



QA

Love Wolverton, Social Value Statement

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1.0 INTRODUCTION AND SUMMARY

- 1.1 Social value is a term for the economic, environmental and social benefits that are experienced by people, now and in the future. To understand their worth, these benefits are often measured, and sometimes assigned a financial figure – the value that accrues to the end user as a result of particular outcomes.
- 1.2 Social value has become an increasingly prominent concept in the UK, primarily thanks to the introduction of the 2012 Public Services (Social Value) Act.
- 1.3 The approach for monetising social outcomes is based on Social Return on Investment (SROI): a calculation of total benefits and total costs.
- 1.4 Social impact can be quantified in several ways:
- Value for money: Willingness to pay extra for something you value.
 - Time is money: The value of saving time.
 - Subjective Wellbeing valuation: Putting a value on wellbeing – most appropriate to understanding the impact of design on end users¹.
- 1.5 The social value statement has been developed with the relevant planning policies for employment, economic development, health and wellbeing, nationally, regionally and locally. It demonstrates the commitment of the developer for a sustainable, inclusive and integrated community in Wolverton, particularly with regards to the community engagement, the market this includes (senior and affordable), and the communal designs.
- 1.6 Overall, the proposed development will reduce existing socio-economic and human health inequalities and improve the lives of local people and new residents through the following:
- Provision of 86 high-quality new homes including 31% affordable rent; and over 1000 sqm of commercial and community units, and Still Green cohousing 29 homes of which 14% are social rent;
 - An inclusive approach to community building and design leaves the community feeling respected, heard and that they've participated;
 - A design that encourages the use of active travel through improved roads, additional walkways and cycle ways and careful landscaping;
 - A portion of the proposed development for mixed use space encouraging of activity, gathering of the community in places and economic stimulation;
 - Intergenerational living that supports an ageing population and offers accessible accommodation;
 - Safe streets for families and elder population to feel comfortable to be in;
 - Communal gardens and public realm that encourages social interaction.

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- 1.7 A portion of the social and economic benefits are calculated using the HACT social value calculator. The proposed development scores highly in the qualitative measures, with Healthy Streets and Sport England Active Design principles incorporated.
 - 1.8 These are all projections based on assumptions without opportunity for post occupancy surveying of residents.
 - 1.9 The total value accrued from design and social interventions is £22,859,029.
 - 1.10 The SROI ratio is 0.62: for every £1 that is spent on purchase, construction and consultation, £0.62 goes back to the community.
 - 1.11 It is recommended a comprehensive social value evaluation in operation is conducted to show the value of the first 10 years once the rental model and return is confirmed.

2.0 REPORT STRUCTURE AND METHODOLOGY

2.1 This Social Value Statement is to show how social value has been collected and calculated for the proposed development. This statement uses Social Return on Investment (SROI) method that considers both financial proxies (perceived value) of wellbeing outcomes and financial value accrued from economic outcomes.

2.2 It is calculated by dividing the Total Benefits (£) by Total costs (£)

2.3 This report will include:

- A desk-top review of current national, regional and local policy, socio-economic conditions in the area, including the prevailing baseline health and economic conditions;
- Calculation of the forecast total population and child yield for the development, and assessment of how these impact on social infrastructure
- Selecting the design principles that add the most value to the scheme for economic improvement, health and wellbeing;
- Quantifying social value using the HACT social value calculator and measuring the perceived value generated from different design and social interventions;
- Concluding with a total value thus far and recommendations for the proposed development

3.0 PROPOSED DEVELOPMENT

3.1 The proposed development is the construction of 115 residential units including a 50 years and over co-housing group Still Green and communal gardens; nine commercial and community units; the reinstatement of Radcliffe Street; other public realm sites; associated car and cycle parking, (including underground) access layout and hard and soft landscaping.

- Block A has 25 dwellings and two retail units that span Church Street (north), Radcliffe Street (east) and Buckingham Street (south).
- Block B has 18 dwellings two storeys each of five apartments above ground-floor retail facing Church Street, and two 'flanks' each of four three-storey terraced houses on the east and west fronts.
- Block C has been co-designed with Still Green co-housing to have 29 dual- and triple-aspect apartments, all at accessibility level M4(2), and communal facilities for residents contained in a 'Common House'.
- Block D has 20 dwellings comprising two sets of four flats above retail units on the Church Street corners, and 12 three-storey houses along the sides.

- Block E is also a three-storey block with 12 dwellings comprising six apartments over retail units fronting Radcliffe Street and the Square, and six houses fronting the Mews Street.
- Block F is 11 dwellings, all apartments in the eastern corner of the development on Church Street. A site location plan is shown in the Figure below.

Figure 3.1 Site Location



- 3.2 Using the Milton Keynes pupil product ratios² and accommodation schedule considering eligible dwellings, the proposed development will bring approximately 276 new residents to the local area, 55 of which are over 50, including a total of 23 children. This will include child yield of 17 primary school pupils and 6 secondary school pupils.

4.0 COMMUNITY CONSULTATION

4.1 During the development of the neighbourhood plan:

"The majority of local people believe that redevelopment of the Agora site is crucial to the future regeneration of Wolverton town centre."

4.2 Comments received in the first stage of the neighbourhood plan consultation in January and February 2012 focused in a number of key problems that the Agora creates for the town:

- *"It segregates The Square from Church Street and the other retail areas of the town.*
- *It disrupts the Victorian grid street-pattern and causes problems with the movement of cars, people and cyclists.*
- *It is out of keeping with the Victorian town and Conservation Area.*
- *It has been poorly maintained for many years and contributes negatively to the public realm and image of the town.*
- *It does little to attract shoppers into the town."*

4.3 By the end of the first year of the Neighbourhood Plan process, 78% of those who responded to the questionnaire said that they wanted the Agora site redeveloped, with 71% supporting the reconnection of Radcliffe Street as a crucial element of any new town centre scheme³.

4.4 Outcomes included the following:

- The project name: Love Wolverton;
- A dedicated website with 4,500 unique visitors March 2019 - December 2020;
- A subscription service for project updates with 328 subscribers;
- A programme of thirty pre-App stakeholder engagement activity on highways, conservation, design and Section 106 development contributions;
- Over the Summer of 2019 "Agora a-go-go" community - led creative programme engagement with 1525 + residents across 16 events;
- Establishment of Agora Regeneration Working Group with local stakeholders to review and debate progress on key issues;
- A three-day public consultation was attended by 300 people and a separate day-long workshop was attended by 60 people; and
- Collaboration with Still Green senior cohousing members to provide codesign of their accessible homes

4.5 In addition, TOWN held workshops with local students and school children to discover their needs and priorities. In partnership with Blockbuilders, there was a 3 day workshop with

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- Radcliffe and Bushfield School to ask 90 children who attended what they would like in their town centre.
- 4.6 TOWN had been supporting Still Green cohousing group to find a site near Milton Keynes. Fortunately, when the Agora development appeared, it fitted the specification for their needs and could be combined with the remaining development. In June 2020 it was agreed and since then Mole Architects and Still Green have been collaborating on designing their homes, including the past year of the pandemic hosting codesign sessions online over Zoom.
- 4.7 A comprehensive plan of activity and Statement of Community Involvement⁴ has been held since March 2017 and remains ongoing (albeit in virtual form) to date.
- 4.8 For full details on the consultation responses received from the proposed development and how these have shaped the proposals please see the Statement of Community Involvement and Design and Access statement.

5.0 POLICY BACKGROUND

National

National Planning Policy Framework (NPPF)

5.1 The revised NPPF was published in February 2019, replacing the previous NPPF, adopted in March 2012. The revised NPPF sets out the Government's planning policies for England and how they are expected to be applied. It provides a framework within which locally prepared plans for housing and other development can be produced. Of the 17 chapters in the NPPF, the following are the most relevant for the potential social and economic impacts of the Development:

- Chapter 5 Developing a sufficient supply of homes: This objective states that local planning authorities should establish a housing requirement figure for their area, understand the availability of land in the area, and ensure that the supply and delivery of housing is maintained.
- Chapter 6 Building a strong, competitive economy: This objective sets out the need for planning policies to identify opportunities for local investment and seek to address potential barriers to investment, including poor environments or a lack of housing. It states that local planning authorities should encourage sustainable economic growth and enable the development of accessible local services and community facilities.
- Chapter 8 Promoting healthy and safe communities: This objective states that planning policies need to create new places that encourage social interaction and provide safe and accessible environments. Policies should also enable and support healthy lifestyles.

5.2 Further guidance is also contained in the National Planning Practice Guidance (PPG) on Healthy and Safe Communities⁵ which states that:

'The design and use of the built and natural environments, including green infrastructure are major determinants of health and wellbeing. Planning and health need to be considered together in two ways: in terms of creating environments that support and encourage healthy lifestyles, and in terms of identifying and securing the facilities needed for primary, secondary and tertiary care, and the wider health and care system (taking into account the changing needs of the population).'

5.3 The PPG defines a healthy place as:

'one which supports and promotes healthy behaviours and environments and a reduction in health inequalities for people of all ages. It will provide the community with opportunities to improve their physical and mental health, and support community engagement and wellbeing.

It is a place which is inclusive and promotes social interaction. The National Design Guide sets out further detail on promoting social interaction through inclusive design including guidance on tenure neutral design and spaces that can be shared by all residents.

It meets the needs of children and young people to grow and develop, as well as being adaptable to the needs of an increasingly elderly population and those with dementia and other sensory or mobility impairments.'

Regional

Milton Keynes Local Plan: Plan:MK 2016-2031

- 5.4 This plan was adopted by Milton Keynes Council (MKC) in March 2019. One of the strategic objectives is:

"To aim to reduce health inequalities and deprivation, and improve housing quality and access to services for all.⁶ "

- 5.5 Chapter 9, Education and Health, recognises the benefits of good planning on health and wellbeing in encouraging active travel, accessibility to open space, improving life expectancy, reducing health inequalities, and encouraging healthy choices.

- 5.6 It includes Policy EH6, which requires any residential development to have an HIA for health risks following the adoption of the Health Impact Assessment SPD in February 2021. The principal objective of this policy requirement, therefore, is to ensure that new developments have a positive impact on the health and wellbeing of new and existing residents. The level of detail required in the HIA will be appropriate to the scale and nature of the development.

- 5.7 Policy DS3 (Employment Development Strategy): this policy specifies that MKC will encourage training and skills development at all levels and promote the provision of extended and enhanced further and higher education.

Milton Keynes Skills Strategy – Framework Document

- 5.8 Strategic Priority 4 - Widening participation and enhancing the labour pool WP1: Maximising employment and skills opportunities through the use of planning and procurement interventions.

There is an opportunity to drive education and training investment through public procurement programmes and planning obligations where possible, for example, building upon the experiences of the school build programme partnership which played an important role in linking construction opportunities to the local labour force, building on social value links.

- 5.9 Key Performance Indicators include Planning applications and contracts that have employment and skills obligations; and number of employment and training opportunities.

Draft Supplementary Planning Document

Policy DS3 (Employment Development Strategy)

- 5.10 This planning document references Plan:MK Policy DS3 for employment and skills training to be considered in new developments, not only as an opportunity in construction, but also to look at the impact on education facilities as the resident population grows.
- 5.11 In terms of planning obligations, proposals will be discussed with MKC that may be required to support Policy DS3. For example, the delivery of new development provides a unique opportunity to support the development of construction skills locally. Expansion of the capacity of post 16 education and training facilities may also be necessary as the resident population grows. The Department for Education expects Local Planning Authorities to secure contributions for 'sixth form' places which are expected to have broadly the same cost as a secondary school place. MKC will lead on the evidencing of particular requirements as they relate to specific development proposals. This may include evidence from partners providing further education. In terms of higher education, Plan:MK is supporting the establishment of the new University in Central Milton Keynes through the allocation of a site.

Local

Wolverton Neighbourhood Development Plan 2015-2025

- 5.12 The Neighbourhood plan was formed in order to respond the community's aspiration to redevelop the Agora Centre. These objectives demonstrate the social economic request from the community:

Objective 1: Transport and Movement

- Support a shift towards more sustainable modes of transport to and from Wolverton town centre, reducing the need to travel by car by improving access for walking, cycling and public transport.
- Encourage improved management of streets and parking and the ongoing use of the backways as preferred walking and cycling routes.

Objective 3: Environment and Design

- Improve the quantity and quality of publicly accessible open and green space within the town centre.
- Subject to viability testing, all new developments to be zero carbon, designed for climate change and served by a district heating network.

Objective 4: Housing

- Ensure affordable, sustainably constructed, decent homes are developed that complement and enhance the existing housing stock.
- Develop a range of housing stock within the town centre that meets the needs of existing and future local people.

Objective 5: Economic Development

- Improve the vitality and viability of Wolverton town centre through a mix of retail and non-retail uses which better reflect the needs of the local community.
- Encourage creation of new businesses and employment opportunities.
- Increase the town centre population and so encourage an evening economy.

Objective 6: Social, Cultural and Leisure Facilities

- Support development that addresses the social, cultural and leisure needs of the local community.
- Build upon Wolverton's reputation as a cultural hub by improving accessibility to existing social, cultural and leisure services and facilities.
- Promote healthy living by supporting practical projects that impact positively on the lives of local people.
- Reduce fear of crime and prevent crime by supporting the local community to make a positive difference to their community.

5.13 From these objectives and integrating the outcomes from the consultation process, the following policies were formed to consider in design and that affect the social economic impact of redevelopment in the area:

Policy W1 – The Agora site

- 5.14 Redevelopment proposals for the Agora site will be actively supported where they are consistent with the objectives set out below. The planning and design principles in the Agora Development Brief Supplementary Planning Document (adopted September 2013) are consistent with this policy and referenced below.
- 5.15 Redevelopment proposals will:
- A.** Follow the historic grid street pattern and reinstate Radcliffe Street as a direct highway link, which is pedestrian and cycle friendly, between The Square and Church Street. (Reconnection of the Grid)
 - B.** Provide an active retail frontage on the reinstated Radcliffe Street and Church Street with a mix of new ground floor units of modern standard, suitable for current retail, service and office requirements. (Scale and Orientation of New Development and Active Ground Floor Frontages)
 - C.** Include development fronting Church Street, with a priority of around the junction with Radcliffe Street. (Development along Church Street)
 - D.** Make a clear distinction between public and private spaces, particularly at the rear of buildings. (Public and Private Space)
 - E.** Incorporate public open space around the junction of Church Street and the new highway link to The Square, to improve the urban environment and support street markets and community events. (Street markets and community events)
 - F.** Retain views of St George’s Church, in particular the spire, through breaks in development along Church Street. (Retention of Key Views)
 - G.** Be between two and four storeys in height with the taller buildings on the corners of the site and along the re-instated Radcliffe Street link between Church Street and The Square. (Building Heights)
 - H.** Where practicable ensure service yards do not conflict with private amenity space or private parking provision for residents or undermine the quality of the environment on principal frontages. (Servicing)
 - I.** Except in new residential development where parking should be designated to each unit, all parking should be accessible to town centre users, and include an element of on-street parking. Existing adopted highway access should be retained and enhanced where practicable. (Parking and Existing Adoptable Highway Access)
 - J.** Integrate the existing Electric Bus Charging Infrastructure located in Church Street. (Electric Bus Charging Point Infrastructure)
 - K.** Improve cycling and walking links within the town centre, retaining existing pedestrian links such as that between St George’s Church and Church Street as practicable and viable. (Existing Adoptable Highway Access)
 - L.** Include a mix of new housing which complements the existing provision and meets the particular needs of older people (extra care housing) and younger people (supported

housing). Housing provided on the site should also meet the Lifetime Homes Standard, and best practice guidance in 'Safer Places' and 'Secured by Design'. Some dwelling should support home based working and all homes should have high speed broadband.

M. Include a range of small to medium sized retail (50 to 1000 square metres) and office units and workshops suitable for current town centre businesses that may require relocation and new occupiers. (Allow for a range of land uses and unit sizes)

N. Retain the existing London Plane trees and other trees where practicable replacing any trees lost as a result of development. (Landscaping)

O. Include the introduction of water efficiency measures and new green infrastructure in the form of sustainable urban drainage systems which reduce flood risk and add ecological value and interest to the development.

P. Street materials and street furniture should comply with the Public Realm Design Manual. (Public Realm materials and street furniture)

Q. Be of good design in keeping with the Victorian architecture of the setting which preserves and enhances the character of the Conservation Area. Poor quality pastiche is not acceptable. (High quality architecture)

R. Ensure redevelopment is accessible to all users. (Access to All)

S. Subject to viability testing, new development will be zero carbon and resilient to the impact of climate change and served by a district heating network where convenient connection is available.

T. Ensure that the necessary on and off-site infrastructure, for example school places, and community facilities are provided to support and mitigate the impact of development. In terms of delivery, community-led redevelopment was preferred either through process or through a formalised structure.

6.0 GUIDANCE

UN Sustainable Development Goals (SDGs)

- 6.1 Sustainable development is a state of society where living conditions and resource use, continue to meet human needs without undermining the integrity, stability of the natural systems and future generations. The concept focuses on the triangle of economic development, social development and environmental protection, being balanced to offer benefits for today and future generations.
- 6.2 The Sustainable Development Goals (SDGs) adopted by the UN in 2015, adopts a holistic approach of 17 goals, targets and temporal processes that will lead us to the end-point of this sustainable development agenda by 2030. The adopted SDGs shown in Figure 4.1 below are applicable to all countries (developed and developing) who will work towards achieving the targets.

Figure 6.1 Sustainable Development Goals



- 6.3 The following Sustainable Development Goals are most relevant to the proposed development and delivering social value:
- Sustainable Cities and Communities;
 - Reduced Inequalities;
 - Climate Action.
- 6.4 The UK is committed to the delivery of the Sustainable Development Goals and in December 2017 the UK Cabinet Office produced a corporate report on how to implement the SDGs.

The report states that the most effective way to do this is by ensuring that the Goals are fully embedded in planned activity of each Government department. The most effective mechanism for coordinating implementation is the departmental planning process.

Social Value Guidance

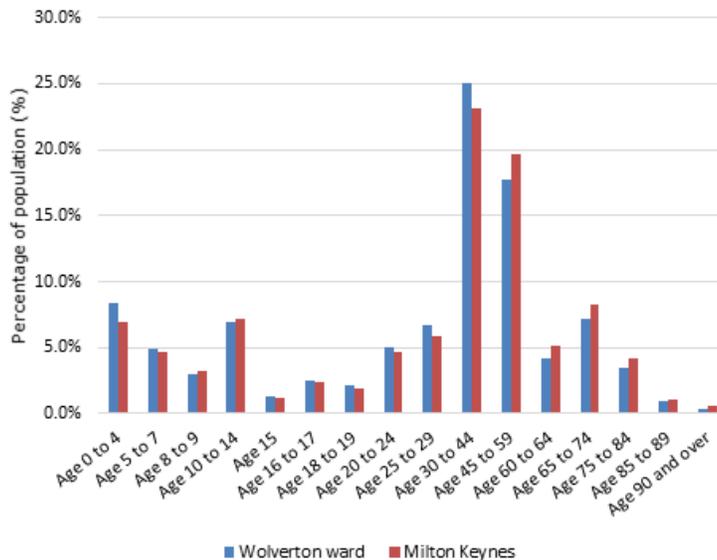
- 6.5 This Social Value Statement considers both quantitative and qualitative measures to demonstrate the value of incorporating improved economic, health and wellbeing circumstances into the design of communities, and impact on people's lives.
- 6.6 There are a number of methods and calculators to indicate the perceived value across the design, construction and operational phase including:
- HACT Social Value Calculator⁷;
 - TfL Healthy Streets Criteria⁸;
 - Sport England Active Design Guidance⁹; and
 - RIBA Social Value Toolkit for Architecture¹⁰.
- 6.7 In this instance, we will use the HACT (Housing Association Charitable Trust) Social Value Calculator for our quantitative calculations. Through extensive research and constant refinement, HACT have chosen financial proxies that best indicate the perceived value of an intervention.
- 6.8 The economic and social impact of job creation in the area, the multiplier effect of the construction spend both in supply chain and in the local area, and the additional new residents spending locally will be calculated.
- 6.9 Furthermore, the TfL Healthy Streets qualitative approach is based on ten indicators which describe the experience of people using streets. The indicators are essential for a healthy street environment. A higher emphasis is applied to the top two indicators "*Pedestrians from all walks of life*" and "*people choose to walk, cycle and use public transport*". The other eight indicators describe essential elements required to support them.
- 6.10 The Sport England Active Design guidance has specific criteria to promote walkable communities, connected walking & cycling routes, providing multifunctional open space and high-quality streets that promote connectivity and active travel.
- 6.11 The Health Impact Assessment that accompanies this application considers the impact of the design on the health and wellbeing of new and existing residents based on the Milton Keynes HIA SPD. The four themes are healthy housing, active travel, healthy environment and vibrant neighbourhoods.
- 6.12 Finally, the Social Value Toolkit for Architecture addresses the emotional and psychological impact of the built environment and is concerned for the long-term outcomes of design decisions that deliver lasting human wellbeing.

7.0 SOCIAL VALUE BASELINE

Age

7.1 Within Wolverton ward there are a total of 15,601 residents and a breakdown of the age of these residents compared to Milton Keynes is shown in the figure below. A slightly higher proportion of residents in Wolverton ward are aged 25 to 44 years compared to Milton Keynes.

Figure 7.1 Figure 6.1 Age in Wolverton and Milton Keynes

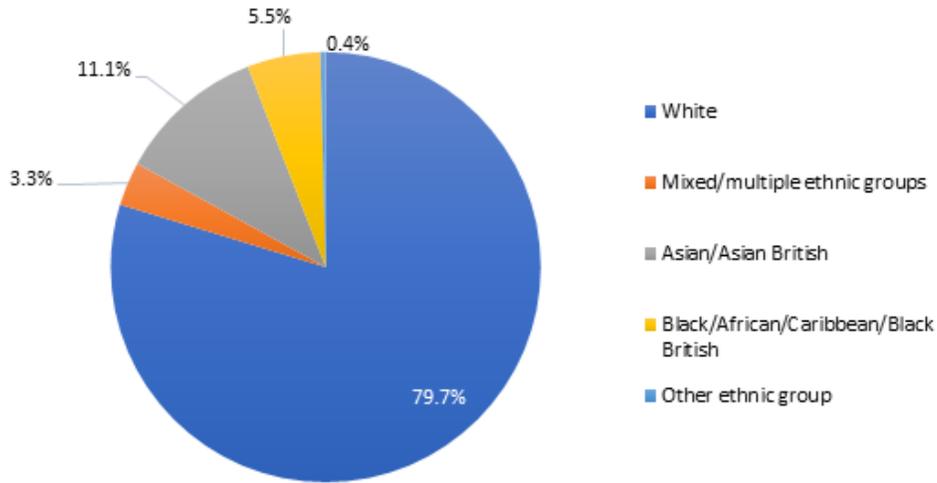


Source: ONS 2019 Population Estimates

Ethnicity

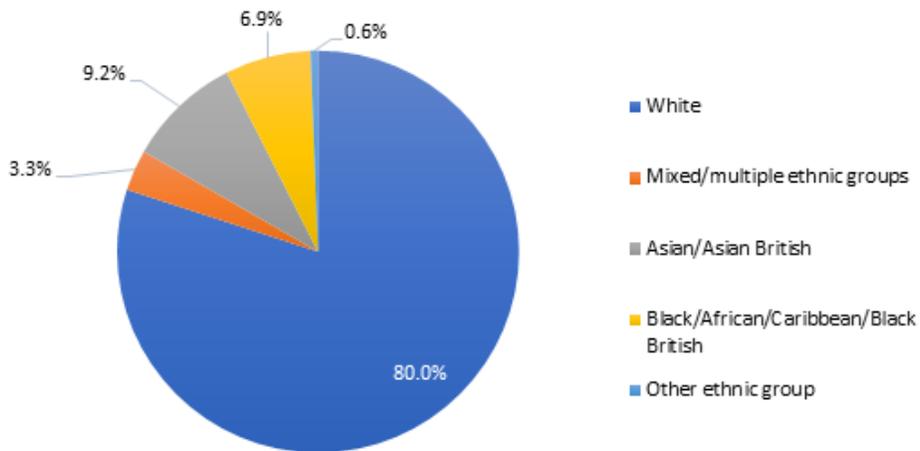
7.2 Within Wolverton ward, the ethnicity profile is very similar to Milton Keynes with a slightly higher proportion Asian/ Asian British residents¹¹. 75.3% of people were born in England, 9.5% lower than the average for South East England (84.8%). A full breakdown of ethnicities in Wolverton ward and Milton Keynes is provided in the figures below.

Figure 7.2 Ethnicity in Wolverton



Source: 2011 Census

Figure 7.3 Figure Ethnicity in Milton Keynes



Source: 2011 Census

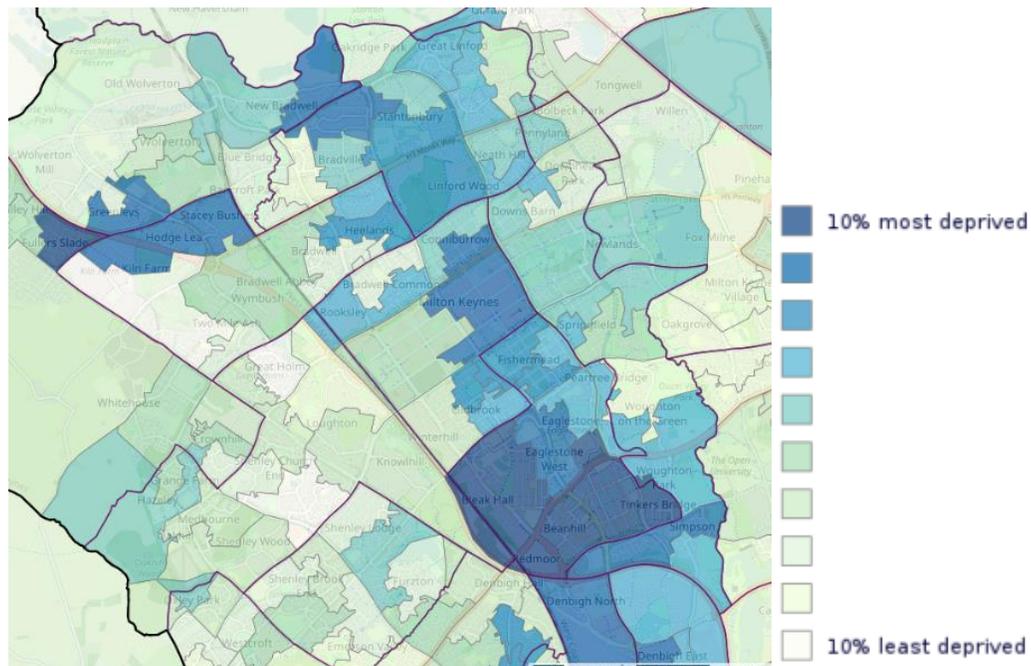
Health and Wellbeing

- 7.3 According to the census data (2011 Census¹²) 46.5% of residents within Wolverton ward are in 'Very good health' and 36.8% of residents are in 'Good health'. The proportion of residents in 'Very good health' is significantly lower than in Milton Keynes (61%), in Buckinghamshire (52%) and England (47.2%).
- 7.4 According to the 2011 Census, 35.0% of people aged 65 and over in Wolverton ward live alone which is higher than the average in Milton Keynes (31.3%) and England (31.5%).
- 7.5 The Age UK Loneliness maps¹³ show the relative risk of loneliness across neighbourhoods in England. The relative risk of loneliness is based on the Census 2011 figures for marital status, self-reported health status, age and household size. These four factors predict around 20% of the loneliness observed amongst older people 65 and over. According to the Age UK loneliness maps, residents over 65 within Milton Keynes 008B have a very high risk of loneliness.
- 7.6 During the Coronavirus pandemic period 14 October 2020 to 22 February 2021, 9.3% of the population over 16 years of Milton Keynes reported¹⁴ they felt "often or always lonely".
- 7.7 In addition, the Office for National Statistics reports for Milton Keynes:
- Anxiety 3.4/10;
 - Life Satisfaction 7.6/10;
 - Worthwhile 7.8/10; and
 - Happiness 7.4/10.
- 7.8 Similarly, the Department for Digital, Culture, Media & Sport has a happiness score of 7.6 (/10) for Milton Keynes¹⁵.

Deprivation

- 7.9 The context of people's lives directly influences their health. The Indices of Deprivation (2019)¹⁶ showed that that Milton Keynes ranks 120 out of the 317 local authority districts in the UK under the Indices of Multiple Deprivation which demonstrates that the site is within a moderately deprived area. The Indices of Multiple Deprivation measures the relative deprivation of small areas of England, the LSOAs, according to a range of variables including wealth, health and quality of life.
- 7.10 LSOA Milton Keynes 008B (Wolverton Ward) is within the 50% least deprived neighbourhoods in the country. This is shown in the figure below.

Figure 7.4 Indices of Multiple Deprivation around the site



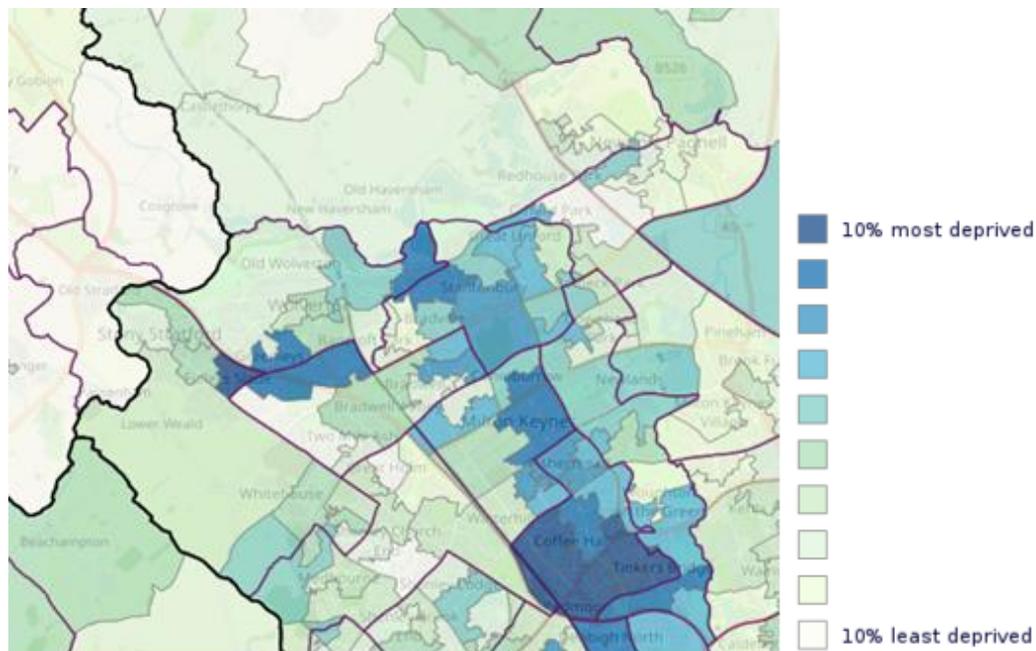
- 7.11 Under the Health Deprivation and Disability Domain, Milton Keynes 008B is within the 40% least deprived neighbourhoods nationally. This domain combines four indicators about a range of health issues. These indicators are Years of Potential Life Lost; Comparative Illness and Disability Ratio; Measures of acute morbidity, derived from Hospital Episode Statistics; and the proportion of adults under 60 suffering from mood or anxiety disorders based on prescribing suicide mortality rate and health benefits data.
- 7.12 The Public Health Profile for Milton Keynes revealed that the percentage of children in low-income families (under 16s) was 15.1% in 2019. This is in line with England average of 17.0%.
- 7.13 LSOA Milton Keynes 008B is within the 50% least deprived neighbourhoods in the country under the Income Deprivation domain.

Employment and Skills

- 7.14 The sectors in Milton Keynes that are expected to see the highest growth of +19% to 2031 are real estate, arts and entertainment, professional services, business and employment services, and construction.¹⁷
- 7.15 In addition to direct and on-site employment, it is widely recognised that the house building industry has a large supply chain. Annual expenditure on suppliers (i.e. providing goods, services and materials) across the house building industry in England and Wales is estimated

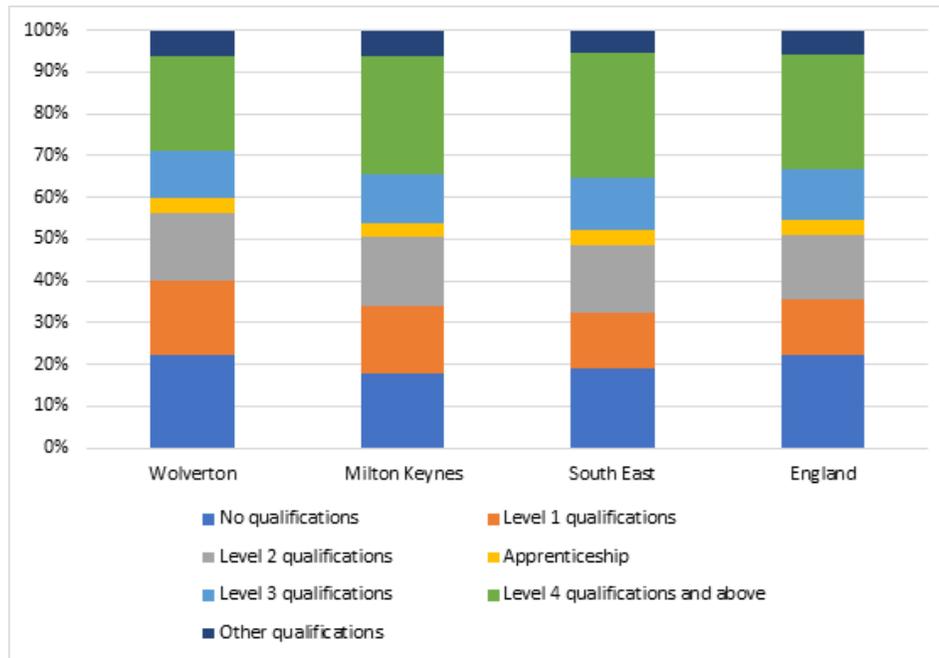
- to total £11.7 billion, based on Home Builders Federation’s sample survey of home builder firms. Much of this supplier spending is retained within the UK; for example, it is estimated that for every £1 spent in construction at least 90% stays in the UK¹⁸.
- 7.16 A report by CEBR for the NHF which identified a supply chain multiplier of 1.78, i.e. 1 construction job supports 0.78 jobs elsewhere in the supply chain.
 - 7.17 Across Milton Keynes, 83.7% of residents aged 16-64 were economically active in 2020 which is slightly higher than the South East (81.6%) and England (79.5%)¹⁹. The proportion of unemployed residents in Milton Keynes aged 16-64 in 2020 was 4.6% which is similar to England (4.7%).
 - 7.18 Under the Employment Deprivation Domain 2019, LSOA Milton Keynes 008B is within the 40% least deprived neighbourhoods in the country. This measures the proportion of the working age population involuntarily excluded from the labour market. The levels of employment deprivation are higher to the south of Wolverton and other areas of Milton Keynes to the southeast of the site. This is shown in the figure below.

Figure 7.5 Employment Deprivation around the site



- 7.19 Based on data from the Labour Force Survey, unemployment rates for over 16s are significantly higher across the UK are higher for certain ethnic groups with Black/ African/ Caribbean people having an unemployment rate of 13.8% compared to 8.9% for those with mixed ethnicity, 9.7% for those with Pakistani ethnicity and 4.5% for white people²⁰.
- 7.20 Under the Education, Skills and Training Deprivation Domain 2019, LSOA Milton Keynes 008B is within the 50% least deprived neighbourhoods in the country. This measures the lack of attainment and skills in the local population. The levels of employment

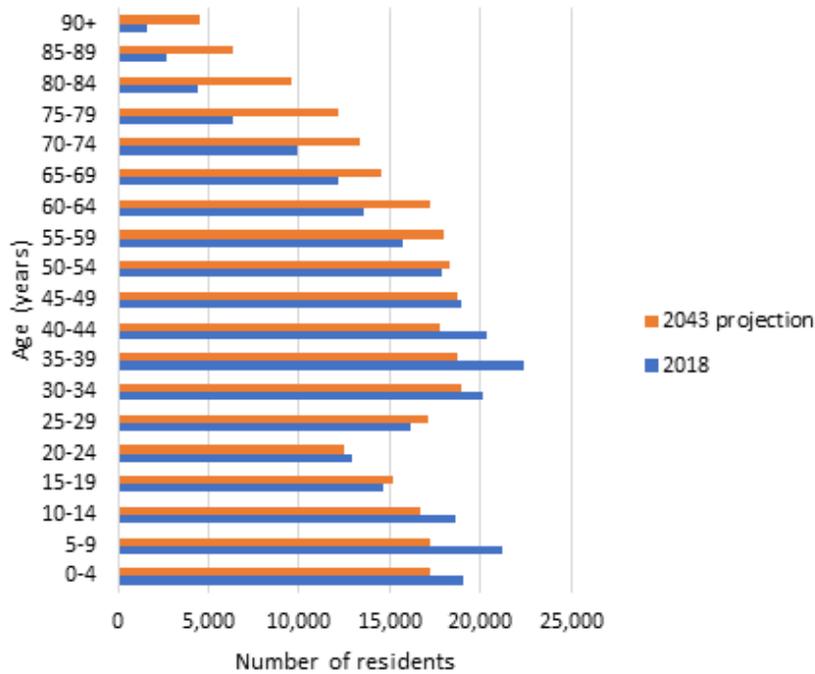
Figure 7.7 Education by Area



Population Forecasts

- 7.22 Population change comprises the difference between birth rates and death rates, and the effects of internal and international migration.
- 7.23 Population forecasts for Milton Keynes show from 2020 to 2031, the population to increase from 270,000 to 335,000, and it is projected to continue at the same growth rate up to 2050 with 410,000 based on both birth rates and migration rates. This means a further 30-35,000 new homes needed in the Borough by 2050.
- 7.24 Data is taken from the Milton Keynes Housebuilding rates in MK Futures 2050²² because of the level of granularity and consistency with accompanying reports.
- 7.25 The largest driver of this population increase is anticipated to be from the older age brackets aged 55 years and above. By 2043, 21.3% of residents will be aged 65 and above compared to 13.8% in 2018²³. This is equivalent to a 63.4% increase in the number of residents aged 65 and above. The figure below demonstrates that the local area is anticipated to have an ageing population in the future.

Figure 7.8 Population Forecast for Milton Keynes



Source: ONS population projections 2018-based

Open Space

- 7.26 The residential site is in close proximity to a number of public open spaces including the Wolverton Memorial Park on the south of the site. Western Road Recreation Area (0.6 miles) and Victoria Park / Wolverton Sports Ground (0.3miles south). Also the Secret Garden is 0.4 miles to the east along the canal. There is of course the churchyard of St George Church on site and Wolverton Community Orchard 0.3 miles south.
- 7.27 Nearby outdoor recreation facilities at Wolverton Sports Ground include cricket pitches and tennis courts. The Secret Garden has public art and gardens for the public. Wolverton Swimming and Fitness Centre has a 25m swimming pool and learner pools, yoga and fitness centre.
- 7.28 There is a number of existing children’s play facilities in the vicinity, the nearest being Wolverton Memorial Park, and then Western Road Recreation Area.
- 7.29 The nearest allotment to the proposed development is 0.7 miles south of the site at Hodge Furze Allotments.

Community and Leisure Facilities

- 7.30 There are a number of other community facilities within close proximity to the site, these include Wolverton Community Centre (250m east), King's Community Centre (0.1 mile east), and Millmead Hall (0.6 miles north).
- 7.31 Wolverton Library is within close proximity to the site. In addition, there are a number of leisure facilities within close proximity to the site including Atlas Fitness (0.3 miles northeast) and Muay Thai Boxing Centre in the north, and the Snooker Gym and Boxing Gym south of the square.

Footways, Cycleways and Public Transport

- 7.32 The streets surrounding the site has an established network of footways including along the Grand Union Canal, which provide access to the proposed development, nearby facilities and amenities, local bus terminus on Church Street, and Wolverton train station (0.5 miles east of the site).
- 7.33 Pedestrian crossing facilities are present at the Broad Street / The Causeway junction and the Broad Street / Stanley Road junction. Footways are located on both sides of Church Street, Buckingham Street, which are all overlooked and lit.
- 7.34 There is a cycle way system called the Redways in Milton Keynes. The McConnell Drive is the main artery cyclists use to get to the city centre and one from the South of the site up from Millers Way and Marron Lane to the west.

8.0 POTENTIAL RETURN ON INVESTMENT

Community health, wellbeing and cohesion

- 8.1 The community consultation has been thorough and has built up lasting, trusting relationships with the working groups there and Still Green cohousing.
- 8.2 The Agora a-go-go programme of events over June - July 2019 was funded by Love Wolverton Ltd. Working in collaboration with Future Wolverton and A 'Word in Edgeways' they had 1500 + people actively involved, 237 likes on Facebook group and 25 active volunteers.
- 8.3 The community is largely in support of the development, from articles on the Parish Council website, to Future Wolverton website, We Love Wolverton and other community and Facebook groups. There is a theme of participation and cohesion in the approach that has already added value to both the project and to the people it supports.
- 8.4 The HACT social value calculations are only relevant to activity that is a year or more, so in this case we cannot apply the calculations, but this programme contributes to the overall community integration figure.
- 8.5 Referring to the UN Sustainable Development Goals 11 Sustainable Cities and Communities²⁴, this proposed development fulfils on the goal to: 'Make cities inclusive, safe, resilient and sustainable' and in 11.3 of the targets:
'By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries'.
- 8.6 The chosen approach to the proposed development has strong themes of inclusivity and, "no one left behind", through the consultation, street design, shared gardens, affordable housing provision, rental tenure and intergenerational mixing with the cohousing scheme. All planning documents and materials are written to be accessed by the community. This is all contributing to Goal 10 Reduced Inequalities, in particular target 10.3:
'Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard'.
- 8.7 The HACT social value for community health, wellbeing and cohesion considers membership of a tenants group, the perceived positive contributions the proposed development will have to residents wellbeing and the presence of a youth community centre and groups.
- 8.8 This totals £6,716,940 based on calculations in the Appendix 1.

- 8.9 It is recommended either an ongoing partnership with Future Wolverton CBS, Wolverton Agora Regeneration Working Group or a new residents group is set up in the operational phase with the new residents to ensure the endeavours in the embryo of the scheme are sustained and flourish in operation phase. This group would also better represent the mix of ethnicity in the area.

Still Green co-housing

- 8.10 To address the forecast in population growth and distribution, integrating a senior cohousing project into the proposed development responds to the increasing number of residents aged 65 or above – an increase of 63.4% by 2043. Designing-in infrastructure now to accommodate their needs for accessibility and connectivity is crucial, and to that end, TOWN and Still Green Cohousing have been working with Accessible PRS - an accessibility consultant to ensure the development meets the group's ageing needs.
- 8.11 Their sense of autonomy in being part of the design and being heard will contribute to their wellbeing; and followed through to the design where they are integrated into the community too.
- 8.12 The Still Green cohousing project alone has a social value contribution of £966,435. The benefits of talking to neighbours regularly, and being active in a tenants group, particularly for their age variable, really adds value to their lives.
- 8.13 Similar to the community cohesion, the value of having a management organisation to obtain advice from, and the value of renting, is indicative here (£175,146).
- 8.14 Finally, it is important to add the contribution to the community by removing the Agora shopping centre. Through the consultation process, it is clear it was not wanted nor celebrated, and indeed caused a loss of morale, shared wellbeing and pride. These designs open up access to the churchyard, the conservation area and to more green space.

Design and infrastructure

- 8.15 The impact from the different design innovations, such as shared streets, communal gardens, energy efficiency contribute the most value to the residents. Having walkable amenities, with a local retail offer and the removal of the Agora centre makes a difference to the quality of peoples lives.
- 8.16 The social value contributions from HACT social value calculator for design equate to £10,560,998.

Transport for London - Healthy Streets

- 8.17 The Design and Access statement fulfils on all ten of the 'Healthy Street' indicators as demonstrated in the Appendix particularly for walking and cycling. 'Things to see and do'

during the consultation phase included 'Agora a-go-go', a festival of street art and events that gathered the community together. This will gather more momentum in the operational phase (and post the current COVID-19 restrictions), and what's important is that the conditions have been established for this to happen with ongoing management committees, community space and shared gardens.

- 8.18 In Appendix II, the ten indicators have been highlighted to show that all indicators have been considered in the design of this scheme.

Sport England Active Design

- 8.19 The scope and scale of the development does not warrant recreational or additional sports centres. It does design for active travel, and meets the criteria in the Appendix.
- 8.20 Opening up streets and adding smaller streets, adding cycleways and more pedestrian routes to cut through the development, which previously was blocked due to the Agora shopping centre.
- 8.21 It is commended that the scheme has a travel coordinator, cycle storage, pedestrian friendly streets, small streets and a welcome pack that encourages active travel. It is located close to two parks that have sports activity, so partnerships and signposting to those centres would be worthwhile.

RIBA Social Value Toolkit

- 8.22 The benefits of this build to rent model of housing, and the Still Green co-housing partnership are regular communication and access to residents. Monitoring the wellbeing of the residents in connection to the design of the new spaces is key for a flourishing community.
- 8.23 As the community is 'renting', this may bring transience to the community and uncertainty, lack of investment in social capital and lack of responsibility from residents to create community. This has been addressed by the rental model that offers longer tenancies for people to settle and be established in the community.
- 8.24 Rental also makes it accessible to younger people.
- 8.25 Therefore, planned initiatives such as the welcome pack, working group, community development programme and post occupancy surveys on their wellbeing in the buildings and gardens, will connect them more to the community and demonstrate this is a priority for TOWN / MKC.
- 8.26 This toolkit evaluates how well the design of the spaces foster connection; positive emotions; freedom and flexibility (autonomy) and participation. With the attention paid to mixed units, communal spaces, active travel and safety, the proposed development would score high.

- 8.27 The social value, based on an assumption of 50% of residents completing a post occupancy survey 75% of which agree they experience Positive Emotions, Connection, Freedom and Flexibility, and Participation in the new development is £5,654,449.
- 8.28 For a better understanding of the long-term impacts on health and wellbeing, it is recommended a post occupancy evaluation of the project is conducted to survey both new residents on the quality of their lives and emotional wellbeing as a result of their home; and to existing neighbouring residents to the changes in their neighbourhood and quality of life.

Employment and Economy

- 8.29 Construction employment is important as it represents part of the continual supply of work that construction firms and local tradesmen rely upon. Without such schemes, construction and related employment opportunities are significantly reduced. The Ministry of Housing, Communities and Local Government (formerly DCLG) advises that £1m of new housing output supports 19.9 direct and 15.6 indirect jobs.²⁵
- 8.30 The scale of employment is a direct function of the scale and type of construction project being undertaken, which in turn is reflected in the overall capital construction costs. Thus, the scale of employment is a direct function of the overall capital construction costs.
- 8.31 As calculated in the Economic statement, this project will create 310 direct FTE construction jobs per annum and support a further 468 indirect/induced jobs. The GVA during the construction period is projected to be £53.4m.
- 8.32 For local labour, the recommendation is 30% of workforce both in construction and operation. For apprenticeships, one for every £2m of construction spend. This scheme could thus generate 15 apprenticeship opportunities.
- 8.33 46 direct FTE jobs will be created within the new commercial and community uses within the scheme, and a further 21 FTE supply chain jobs will also be supported.
- 8.34 Overall, the development will contribute an additional £2.3m per annum once in operation.
- 8.35 The proposed development will also provide further benefits to Milton Keynes Council through the delivery model, new Homes Bonus payments, Council Tax revenues and business rates.
- 8.36 The social value contributions from new training and employment opportunities is £5,573,711.
- 8.37 This includes the training in the youth clubs, the provision of full time, local employment in construction and operation phases.
This report recommends an Apprenticeship programme that would add more value here too.
- 8.38 For employment generated from the scheme, an employment and skills plan that includes school visits and training programmes, apprenticeships, and local recruitment of labour will support Milton Keynes to fulfil on its Skills Strategy and on the high level of employment

deprivation. This will complement the S106 and the need for a skilled and qualified workforce in the area. This would also contribute to more social value.

Climate resilience

- 8.39 Finally, the proposed development fulfils on aspects of Sustainable Development Goal 13 for Climate Action²⁶. The medium density development has had a 'prominent' sustainability agenda throughout, as acknowledged in the Sustainability Statement by external consultants Max Fordham²⁷. Due to sustainable choices and use of materials, advanced heat technology, efficiency, onsite renewable energy generation and passive methods to reduce overheating, the residential units carbon performance is expected to be around 70% lower than the minimum requirements of Plan:MK, which are themselves stretching the performance associated with the Building Regulations. This will be monitored once in practice and occupation. These efforts contribute to target of this Sustainable Development Goal 13.2:

'Integrate climate change measures into national policies, strategies and planning'.

Total contributions from the scheme

- 8.40 The assumed total budget for land and development costs from the Council is expected to be £36,590,688. This has been included in the social return on investment calculations.
- 8.41 The total social value of the scheme to date is £22,859,029.
- 8.42 The social return on investment is the total benefits £22,859,029 / £36,590,668 = £0.62
- 8.43 For every pound spent on the development, £0.62 is added in value to the community.
- 8.44 This has not included the S106 Community Infrastructure Levy contributions as they are in negotiation at time of writing.

9.0 CONCLUSION

- 9.1 Overall, the proposed development will reduce existing socio-economic and human health inequalities and improve the lives of local people and new residents through the following:
- 9.2 Provision of 86 high-quality new homes including 31% affordable rent; and over 1000 sqm of commercial and community units, and Still Green cohousing 29 homes of which 14% are social rent.
- 9.3 Social value benefits include:
- An inclusive approach to community building and design leaves the community feeling respected, heard and that they've participated;
 - A design that encourages the use of active travel through improved roads, additional walkways and cycle ways and careful landscaping;
 - A portion of the proposed development for mixed use space encouraging of activity, gathering of the community in places and economic stimulation;
 - Intergenerational living that supports an ageing population and offers accessible accommodation;
 - Safe streets for families and elder population to feel comfortable to be in;
 - Communal gardens and public realm that encourages social interaction.
- 9.4 The expected budget for land and development costs is £36,590,668. This does not include additional costs for marketing, communication, sales, recruitment and other unaccounted costs.
- 9.5 The operation costs of the coordinator, management, and the monitoring and evaluation of the project are also not available at this stage.
- 9.6 A portion of the social and economic benefits are calculated using the HACT social value calculator. The proposed development scores highly in the qualitative measures, with Healthy Streets and Sport England Active Design principles incorporated.
- 9.7 These are all projections based on assumptions without opportunity for post occupancy surveying of residents.
- 9.8 The total value accrued from design and social interventions is £22,859,029.
- 9.9 The SROI ratio is 0.62: for every £1 that is spent on purchase, construction and consultation, £0.62 goes back to the community.
- 9.10 It is recommended a comprehensive social value evaluation in operation is conducted to show the value of the first 10 years once the rental model and return is confirmed.

– END –

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