

Social Value Baseline Report: Keld

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1. Introduction

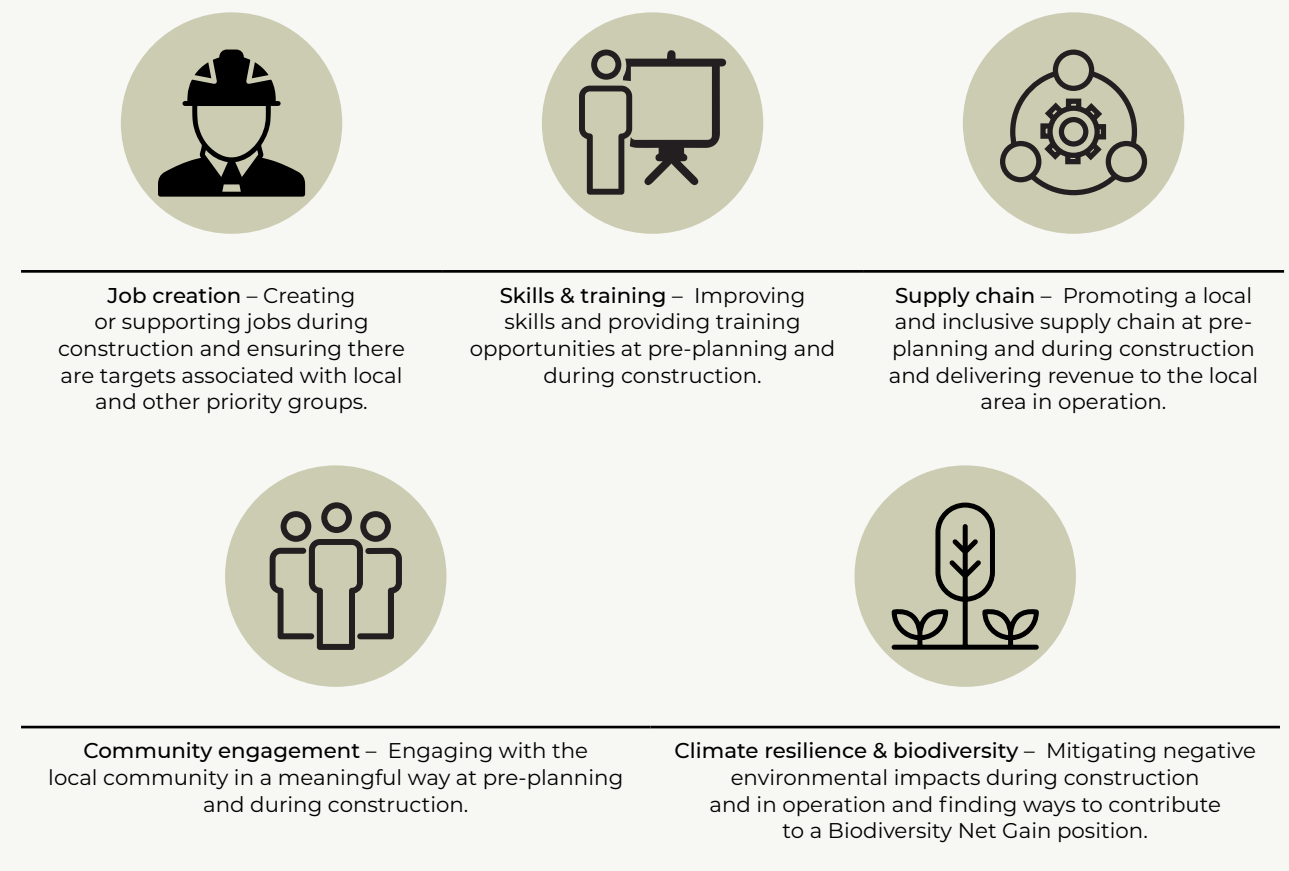
- 1.1 The following report contains the baselining process undertaken in relation to Keld, Barrowford, with the purpose of providing a structured approach to identifying the significant social value issues relevant to the socio-economic context specific to the site.
- 1.2 The baselining report provides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

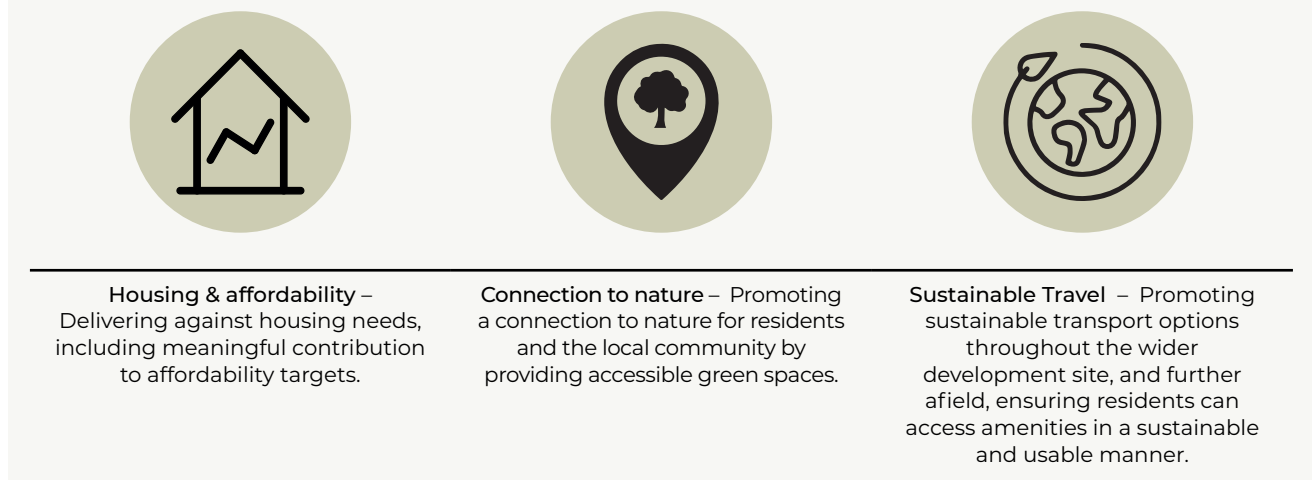
Figure 2.1: Site specific focus areas, Keld



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



Site Context

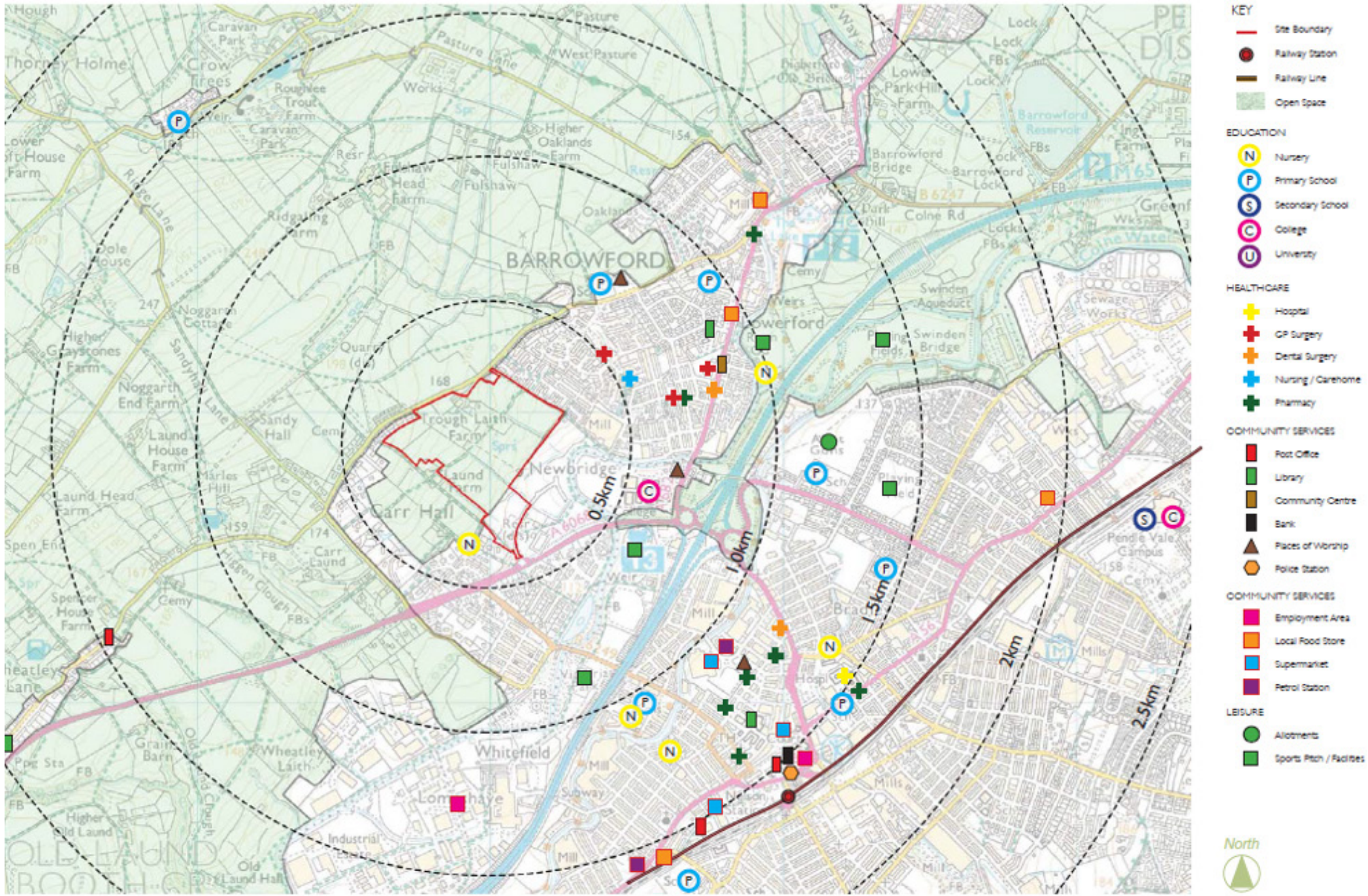


Figure 2.3: Map of the Keld site and local services
 Source: Northstone Design and Access Statement

Location and Condition

- 2.1 The Keld site, previously known as Trough Laithe farm, is located on the western edge of the town of Barrowford, approximately 6.5 km north east of Burnley and 1 km to the north of Nelson. The site sits in part of the Nelson conurbation, within the Pendle Borough council area.
- 2.2 The site comprises of 9.4 hectares of predominantly agricultural land. The topography of the site is steeply sloping with no evidence of contamination of the land. There are four public rights of way crossing the site.
- 2.3 The site is located between housing areas of Warren Drive, Barrowford Road, and Parrock Road and is accessed via Barrowford Road. The site is bounded by the A6068 Barrowford Road to the south, residential dwellings located on Carr Hall road to the west, Wheatley Lane Road to the north, and Pendle Water and residential dwellings to the east.
- 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 the land of the site or to nearby water courses.
 - Ecological survey – Which identified the trees and subsequent habitats which would be affected by the development and ways to mitigate these impacts.
 - Arboricultural tree survey – Which further identified the trees likely to be affected by the development.

Connectivity and Amenities

- 2.5 The site is located on the land to the west of the village of Barrowford. The centre of Barrowford is located approximately 1.5 km from the centre of the site, although the location of additional facilities is spread along the A682 Scotland Road which begins approximately 500 m from the centre of the site.
- 2.6 Keld has good transport links. There is a total of two bus stops within 400 m from the site, situated on Barrowford Road, which provide access to Burnley, Clitheroe, Nelson, and Padiham. The closest mainline railway from the site is Nelson, located 1.9 km from the site. The line offers regular (hourly) trains between Colne, Burnley, Blackburn, Preston, and Blackpool south. By road, the M65 motorway runs to the east of the site providing a strategic link to Burnley, Blackburn and the M6.

- 2.7 There are good levels of green space close to the site. Victoria Park and Garden is 0.6 km to the east of the site. To the north east the site is bounded by residential development at Warren Drive, Lower Laithe Drive and Wilkinson Street. To the north west the site is bounded by Wheatley Lane Road and some housing beyond which open fields rise to an Area of Outstanding Natural Beauty (Forest of Bowland).
- 2.8 Within 3 km of the site there is three general medical practices including Pendle community hospital, Barrowford surgery, and Reedyford Healthcare. Nelson pharmacy is also located 1.6 km from the site. Manchester city centre can be reached by car, train, or bus.
- 2.9 Figure 2.4, below, lists some of the other local services and their distance from the Keld site showing there is a good provision of services nearby, including educational facilities within close proximity to the site.

Service/Facility	Name	Distance from Site
Education	Nelson and Colne College	< 0.5 km
	Lomeshaye Junior School	1 km – 1.5 km
	Barrowford School	0.5 km – 1 km
	St Thomas CoE Primary School	0.5 km – 1 km
Retail	Food Retail/Convenience store	1.5 km
	Collect plus point	2.4 km
	Post office	1.7 km
Lesiure	Seedhill Athletics and Fitness Centre	0.5 km – 1 km
	Victoria Park	0.5 km – 1 km
	Barrowford Library	0.5 km – 1 km
	Barrowford Community Centre	0.5 km – 1 km
Healthcare	Pendle Community Hospital	1 km – 1.5 km
	Barrowford Surgery	0.5 km – 1 km
	Reedyford Healthcare	0.5 km – 1 km
	Barrowford Dental Practice	0.5 km – 1 km
Employment Areas	Riverside Business Park	< 0.5 km
	Lomeshaye Industrial Estate	1 km – 1.5 km
	Nelson Town Centre	1.5 km – 2 km

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.”

- 2.10 The Pendle Borough Council Plan policies (2016) have been ‘saved’ until such time as the local plan is replaced by the Pendle Core Strategy .
- 2.11 The emerging core strategy identifies a requirement to deliver affordable, high quality family housing which can address the imbalance in the profile of the Boroughs housing stock.
- 2.12 Pendle Borough Councils emerging core strategy sets out the ambition to deliver a significant level of new housing where it is most needed to stimulate regeneration and complement planned economic investment in Nelson Town centre.
- 2.13 The examination in Public on the Pendle Core Strategy was held in April 2015. There was no direct objection of the application site for residential development as part of the examination nor to the content of the core strategy as a whole.
- 2.14 Pendle Borough Council intends to include the Keld housing development in their finalised Core Strategy. The Keld site will contribute towards the intended core strategy policies in the following ways, in line with the NPPF’s core planning principles:
- Promoting sustainable transport;
 - Delivering a wide choice of high quality homes;
 - Requiring good design;
 - Promoting healthy communities;
 - Conserving and enhancing the natural environment;
 - Conserving and enhancing of Heritage assets.
- 2.15 Northstone has sought to ensure that the engagement with the local community on the plans has adhered to the guidance outlined in the Localism Act 2011, the NPPF, the PPG and Pendle Borough Council’s SCI, as well as industry best practice

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Local Socio-Economic Context

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

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

Demographics

- The population of Barrowford and Western Parishes is 9,985, making up approximately 11% of Pendle’s population (population of 92,112 in 2019)
- The population of Pendle has grown since 2011, increasing by 2,536 residents. Whilst the population has increased over the last decade, the percentage of the population which are of working age has decreased by 3.23% since 2011, standing at 60.16% in 2019, 1.96% below the regional average.
- Pendle has a notably low proportion of 20-24-year olds in comparison to the North West regional average.
- 19% of Pendle’s population is of Asian ethnicity, compared to 6% of the North West population and 8% of England’s population. The vast majority of Pendle’s population are white, making up 80% of the total population. The remaining 1% comprises of mixed/multiple ethnic groups.

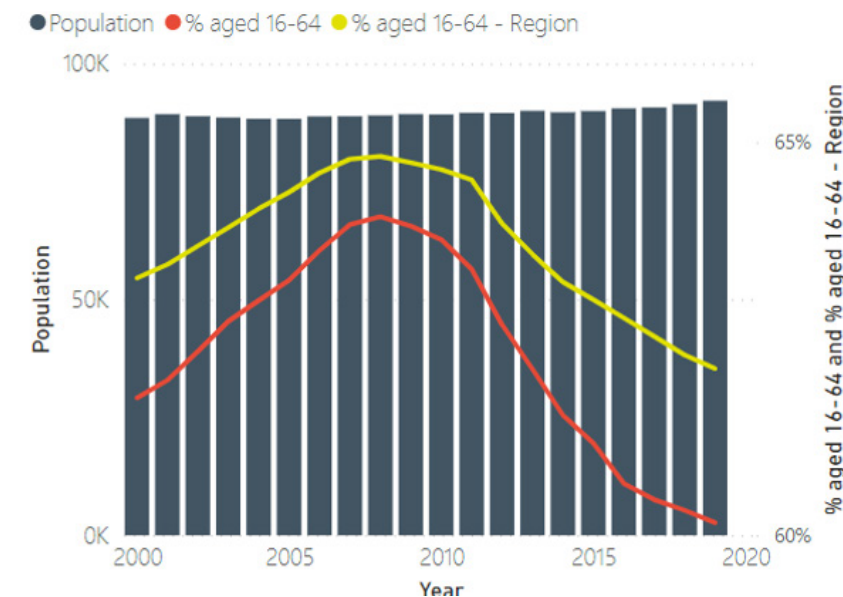


Figure 2.5: Population, and % working age in Pendle compared with the North West, 2000-2020
Source: ONS Mid-Year Population Estimates, 2019

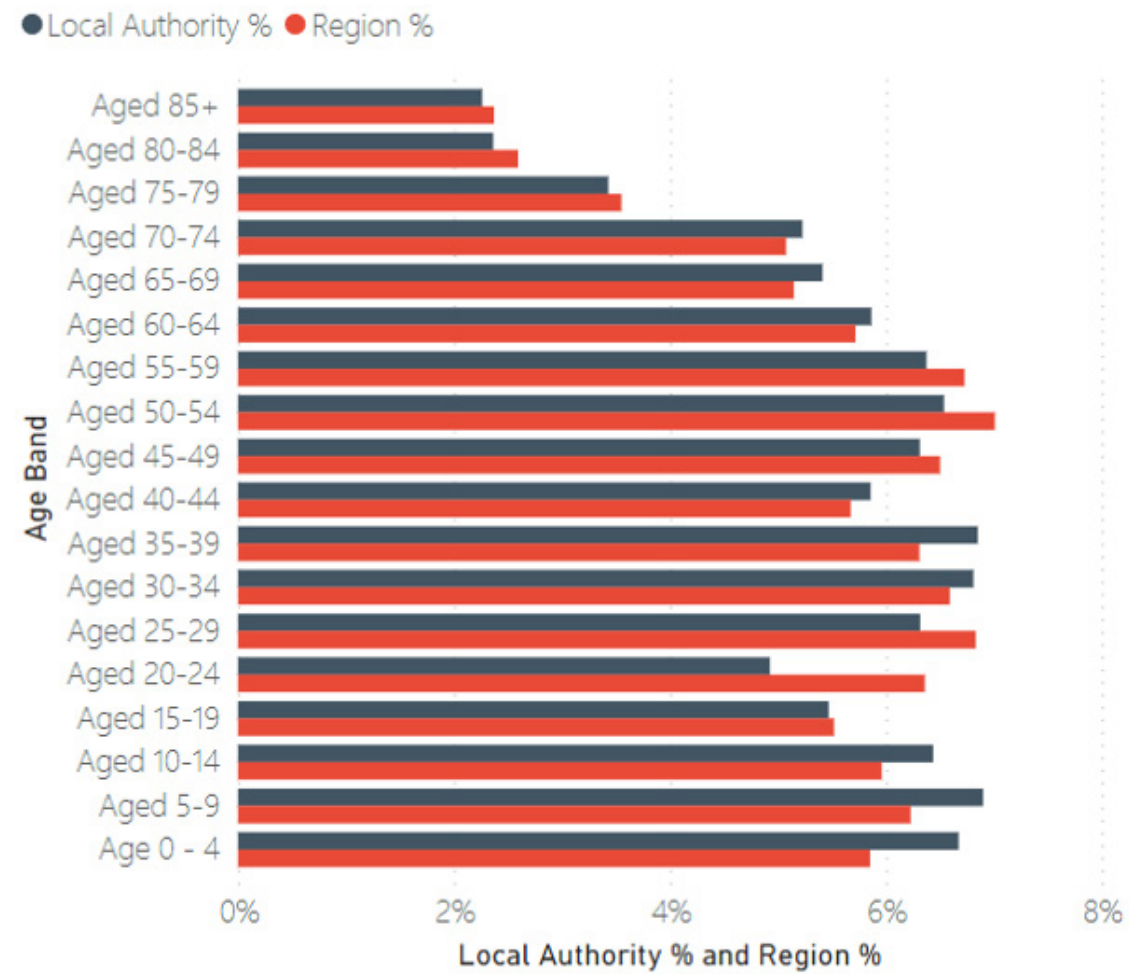


Figure 2.6: Population by age group in Bolton compared to the North West, 2019
Source: ONS, Population Estimates, 2019

2.17 As shown above, Pendle has an older population demographic than the regional average, with a larger proportion of 60-74-year olds and a small proportion of residents in their 20's. This suggests Pendle currently struggles to retain or attract people aged between 20 and 29.

Deprivation

- Pendle is in the top 20% most deprived lower-tier local authority in England. The borough ranks in the top 20% of the most deprived areas in England for health deprivation, disability rank, and living environment rank of average rank measure.
- Pendle faces some specific deprivation issues associated with income, employment, health, and living environment. In particular the living environment deprivation figures show that 60% of Pendle's LSOAs are within the 10% most deprived for living environment indicators.
- Nearly a quarter of Pendle's LSOAs are within the 10% most deprived for education and employment across England. Over 20% of Pendle's health and income indicators are within the top 10% most deprived areas across England also.

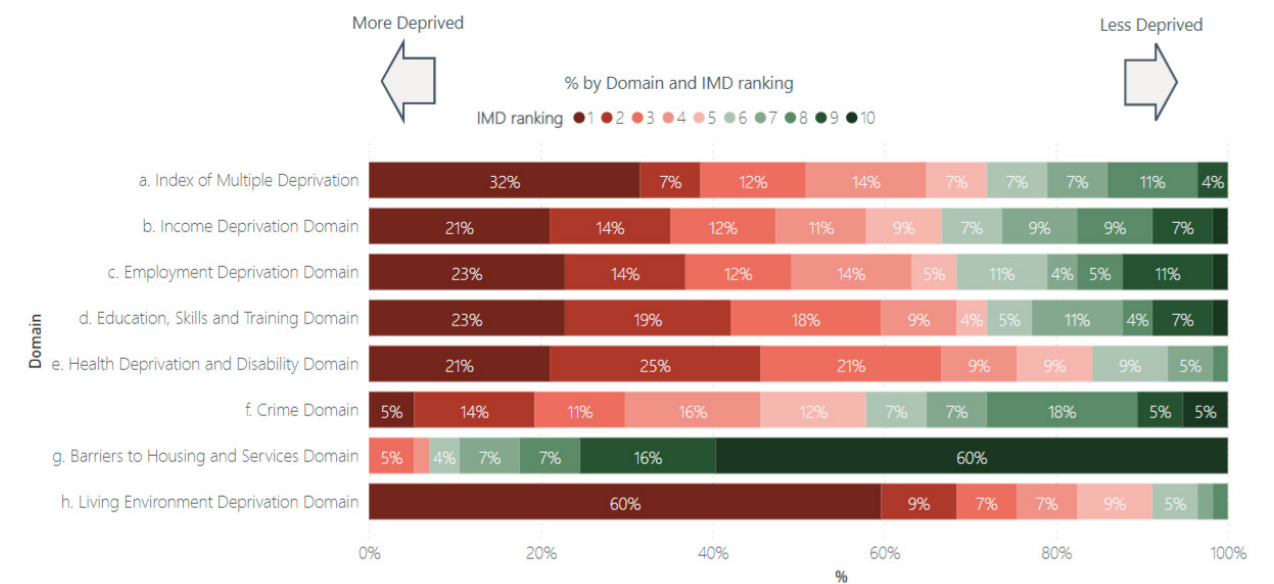


Figure 2.7: Deprivation ranking of areas in Bolton by ID domain
Source: MHCLG, English Indices of Deprivation, 2019

Employment & Skills

- In terms of economic development, whilst the service sector has grown as a source of employment, their continues to be a bias towards a large proportion of employees in the manufacturing sector.
- Pendle has seen a 6% rise in total employment from 2010 to 2019. Although job density has also increased since 2010, at 0.71* (in 2018), it still represents an area where there are significantly fewer jobs than are residents.
- The most prominent employment industries in Pendle are manufacturing, wholesale & retail, and health.
- Employment rates amongst females of working age are 3% lower than the regional employment average, whereas male working age employment is 4% greater than the North West average. Considering BAME working age population, employment rates are low with 56% employment compared to a 63% regional average.
- A considerably high proportion of Pendle's working age population have no qualifications at 20% compared to 8.7% across the North West.
- The Primary School listed to be within close proximity to the Keld site shows good levels of achievement with pupils exceeding the national averages for reading, writing, and maths. However, the local Secondary School's performance is below the national average indicators.

Total Employment

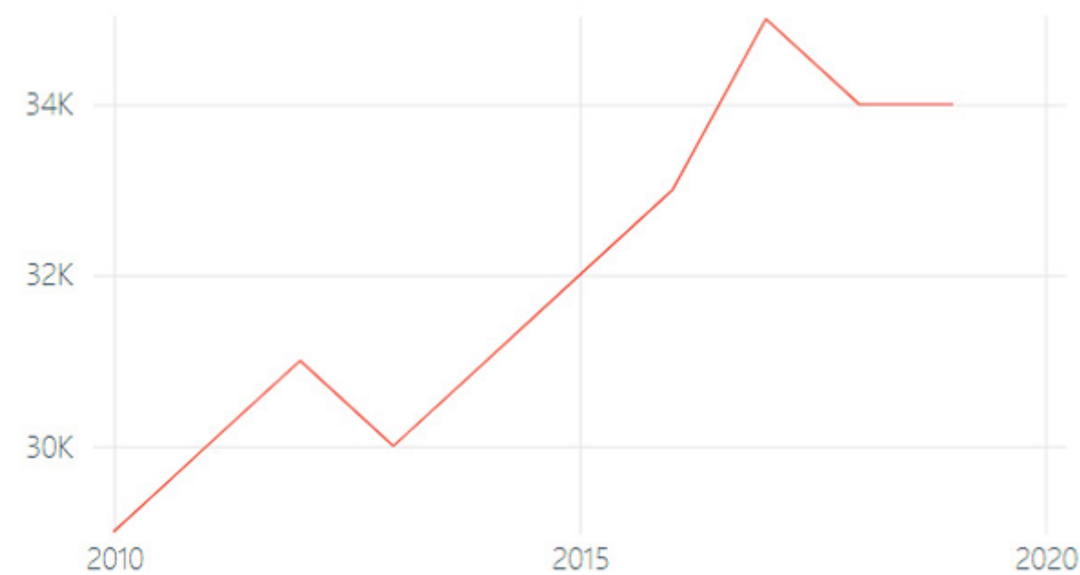


Figure 2.8: Employment in Pendle, 2010-2020

Source: ONS BRES, 2020

Job density

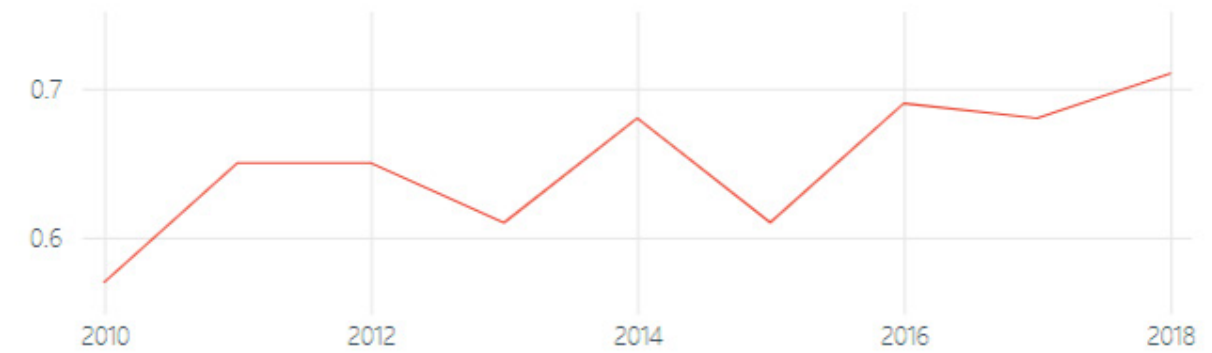


Figure 2.9: Job density in Pendle, 2010-2018

Source: ONS BRES, 2020

Employment by Industry, 2019

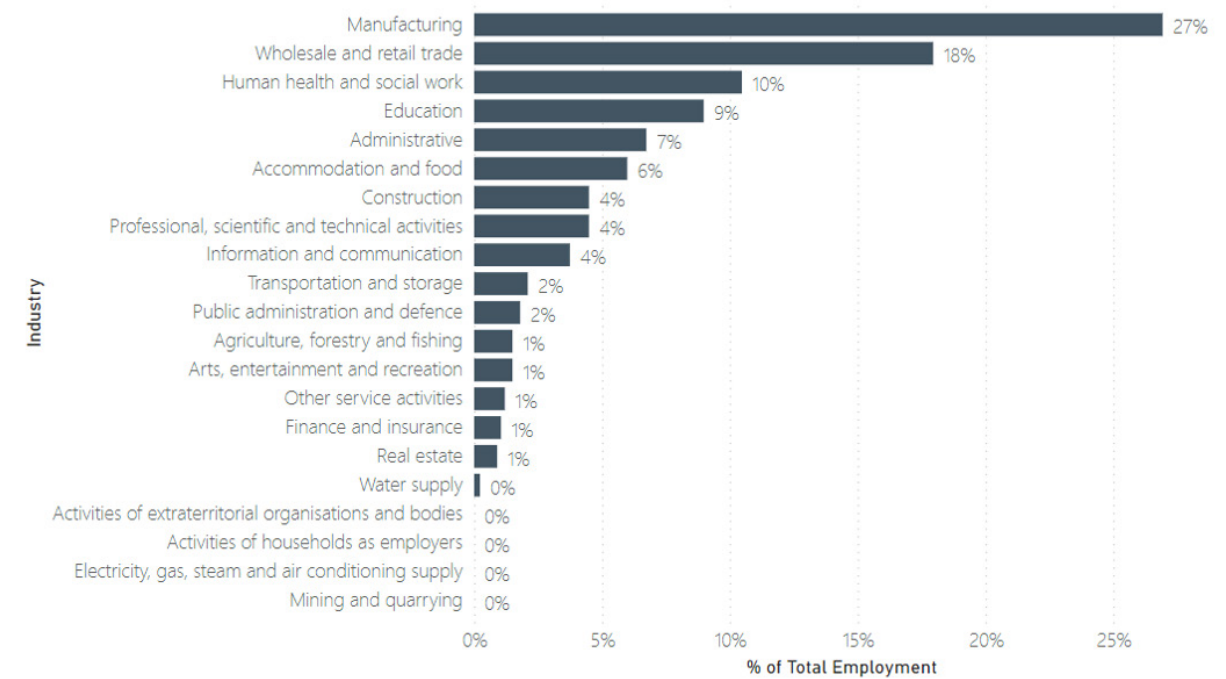


Figure 2.10: Proportion of employment by industry in Bolton, 2019

Source: ONS, UK Business Counts, 2020

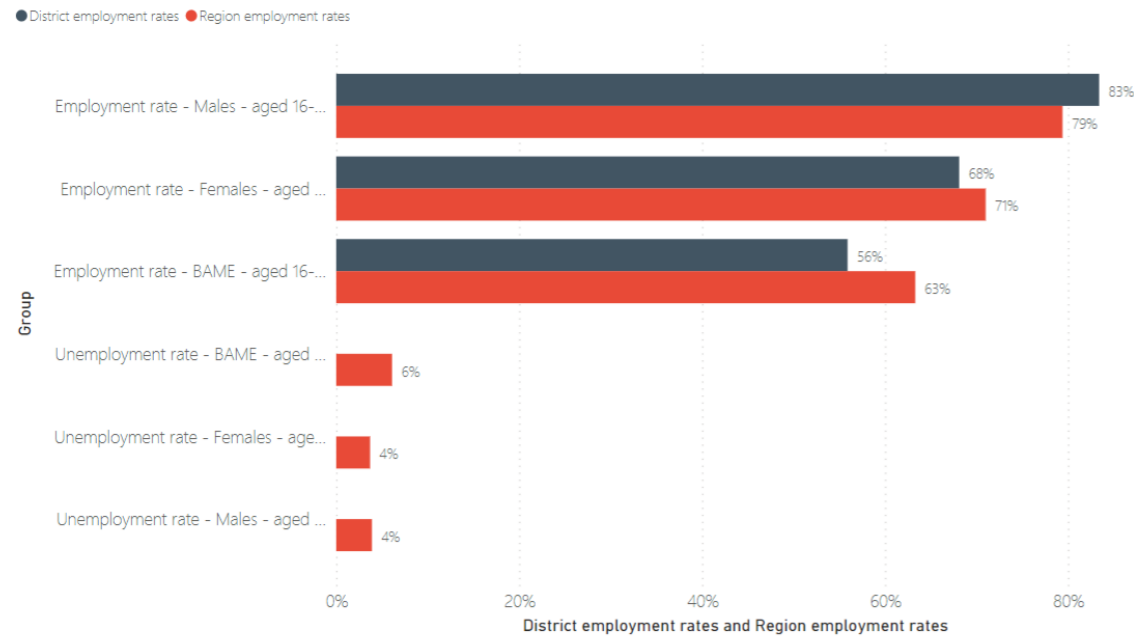


Figure 2.11: Employment rates by demographic groups, Pendle and the North West, 2019

Source: APS, July 2019 - June 2019

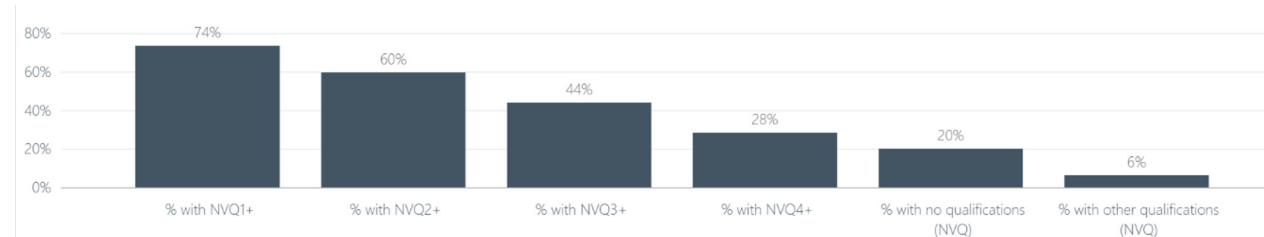


Figure 2.12: Qualifications of Pendle's workforce

Source: ONS Annual Population, Jan 2019 - Dec 2019 for qualifications

	Reading	Writing	Maths
	England average: 0	England average: 0	England average: 0
Barrowford St. Thomas CoE Primary School	Average: 1.8	Well above average: 3	Well above average: 3.5
Lomeshaye Junior School	Well below average: -3.3	Above average: 1.4	Below average: -1.3

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

Table 2.1: Progress score in reading, writing and maths

Land and Property

- In 2010 there were 40,572 dwellings in Pendle, with just under 1,000 additional dwellings since 2015. This is an increase of approximately 2%, which is lower than the proportionate percentage increase in the North West and England.
- The median house price in Pendle is £116,000, which is a 30% increase in house prices of the area since 2010, however, £59,000 lower than the median house price in the North West.
- The difference between Pendle and the North West is relatively pronounced in terms of house rental prices. Pendle's average house rental price, specifically for a 3-bed property, it is £520 per monthly rent in Pendle, whereas the average monthly rental price for the North West is £670 per month.
- 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 Pendle is approximately £2,000 less than the amount for the North West and £5,000 less than the amount for England.

	Median house price (£000s)	Percentage increase since 2015
England	259	22%
North-West	175	20%
Pendle	116	30%

Source: ONS, Median house price for administrative geographies: HPSSA dataset 9, 2021

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
Pendle	£475	£450	£520	£795
Value in Bolton as a proportion of the value in England	65%	64%	65%	58%

Source: ONS, Private rental market statistics in England, 2021

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

Health & Wellbeing

- Lancashire's life expectancy is 81 (averaging the LE of men and women) which is in proportion with the North West average life expectancy (1-year difference). The healthy life expectancy average for Pendle, however, is 3 years less than the average healthy life expectancy of the North West.
- The overall death rate of under 75's is slightly lower in Lancashire in comparison to the North West average however, indicators for the causes of deaths are relatively similar to the North West, with no significant differences.
- The Pendle health profile, published by Public Health England, reveals that the health of people in the area is generally worse than the England average. Only 37% of Pendle's population spend 4 or more hours doing 'moderate' intensity exercise during their average working week. 27% of Pendle's population said they do no 'vigorous' intensity exercise during their average working week.

Indicator	England	North West	Lancashire
Life expectancy at birth	82	80	81
Healthy life expectancy at birth	64	62	61

Source: Public Health England, Public Health Profiles, 2021

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

Area	Pendle	England
Deaths from all causes, under 75 years (per 100,000)	390	326
Deaths from cancer (per 100,000)	138	129
Deaths from cardiovascular disease, under 75 years (per 100,000)	99	70

Source: Source: Public Health England, Public Health Profiles, 2021

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%
Bolton	23.9%	65.1%

Source: Source: Public Health England, Public Health Profiles, 2021

Table 2.6: Physical activity levels



Stakeholder Context

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 issued to politicians**, including ward members for Barrowford, members of the Cabinet, the Clerk of Barrowford Parish Council and the Local Member of Parliament to advise the consultation and request meetings.
- **A leaflet distributed to 2,486 homes**, all homes within a 1-kilometre radius 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 5 kilometres of the site to reach a wider audience. The adverts thought to disseminate details about the plans and direct users to the website.
- **A community information telephone line and 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.
- **Exhibition boards** were displayed in Barrowford library between Saturday 16th and Saturday 30th November 2019. The boards provided information on the site's location, the types of homes proposed, the site layout and access, and a large scale site masterplan.

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

Housing need

- 8 respondents stated there was no need for new homes in the area, yet 53 respondents registered their interest in a new home on the site which indicated a support for Northstone's plans amongst local residents across Barrowford and wider Pendle.
- Most local residents cited 2-3 bed homes as the type of home needed locally. The second most frequently cited response was 4-bedroom properties, and two respondents specified 'other' specifying they would like to see bungalows delivered

as part of the proposals.

Home design

- Residents identified a series of needs in terms of home design, including carbon neutral homes, 'smart' household technology, and USB plug sockets.
- With regard to Northstone's plans to enhance the sustainability of the development and reduce carbon emissions, the most frequent suggestions made by residents included well insulated homes, solar panels, and additional green trees and vegetation.

Green spaces

- Of the respondents who provided their views in relation to ecology, local residents reported a need to retain trees and include new areas of wild meadow into the development.
- Bird / bat boxes and sensitive street lighting to minimise impact on bats were also cited as means to impact ecology.

Energy, transport and social infrastructure

- 15 respondents cited concerns related to the shortage of schools in Barrowford and the strain this would put on school places and the local road network as a result of the proposals.
- The impact that new residents would have on the capacity and function of GP surgeries in the area was also raised by 13 respondents.
- 13 respondents raised concern of flood risks during the development. Several also raised concerns about the riverbank, stating it has receded and collapsed in certain parts in recent months.

3. Using the Social Value Baseline

3.1 This section presents the social priorities identified as important for Keld and summarises how the proposals were developed to respond to the needs, issues and opportunities identified during the baselining process. It also outlines the actions Northstone are committing to for Keld to support positive impact in the social priorities listed below.

Focus areas for Keld

Figure 3.1: Focus areas for Keld



Housing & affordability – Delivering against housing needs, including meaningful contribution to affordability targets.



Connection to nature – Promoting a connection to nature for residents and the local community by providing accessible green spaces.



Sustainable Travel – Promoting sustainable transport options throughout the wider development site, and further afield, ensuring residents can access amenities in a sustainable and usable manner.

Responding to the Focus Areas

- 3.2 The provision of a large number of residential dwellings at Keld has been an aspiration of Peel L&P for a number of years. The collaborative work carried out by Northstone with Pendle borough council, including the site developments inclusion in the Pendle Core Strategy, will be used to help guide the Keld 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 identified social priorities for Keld.

Job creation

- 3.4 The baseline identified that the area surrounding Keld represents an out-commuting area in which there are significantly fewer jobs than working residents. The delivery of a major new housing development will support a significant number of construction 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 Pendle had 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 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 set out to ensure the supply chain of both contractors and suppliers was as local as possible.

3.7 There are benefits associated with the completed scheme and the additional residents brought into Barrowford as well as during the construction development. This will be through the additional spending within the local area by residents of the Keld development.

Community engagement

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

- Funding for improvements to local bus services to minimise the impact on an increase in public usage as a result of the housing development;
- Addressing the significant demand for high-quality homes in the borough which a large number of resident feedback specified was of greatest concern;
- Delivering high quality landscaping and green spaces through Northstone's forward looking approach to place-making.

Climate resilience & biodiversity

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 lifestyles. To do so, the proposals for the housing development include the use of improved fabric efficiency, increased air tightness, and effective heating controls.

Northstone commissioned ESL (Ecological Services) Limited to prepare a bespoke Biodiversity Management Plan for the Keld development. The plan outlines the design of the Keld development regarding its sensitivity to the natural environment and biodiversity already present on the site. Planned actions include:

- The removal of amphibians from the development footprint to a place of safety;
- Pre-felling surveys of trees with bat roost potential;
- The provision of bat boxes in compensation for trees lost;
- The design of a monitoring programme to evaluate any impacts on common pipistrelles;
- Measures to avoid damage to active bird nests;
- Measures to protect badgers;
- Measures to allow the free movement of hedgehogs.

Housing & affordability

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

In terms of the average rental prices in the area, the baseline identified Pendle borough to be notably lower than the North West average monthly rental prices. It was concluded that the reasons for this difference were due to inadequate housing facilities currently present within the area. Therefore, the development intends to provide 243 high quality, affordable new homes which meet the required living standards.

The baseline identified that Keld has a lower proportion of young working age people living in the area. Therefore, to attract first time home buyers, which generally would encompass the young working age population, Northstone have committed 50 new homes to be affordable (20% of overall housing development plan) to provide an opportunity for many to get onto the housing ladder whilst also creating roots in Pendle.

Connection to nature

Although the proposed development at Keld 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 into the site. This will be achieved by:

- Creating a strong pedestrian footpath network within the site, whilst the existing Public Rights of Way which pass through the site will be enhanced by the creation of publicly accessible green corridors.
- Integrating a green network within the site by ensuring in the design phases that opportunities for informal recreation and ecological enhancement are maximised.
- Creating an interesting internal journey which will create a strong sense of place, by passing through key nodes which contain existing landscape features.

Existing boundaries of the site will be enhanced with tree planting, whilst existing vegetation on the East and West boundaries will be improved to create attractive pedestrian movement corridors from Wheatly Lane Road to Barrowford Road.

To ensure both Keld and local Barrowford residents could benefit from local natural assets, three green corridors will be established in response to the existing site features. The green infrastructure will be multifunctional, providing spaces for sustainable drainage systems (SuDS), amenity, ecology, and sports & play.

Sustainable travel

Peel are committed to ensuring that the wider site is well connected and that movement between different areas is safe and secure. Northstone have set out an approach which ensures the transport links to and from the Keld site are readily available, accessible and sustainable. The scheme intends to achieve this through:

- Enhancing links to the already established bus services which are within close proximity to the site and incorporating such links into the design of the scheme.
- Delivering a pro-pedestrian/cyclist environment by providing dedicated pedestrian routes.
- Discouraging car use and reducing vehicle speeds although primary vehicle access into the site will be provided off the A6068, Barrowford Road.



Assessment of Potential Social Value at Keld

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.

