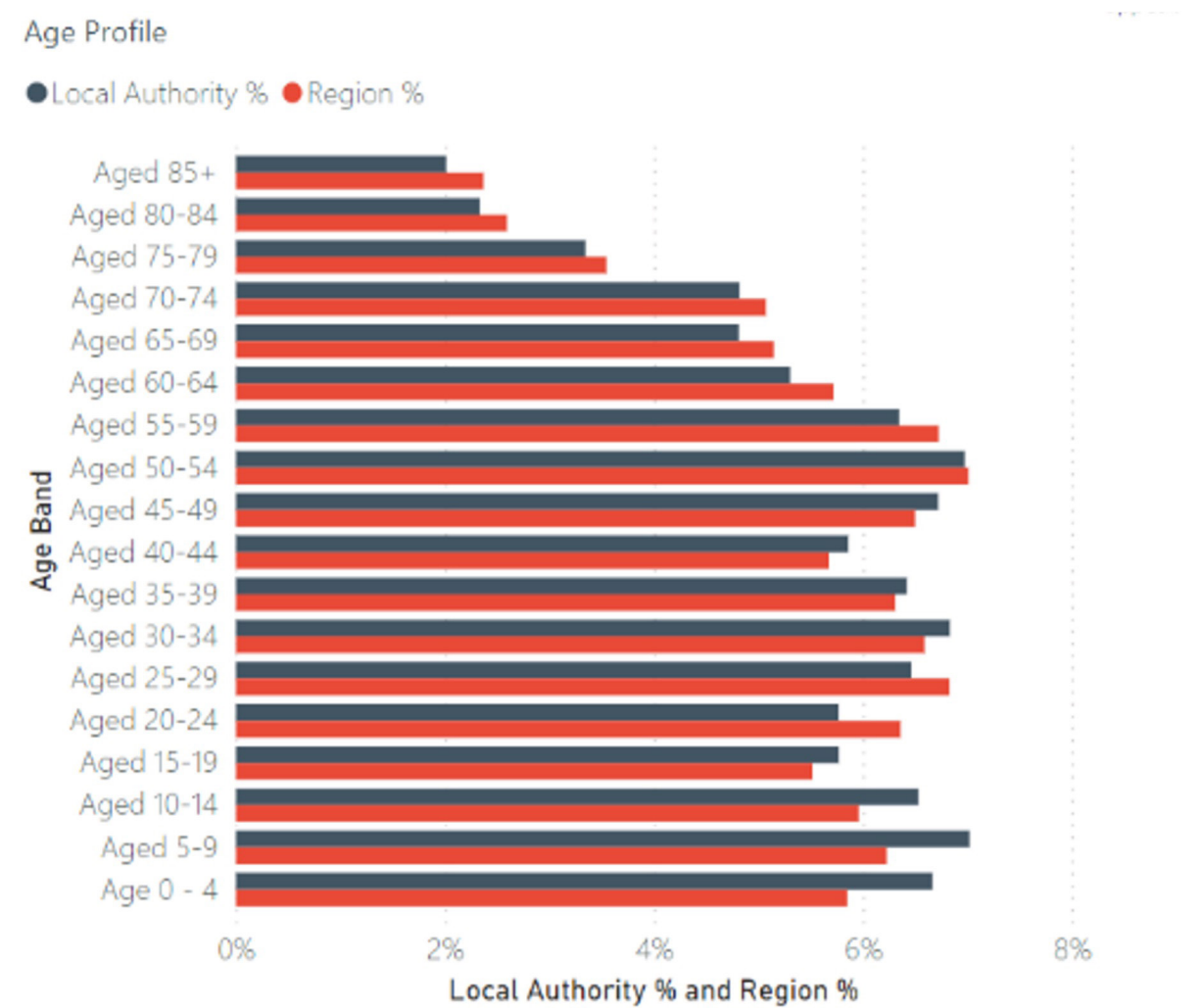


Figure 2.6: Population by age group in Bolton compared to the North West, 2019

Source: ONS, Population Estimates, 2019

- 2.16 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 currently struggles to retain or attract people in their 20s.

Deprivation

- Bolton ranks in the top 15% of local authorities with the highest levels of deprivation. Almost a quarter of Bolton's LSOAs are within the 10% most deprived across England.
- Bolton faces particular deprivation issues associated with crime, health, employment, and income. Over a quarter of Bolton's LSOAs is within the 10% most deprived across England, a third are within the 10% most deprived for crime indicators, a fifth within the 10% most deprived for health and disability indicators, and over 40% are within the 20% most deprived for employment indicators. Education, skills and training deprivation and living environment deprivation are also issues for Bolton.
- In 2017/18, Bolton had a crime rate of 127 offences per 1,000 people, compared to 98 in the Northwest and 83 in England as a whole. This rate has increased by 69% since 2010/11.

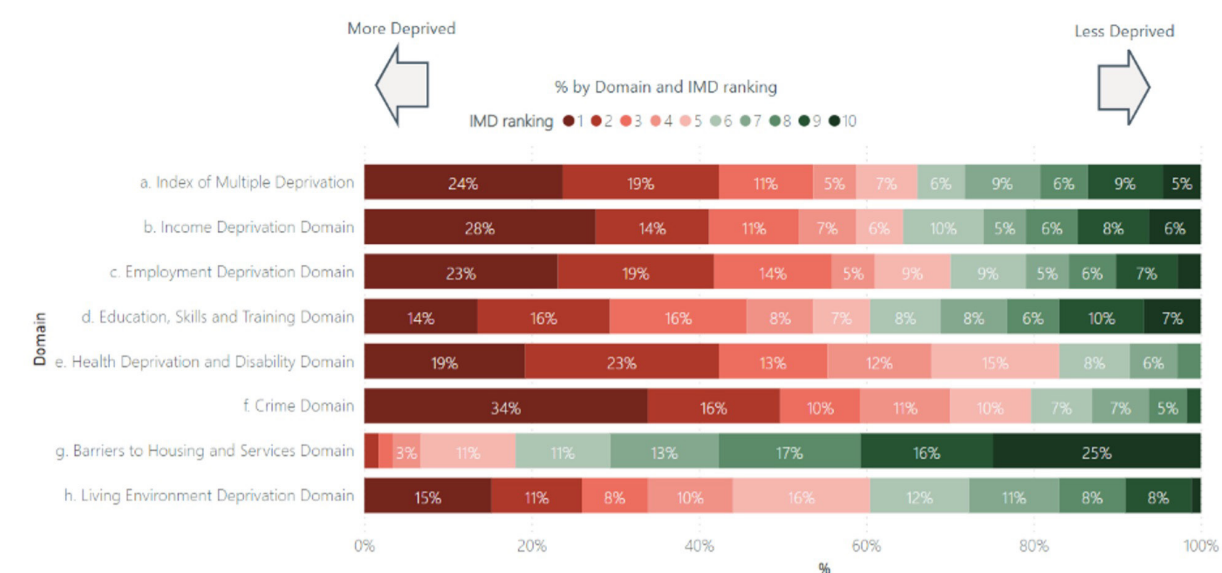


Figure 2.7: Deprivation ranking of areas in Bolton by IDM domain

Source: MHCLG, English Indices of Deprivation, 2019

Employment & Skills

- Bolton has seen rising employment at an annual growth of c. 2.5% from 2012-2019. Although jobs density has also increased since 2010, at 0.7* it still represents an out-commuting area in which there are significantly fewer jobs than working residents. Further, the growth in employment only just recovered to pre-2008 recession levels as of 2019.
- The most prominent employment industries in Bolton are wholesale & retail, health & social work, and manufacturing. Around 5% of employment is in construction.
- Local jobs appear to be lower-earning compared to jobs outside the borough, with Bolton’s resident-based earnings at 93% of the North West and 86% of the English average, whilst workplace-based earnings are 91% of the North West and 84% of the English average.
- Unemployment rates are high with 5.5% of adult men (compared to a 4% regional average), 9% of women (compared to a 4% regional average), and 13% BAME adults (compared to a 7% regional average) unemployed in 2019.
- 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.
- Bolton’s key stage two school pupils show similar average levels of achievement to elsewhere in England and key stage three pupils show slightly higher levels of achievement.

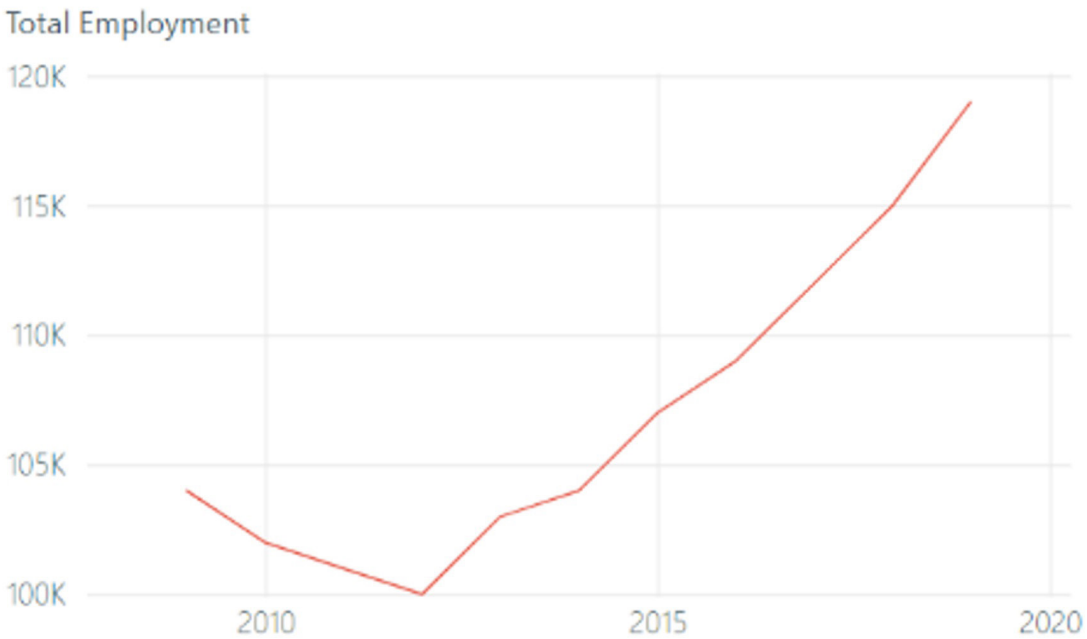


Figure 2.8: Employment in Bolton, 2009-19
Source: ONS BRES, 2020



Figure 2.9: Job density in Bolton, 2000-2018
Source: ONS BRES, 2018

*number of jobs in an area divided by the resident population aged 16-64

	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
Bolton West (which includes Horwich)	70%	30
Source: Department for Education, Key Stage 2 and Key Stage 4 performance measures, 2019		

Table 2.1: School achievement

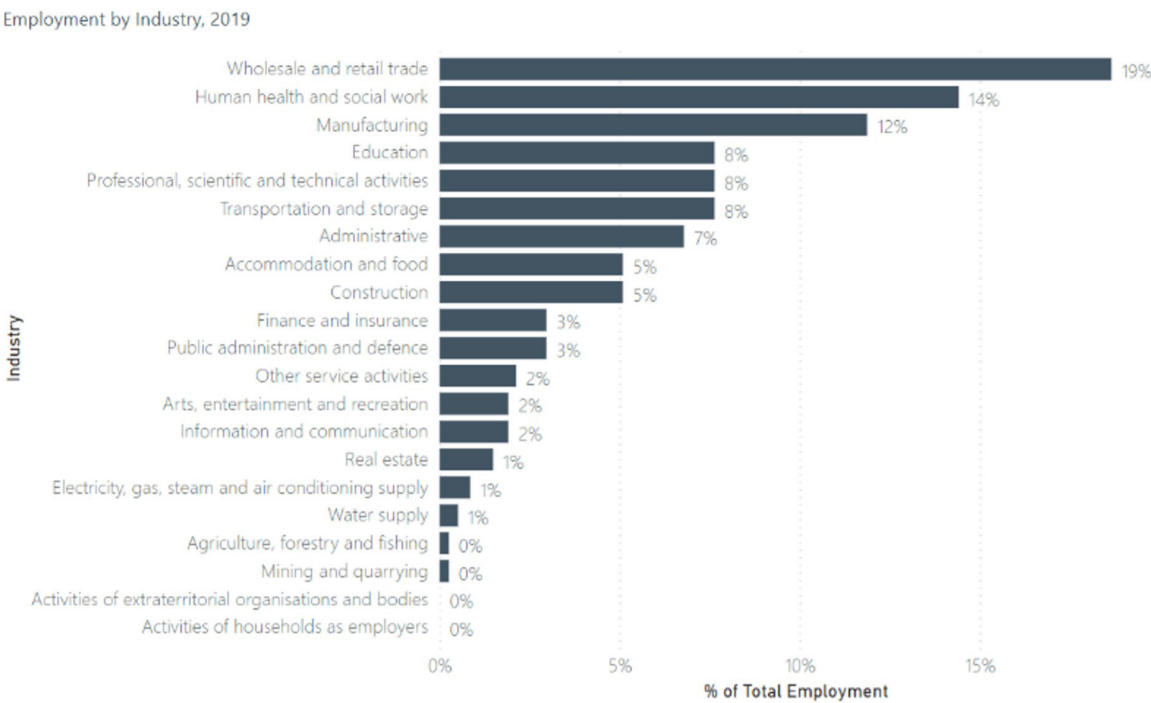


Figure 2.10: Proportion of employment by industry in Bolton, 2019
Source: ONS BRES, 2019

Land and Property

- In 2019, there were 124,400 dwellings in Bolton, with just under 2,000 additional dwellings since 2015. That is an increase of 2%, which is lower than the proportionate increase in the North-West and England.
- The average house price for a property in Horwich is £208,708, which is approximately £8,000 higher than the average in Bolton. Property prices in Horwich have risen by 9% since 2019. Bolton house prices have also seen a rise in price, increasing by 13% since 2019.
- 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. This may reflect a shortage of 3-bed properties for rent and strong demand for properties of this size for families.
- Gross disposable household income (GDHI) reflects the average amount of money available for spending or saving after tax, social contributions and benefits have been taken into account. GDHI per individual in Bolton is £5,600 less than the amount for England and £2,300 less than the amount for the North-West and this gap has widened over the last decade. Since 2015, the ratio of median house price to GDHI has risen by 6% in Bolton, compared to only 3% 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

Health & Wellbeing

- Bolton’s life expectancy is 80 years (averaging the rate for men and women), the same as the North West life expectancy. Bolton’s population however is expected to have two fewer years of healthy life expectancy than the wider North West population and four fewer years than England’s population.
- Bolton has slightly higher levels of inactivity in its population than the North West and England. Only 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	Bolton	England
Deaths from all causes, under 75 years	101.1	100
Deaths from all cancer, under 75 years	109.5	100
Deaths from circulatory disease, under 75 years	107.6	100
Source: Public Health England, Local Health 2019.		

Table 2.3: Health Indicator Index

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 2.4: Physical activity levels



Stakeholder Context

- 2.17
- The 2019 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 issues to politicians**, including members of Horwich North-East where the site is located, the Leader of the Council and members of the Cabinet and the Clerk of Horwich Town council to advise the consultation and request meetings.
 - A **letter was issued to the Stocks Residents Association**, who represent many of those who live on a neighbouring estate, to advise of the consultation and request a meeting. A meeting was held in August 2020 and members of the group have been invited to take a site tour of Northstone's Silkash development in Westhoughton.
 - A **leaflet was distributed to 3,189 properties** within close proximity to the site to provide an overview of the plans and information as to how feedback could be provided.
 - A **consultation website** was established to provide further information on the proposals, as well as a facility to submit feedback via an online form.
 - 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.
 - **Local media sources** issued a press release which summarised the proposals and the public consultation.
 - **Social media adverts** were circulated to all residents living within 9km of the site to reach a wider audience. The adverts sought to disseminate details about the plans and direct users to the website.
- 2.18
- The key issues identified through the consultation are summarised below, based on the evidence from Lexington pre-application process.

Housing need

- In total, 69 respondents registered their interest in a new home at Horwich Golf Club during the public consultation. This accounts for 44% of the feedback received and clearly demonstrates that there is demand for spacious, efficient and flexible new housing in Horwich.
- Conversely, 41 respondents stated that there is too much development in Horwich already, several citing the ongoing Loco Works development.
- 53% of registrations came from those looking to take a first step on the property ladder, reinforcing Northstone's belief that new homes are required locally.

Building on green land / green space

- One of the most frequently cited comments raised during the public consultation related to protecting the area's green spaces from development.
- The most popular suggestions given by the respondents to inform the detailed plans with regard to green space were 'additional tree planting' and the 'inclusion of wildflower meadows', which were both selected by 17 respondents.
- The creation of new 'woodland walkways' and 'bat boxes and bug hotels' were selected by 16 respondents each. 'Leaving land wild' also selected by 16 respondents.

Highways

- The potential impact of additional vehicles on local roads as a result of new homes on the site and the resulting congestion was raised by 41 respondents.

Impact on local services

- 28 respondents questioned the ability of key local services, such as schools and GP surgeries, to accommodate an increased local population.

Sustainability and design

- A small number of respondents suggested including electric vehicle charging points and solar panels for all properties.
- Others suggested using local labour to cut down on emissions throughout supply-chain.

3. Using the Social Value Baseline

3.1 This section presents the social priorities identified as important for the Horwich development 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.

Focus areas for Horwich



Responding to the Social Priorities

- 3.2 The provision of a large number of residential dwellings at Horwich has been an aspiration of Peel L&P for several years. The collaborative work carried out by Northstone with Horwich Town Council has helped guide the process to create the most sustainable development possible.
- 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 core and specific focus areas for Horwich.

Job creation

- 3.4 The baseline identified that construction is an important employment sector in Bolton. The delivery of a major new housing development will support a significant number of construction jobs, new and through the supply chain. The benefits from the creation of new jobs 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 Being conscious of the opportunity for the delivery of the development to positively impact local socio-economic outcomes, Northstone have set out an approach to provide skills and training opportunities 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 build 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 have set out to ensure the supply chain of both contractors and suppliers is as local as possible.

Community engagement

3.7 Northstone will set out an approach to ensure that the housing of the residential development of Horwich 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 take into account the identified needs and preferences in the local community as well as the concerns of neighbouring residents by:

- Addressing the significant demand for high-quality, affordable homes in the borough which a large number of resident feedback specified was of interest.
- Delivering high quality landscaping and green spaces through Northstone's forward looking approach to place-making.

Climate resilience & biodiversity

3.8 Core to Northstone's ethos is to encourage 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 for the housing development include the use of improved fabric efficiency, increased air tightness, and effective heating controls.

Housing & affordability

3.9 Northstone is committed to ensuring the provision of affordable, but high-quality housing schemes. The Horwich 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.

3.10 The baseline identified that Bolton has a lower proportion of young working age people, as well as house prices which have quickly increased over the years. Given the barriers to first homebuyers finding suitable homes within their price range as well as the consultation responses expressing a want for larger family homes, Northstone have incorporated a range of house types into the design of the development.

Connection to nature

3.11 Unlike previous proposals, Northstone's application uses land that is currently occupied by Horwich Golf Club only and does not include the fields located either side of the northern fairway. Whilst members of the local community can access this green space through use of the Golf Club, the space is not accessible for many residents who do not play golf or are not members of the Club. As such, no public green open spaces will be lost to facilitate the development of new homes.

3.12 Furthermore, Northstone's proposals seek to deliver a new public green space on this site. This will mean that, if approved, Northstone's plans will deliver a net increase in public green space in Horwich compared to the present day. This element of the proposals represents a considerable investment for Horwich which Northstone hope will leave a positive legacy for future generations.

Health & wellbeing

3.13 The proposed designs prioritised health and wellbeing through the provision of plentiful green space and safe streets which prioritise pedestrians over vehicles, thereby encouraging people to spend time outdoors and engaging in physical activity.

3.14 Play equipment will also be included in the development, situated adjacent to, and connected by pedestrian routes within the development. The linear style and layout of the equipment reflects to linear nature of the green corridor and green space containing the fairway trees through which the pedestrian route passes. The play equipment will comprise natural materials with a contemporary aesthetic, set within grass surfaces and hopes to encourage young people to engage with outdoor activities.

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Assessment of Potential Social Value at Horwich

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.

