

CAMBRIDGE NORTH

SOCIAL VALUE STATEMENT

JUNE 2022

PREPARED BY





Social Value Portal

Cambridge North

Social Value Statement

June 2022

Prepared by the Social Value Portal for Brookgate

Social Value Strategy for Cambridge North

Social Value is the golden thread creating social, economic and environmental benefits throughout the lifecycle of the development. Over 5 years of construction and 10 years of management and occupation, up to **£766.9 million of social and local economic value** could be created for local communities around Cambridge North.

Construction



Up to **733 weeks of training and apprenticeships**



60 local jobs (full time equivalent), 30% of the workforce



£69 million local economic value through spend with local businesses



1,616 hours of volunteering with local groups

Up to **£70 million of social and local economic value** could be created through the 5 year construction period, 18.5% of the original construction costs.

Estate Management & Occupation

Over **£71 million of social and local economic value** could be created in the first year once the site is fully operational through estate management and occupation.

1,462 local jobs each year (full time equivalent)

Volunteering programme for tenants and occupiers to deliver **over 29,292 hours of volunteering** each year

£1.4 million local economic value through spend with local businesses each year

15,119 weeks of apprenticeships and training annually

Over 91 jobs for disadvantaged people (full time equivalent)



This Social Value Statement has been prepared by Social Value Portal on behalf of Brookgate in support of planning permission for the Cambridge North development. The plans for the Cambridge North development are laid out in a *hybrid planning application*.

This Social Value Statement includes findings from the Local Needs Analysis which is based on the public datasets available at the time that this report was written (see a full list of data sources and time periods covered on the following slide). It is important to note that the information in [Section 4.0](#) should not be viewed as an all-encompassing summary of the needs in an area. Instead, it provides information and insights about the area that are relevant as of June 2022 and based on the selected data indicators included. The data indicators used in this Local Needs Analysis are selected on their basis to address needs that achieve of the desired outcomes and measures in the National Social Value Measurement Framework (National TOMs) and to expand on IMD domains.

This Social Value Statement has assessed the additional social and local economic value that could be generated by the development across its full lifecycle. The social and local economic value figures included within this report are based on the most up to date social value proxies and benchmarking methodology as of June 2022. As proxy values and social value benchmarking methodology evolve over time, the social and local economic value add figures may change in delivery, however, the commitment to the specified activities and interventions to create social value should remain.

The social value assessment that has informed the figures throughout this Social Value Statement are based on the current proposals for the North Cambridge development. Estimates may change as the scheme progresses, however Brookgate is committed to the activities outlined throughout [this](#) Social Value Statement and understand that these should remain proportionate to any changes to the scheme.

This report should be used to inform decision making around social value initiatives and activities that are delivered throughout the lifecycle of the Cambridge North development. It should also be used to inform discussions with local stakeholders who will be able to provide their own thoughts about the key needs locally and the types of social value initiatives they want to see prioritised.

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A group of diverse people are gathered around a table, looking at a laptop screen. They are all smiling and appear to be in a collaborative work environment. The image is overlaid with a light blue tint. The text 'Executive Summary' is centered in the middle of the image.

Executive Summary

Executive Summary

This Social Value Statement has been prepared by Social Value Portal on behalf of Brookgate in support of planning permission for the Cambridge North development. The plans for the Cambridge North development are laid out in a *hybrid planning application* comprising;

- a) An Outline Application with all matters reserved (except for access and landscaping) for the construction of three new residential buildings of four to eight storeys, providing flexible Class E and Class F uses on the ground floor, and two commercial buildings of five storeys for Use Classes E(g) i (offices), ii (research and development), providing flexible Class E and Class F uses on the ground floor, with associated car and cycle parking and infrastructure works; and
- b) A Full Application for the construction of three commercial buildings of four and seven storeys for Use Classes E(g) i (offices), ii (research and development), providing flexible Class E and Class F uses on the ground floor, with associated car and cycle parking, a multi-storey car and cycle park and associated landscaping and infrastructure works.

This report quantifies the overall social value that the Cambridge North development has the potential to bring to the local community in terms of new jobs and additional local spend as well as the broader social, economic and environmental value benefits. In order to maximise this potential, the Social Value Portal carried out a detailed 'needs & opportunities analysis' to identify the specific local community needs that the scheme can contribute towards. This was undertaken by analysing public data sets as well as Cambridge and South Cambridgeshire policies. Through this process, and the fact that Brookgate are placing such importance on social value, this application has gone above and beyond in developing a solution that meets broader needs of the community.

Cambridge North is located in the ward of Milton & Waterbeach in South Cambridgeshire local authority area which borders the Cambridge local authority area.

The South Cambridgeshire Local Plan 2018 is underpinned by the 3 overarching principles of sustainability (economic, social and environmental) which are completely aligned to the aims behind the Social Value Act 2012. Therefore, this Social Value Statement will demonstrate how the scheme can respond to the overarching principles of the Local Plan.

In this report, we identify how the development has the potential to improve the social outcomes of the area. This can be done by developing an integrated approach to social value across five key *Themes*:

- **Jobs:** Promote Local Skills and Employment
- **Growth:** Supporting the Growth of Responsible Regional Business
- **Social:** Healthier, Safer and more Resilient Communities
- **Environment:** Decarbonising & Safeguarding Our World
- **Innovation:** Promoting Social Innovation

These themes are built on the National Social Value Measurement Framework (known as the National TOMs – Themes, Outcomes and Measures) that is widely used across the public and private sectors. The needs analysis, along with the priorities identified through the Cambridge and South Cambridgeshire policy review form the basis for the proposed Social Value TOMs Framework that has been created for Cambridge North. This Framework has been used to set targets and calculate the potential social value that could be generated throughout the lifecycle of this project during construction, management and occupation.

Social and Local Economic Value

When the Social Value Portal talks about the value that could be generated by a development, there are two components:

- 1. Social Value.** This is defined within the Social Value Act as the 'economic, social and environmental wellbeing' that is created by a service (or development) and is delivered as both direct and indirect outcomes or benefits arising from an intervention over a period of time. This includes the value that can be generated by people or organisations going over and above their business as usual to benefit people, communities, the environment and society as a whole.
- 2. Local Economic Value.** This is value that is generated for a local area, in this case, Cambridge and South Cambridgeshire. It is through proactively sourcing people and suppliers from the local area where there is added value. It cannot be claimed as social value because the opportunities need to be created for the development to go ahead, and if they were not sourced locally, they would still be sourced from elsewhere.

A detailed analysis based on the proposed TOMs Framework shows that over approximately 5 years of construction, 10 years of estate management and 10 years of occupation the total additional social and local economic value created by the Cambridge North development could be as high as **£766.9m** or **201%** of the original construction costs. We are able to present this potential value in both financial and non-financial terms using the measurement and valuation principles from within the National TOMs.

Section 6.0 of this document goes into detail about how much social and local economic value could be generated through the different stages of this development. This has been done by populating the Cambridge North TOMs Framework with a number of base and stretch targets.

Base Target – This represents the minimum we expect to see achieved

Stretch Target – This represents what we would hope to see achieved

For each stage, the targets have been informed by:

1. Industry benchmarks
2. Social Value Portal's own benchmarks from measuring numerous developments at the construction and in use stages
3. Brookgate's commitments and expectations at each stage based on similar developments they have undertaken and their track record of delivering community programmes
4. The priorities of the Council and the local population

The potential value add is broken down into the four core Themes of the TOMs Framework. The fifth Theme – Social Innovation – does not have any targets because it is designed to capture any delivery that is ultimately undertaken that does not fit in one of the initial four Themes.

A breakdown of some of the initiatives that have informed the figures in Table 1 are laid out in Section 6.0.

A high-angle, close-up photograph of a diverse group of people's hands stacked in a circle, symbolizing teamwork and unity. The image is overlaid with a light blue tint. The hands are of various skin tones and are wearing different types of clothing, including denim, patterned shirts, and plain shirts. The background is slightly blurred, showing more people in a group setting.

1 Introduction

1.0 Introduction

This Social Value Statement describes the approach that Brookgate will take to maximise the additional social value arising from the Cambridge North. This offers a unique opportunity to deliver greater community benefits and create real and long-lasting value to the local area. Specifically, this Social Value Statement includes:

- c) **Policy Review** to identify the key social value policies that may be used to inform a strategy around social value
- d) **Local Needs Analysis** to identify the key needs and priorities of the local area to inform our ongoing commitment to maximising value
- e) **The Cambridge North Social Value Measurement (TOMs) Framework** that will be used to measure and report social value throughout the ongoing construction and in-use phases. It reflects the policy commitments of South Cambridgeshire District Council, whilst also including measures that will help alleviate some of the key social challenges of the local area
- f) **Social Value Action Plan** which essentially is a description of the social value commitments that the development team will make to ensure the local community benefits from how the development is built and ultimately occupied

The report also quantifies the overall financial value that Cambridge North could bring to the local community in terms of new jobs and additional local spend as well as the broader social value benefits. How these figures have been generated is explained in [Section 1.3](#).

Figure 1: "What is Measured is Managed"; The Social Value Measurement Framework will be used to deliver better social outcomes for Cambridge North



1.1 What is Social Value?

Social value is a measure of the contribution that an organisation and its supply chain make to society and is defined within the Public Services (Social Value) Act 2012. Within the Act, social value is described as the ‘*economic, social and environmental wellbeing*’ that is created by a service (or development) and is delivered as both direct and indirect outcomes or benefits arising from an intervention over a period of time.

1.2 Measuring Social Value



We can present the potential value generated by a development in financial terms using the measurement and valuation principles from within the National Social Value Measurement Framework, known as the National TOMs.

It is called the National TOMs as it is made up of 5 key Themes supported by 16 Outcomes and 44 specific Measures (plus 4 open Outcomes and 4 open Measures). In planning, the TOMs Matrix allows an organisation to measure the benefits of a specific development that reflect the needs of the immediate neighbourhood and will make a difference in improving its economic, social and environmental wellbeing.

The National TOMs were created by the National Social Value Taskforce, a cross-sector organisation chaired by the Local Government Association (LGA), that combines both public and private sector organisations. The Taskforce was originally established by the Social Value Portal and it launched the National TOMs in 2017 following extensive consultation between over 40 private sector companies, local authorities and other public sector organisations including Office of Civil Society and Crown Commercial Services.

The Social Value Portal specialises in measuring and reporting social value for organisations in the public and private sectors. As part of this, we work with clients throughout the planning process, both to support local authorities to embed social value into planning, and with developers such as Brookgate to help them put a strategy in place to generate the most social, economic and environmental benefits through a development.

1.3 Putting a Value on Social Value

We are able to use both the National TOMs as well as Cambridge North’s Social Value Measurement Framework to measure value generated through the Cambridge North development. It is possible to assess the total financial benefit arising from activities and interventions in the Cambridge North development by identifying the financial value of each intervention delivered in terms of:

- Fiscal savings to central or local government (e.g., social welfare payments)
- Economic flow arising from additional local spend
- Longer term social wellbeing to the individual(s) benefitting from the interventions

The measures that make up the Measurement Framework for Cambridge North have each been assigned a proxy value building on the National TOMs. These have been developed by the Social Value Portal and the National Social Value Taskforce following the principles laid out by HM Treasury for monetising economic, environmental and social impact. The complete National TOMs Framework and guidance which includes detailed rationales for all proxy values can be downloaded here: <https://socialvalueportal.com/national-toms/>.



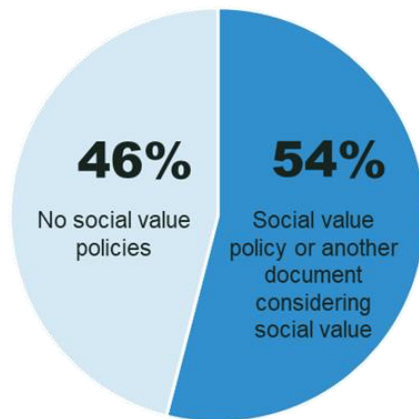
2 Social Value Strategy

2.0 Social Value Strategy

A Social Value Strategy has a number of benefits including:

- Allowing developers to articulate the broader contribution that a new development will bring to society and the immediate area. It places an emphasis on delivering those activities (and measures) that can help solve specific needs and be tracked and measured.
- Helping the local authority understand the wider social, environmental and economic value that the new development will bring to the area and the local community.
- Providing a vehicle for empowering communities and engaging them proactively in developing solutions and delivering better outcomes.

Figure 2: Local authorities and the consideration of social value



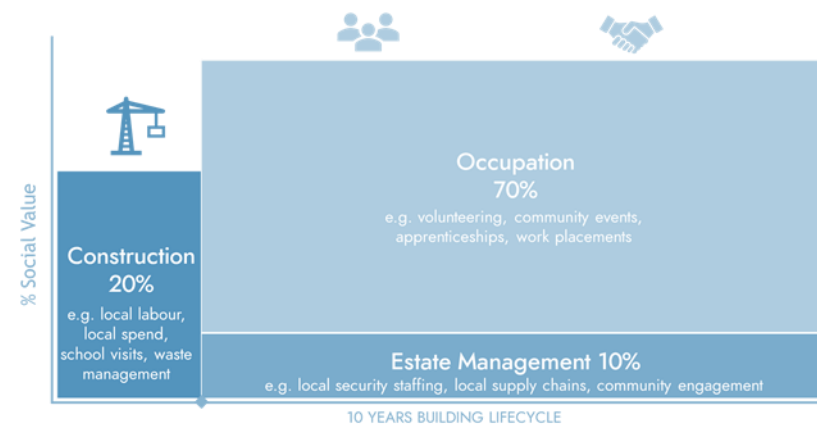
Social value remains a relatively new concept to many planning authorities, however, recently we have seen it being incorporated into more and more Council Local Plans. In Islington for example, a policy has been incorporated into the new Local Plan encouraging all developments to maximise social value to deliver as many public benefits as possible. Major developments are required to undertake Social Value self-assessments to set out what

social value would be delivered through the proposal. Salford City Council is also working to prioritise social value in their planning process. The Publication Local Plan: Development Management Policies and Designations (January 2020) includes a policy for social value and inclusion, like that in Islington, and calls for all major developments to submit a social value strategy.

Research by the British Council of Offices indicates that the potential contribution that a building can make to society is significantly higher where there is a comprehensive social value strategy that covers every stage of the lifecycle of that development.

A recent study carried out by WSP, indicates that 54% of local authorities have a social value policy or another document that considers social value in some way. It also indicates that 1 in 10 local authorities are now actively linking the principles of the Social Value Act with the town planning process.

Figure 3: Social value created in a new development over a 10-year lifecycle.



Furthermore, the movement for embedding social value in planning is gaining momentum, with Social Value Portal leading the 'Embedding Social Value in Planning Taskforce.' If social value is included within planning, it has the potential to unlock an additional £15bn a year across the UK. This can only be achieved if a social value strategy is applied from the outset across all projects.

In order to unlock the potential value from the Cambridge North development this requires a dual approach where Brookgate ensures value is delivered through construction and works with the management team and occupiers over the long-term to create a lasting and positive community legacy.

2.1 The Cambridge North Social Value Strategy

At its core, the Social Value Strategy for the Cambridge North development is a way of ensuring that local needs and priorities are met in a structured and efficient way throughout the lifetime of the development. Brookgate is committed to working in a way that will generate social, economic and environmental value for local people, the local area and for society as a whole. The Social Value (TOMs) Measurement Framework for Cambridge North has been mapped against Cambridge and South Cambridgeshire policies in Appendix 1.0.

The five Themes in the framework are:



Jobs: Promote Local Skills and Employment



Growth: Supporting Growth of Responsible and Regional Business



Social: Healthier, Safer and more Resilient Communities



Environment: Decarbonising & Safeguarding Our World



Innovation: Promoting Social Innovation

To ensure that these principles are achieved in the most effective way, the first step in developing the Strategy is to gain an understanding of what the local needs and priorities are, then create a Social Value (TOMs) Measurement Framework that can respond to those needs and, finally, set targets to produce a comprehensive Social Value Action Plan.



3 Policy Review

3.0 Policy Review

3.1 Social Value and the National Planning Policy Framework

Social value is at the heart of the planning system which is fundamentally about the planning and regulation of land to secure the houses and work places a society requires, and as such, operates in the wider public good (i.e. creating social value) rather than that of the private individual or organisation.

At a policy making level, social value is already integrated within national guidance and this filters through to local authorities through the National Planning Policy Framework (NPPF). This has been a part of National Policy since 2012 and puts the achievement of ‘Sustainable Development’ as a golden thread running throughout the operation of the planning system.

The NPPF sets out three core dimensions of what constitutes ‘Sustainable Development’, and these are completely aligned with the aims behind the Social Value Act:

- **Economic** – building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation.
- **Social** – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality-built environment, with accessible local services that reflect the community’s needs and support its health, social and cultural well-being.
- **Environmental** – contributing to protecting and enhancing the natural, built and historic environments; the prudent use of natural resources, the minimisation of waste and pollution, and adapting to a low carbon economy.

Importantly, the NPPF notes that these three dimensions are mutually dependent. Economic growth for example can secure higher social and environmental standards, and well-designed buildings and places can improve the lives of people and communities. Therefore, to achieve sustainable development, economic, social and environmental gains are to be sought jointly and simultaneously through the planning system.

A core principle of the NPPF states:

“Planning should take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.”

It is therefore clear from the above that social value is already integrated within national guidance and that this filters through into local authority development plans through an explicit requirement for Sustainable Development. To this extent it is appropriate for planning authorities to consider issues pertaining to social value within their decision-making process.

3.2 Cambridge and South Cambridgeshire Policies

In line with the principles of the NPPF, the [South Cambridgeshire Local Plan 2018](#) is underpinned by the three core dimensions of what constitutes Sustainable Development. This includes the requirement for proposals to meet social, economic and environmental sustainability.

“Underpinning the whole of the Plan is the Government’s commitment to sustainable development. Taking account of local circumstances, the new Local Plan’s development and other proposals aim to meet the 3 overarching principles of sustainability”

Cambridge and South Cambridgeshire policies have been mapped into the TOMs in [Appendix 1](#), to show their alignment to the Cambridge North Social Value Measurement Framework. Policies reviewed include:

- [South Cambridgeshire Local Plan 2018](#)
- [Draft North East Cambridge Area Action Plan](#)
- [Cambridge City Council: Corporate plan 2022-27](#)
- [Cambridge Local Plan October 2018](#)
- [Cambridge City Corporate Plan 2019-22](#)
- [Cambridge City Council Social Value: Procurement Guidance](#)

The key priorities for creating social value highlighted in the policy review are:

- Improve access to employment opportunities for people from low-income families and with poor skills by connecting businesses with higher education providers
- Build a network of businesses to improve the digital and higher-level skills of those on low-incomes
- Promote social justice, social cohesion and equality, supporting the most vulnerable residents to participate in community decisions
- Promote sustainable transport and reduce emissions
- Protect the environment and achieve a net gain in biodiversity

These priorities align to social, environmental and economic objectives, demonstrating alignment to social value at a local policy level.



4 Needs Analysis

4.0 Needs Analysis

4.1 Introduction

In developing a relevant Social Value Measurement (TOMs) Framework for Cambridge North it is important to understand the specific local needs and priorities of the immediate area and region so that the most appropriate activities can be identified that will help to address these needs. Activities are defined as 'Measures' within the proposed TOMs Measurement Framework (see Section 5.0) so that improvements to the local area may be measured and monitored over time in a consistent way.

In addition to the findings from the Cambridge and South Cambridgeshire policy review above, key data and information that inform this needs analysis has come from the English Indices of Multiple Deprivation (IMD) as well as analysis of public datasets.

4.2 Deprivation Analysis

4.2.1 Introduction

The Indices of Multiple Deprivation (IMD)¹ are a measure of relative deprivation used to rank neighbourhoods across the UK. Deprivation is essentially defined as 'a lack of...' and the IMD allows for the identification of need, relative to the rest of the country.

IMD measures the deprivation in 32,844 Lower-layer Super Output Areas (LSOAs) in England. These areas have an average of 1,500 residents each.

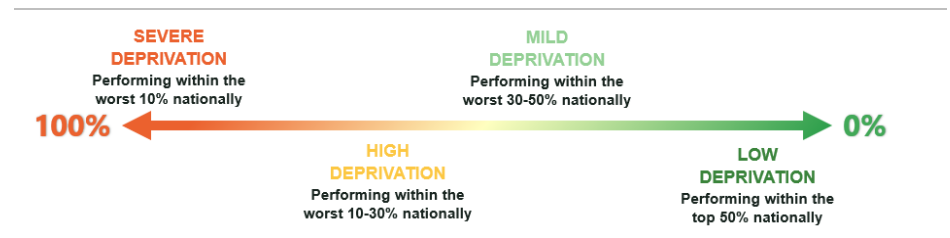
¹ IMD data cannot be used to: quantify how deprived a small area is; Identify deprived people; State how affluent a place is; Compare with other UK countries; Measure real change in deprivation over time

IMD analysis allows for the identification of levels of deprivation by ranking LSOAs from 1 (most deprived area) to 32,844 (least deprived area).

IMD measures the overall deprivation on the basis of the following seven domains: Income; Employment; Education, Skills and Training; Health; Crime; Barriers to Housing and Services; and the Living Environment. These individual domains provide specific insight about what might be causing deprivation.

Our analysis includes looking at the levels of deprivation experienced in the local impact area, in this case Cambridge and South Cambridgeshire using IMD maps. Figure 4 explains the levels of deprivation.

Figure 4: Levels of Deprivation



4.2.2 Analysis

An IMD analysis was carried out to assess how South Cambridgeshire and its wards of; Fen Ditton & Fulbourn, and Milton & Waterbeach and Cambridge and its wards of; King's Hedges and East Chesterton compare

IMD data can be used to: Compare small areas across England; Identify the most deprived small areas; Explore the domains / types of deprivation; Compare larger areas e.g., local authorities; Look at changes in relative deprivation over time

with the East of England average. This was assessed across all the key domains and is presented as a domain comparison in Table 2.

Table 2: Deprivation Table – East of England, Cambridge and South Cambridgeshire

% of LSOAs experiencing Severe-High Deprivation	East of England	South Cambridgeshire	Fen Ditton & Fulbourn	Milton & Waterbeach	Cambridge	King's Hedges	East Chesterton
Overall	17.8%	1.0%	0.0%	0.0%	13.0%	66.7%	16.7%
Income	18.4%	1.0%	0.0%	0.0%	13.0%	66.7%	16.7%
Employment	18.3%	1.0%	0.0%	0.0%	13.0%	66.7%	16.7%
Education, Skills and Training	30.1%	0.0%	0.0%	0.0%	10.1%	50.0%	16.7%
Health	15.9%	0.0%	0.0%	0.0%	13.0%	50.0%	33.3%
Crime	20.8%	5.2%	0.0%	0.0%	43.5%	100.0%	66.7%
Barriers to Housing and Services	34.4%	40.6%	71.4%	42.9%	30.4%	50.0%	16.7%
Outdoor Living Environment	11.5%	4.2%	14.3%	0.0%	27.5%	16.7%	33.3%

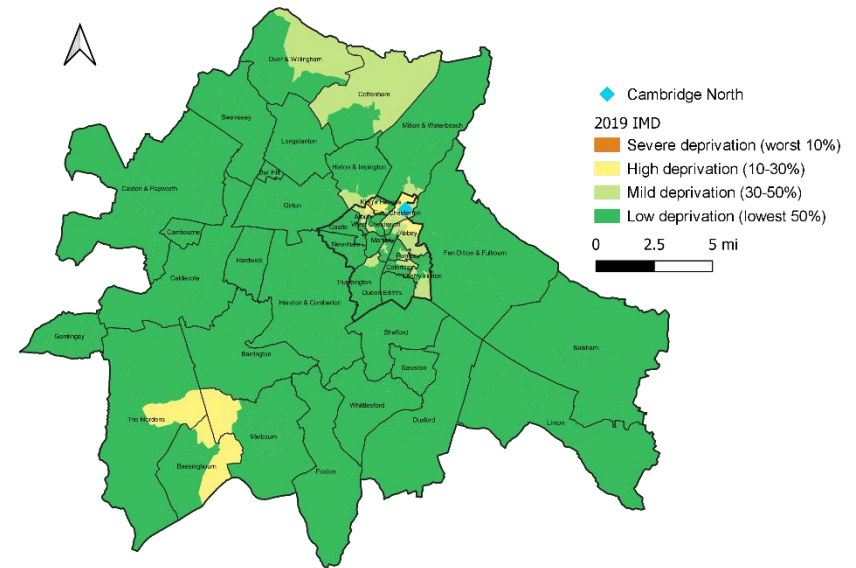
The deprivation table presents the proportion of high to severe deprivation in each domain for a local area. Deprivation indicating 100%, for example, means that each LSOA in that given area is ranked with severe or high deprivation.

Both South Cambridgeshire and Cambridge experience less Overall deprivation than the East of England average of 17.8%. Crime is the domain in which Cambridge experiences the greatest high to severe deprivation (43.5%) while Education, Skills & Training is where it experiences the least (10.1%). Barriers to Housing and Services is the domain in which South Cambridgeshire experiences the greatest high to severe deprivation (40.6%), and the ward of Fen Ditton & Fulbourn is particularly deprived in

this domain with 71.4% high to severe deprivation. The geography of deprivation across the key domains can be seen in Figure 6 overleaf.

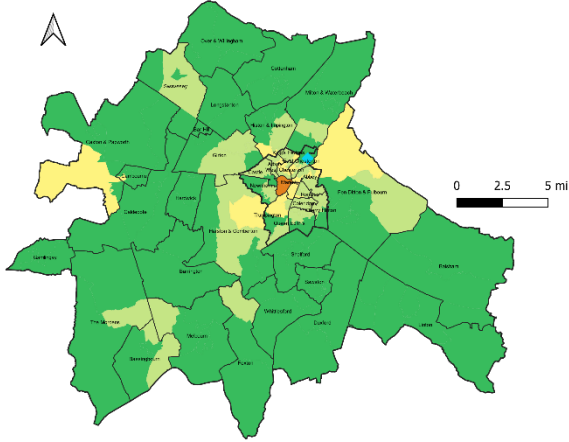
Figure 5: Overall Deprivation – Cambridge and South Cambridgeshire

Overall Deprivation - City of Cambridge and South Cambridgeshire

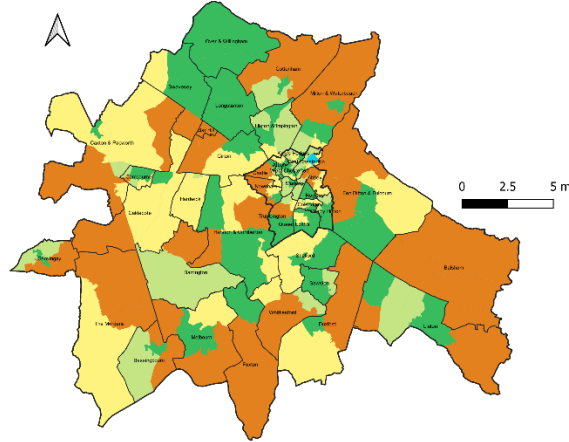


The Overall deprivation map (see Figure 5) shows that Cambridge North sits within close proximity to areas of high Overall deprivation within Cambridge, there are also areas of high Overall deprivation in the south of South Cambridgeshire. However, there are no areas of severe Overall deprivation in either local authority.

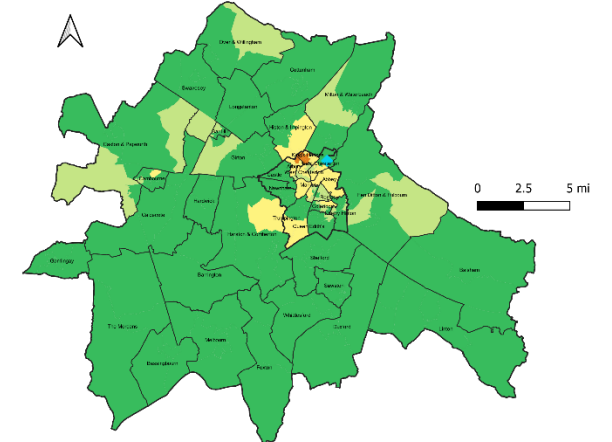
Outdoor Living Environment Deprivation - City of Cambridge and South Cambridgeshire



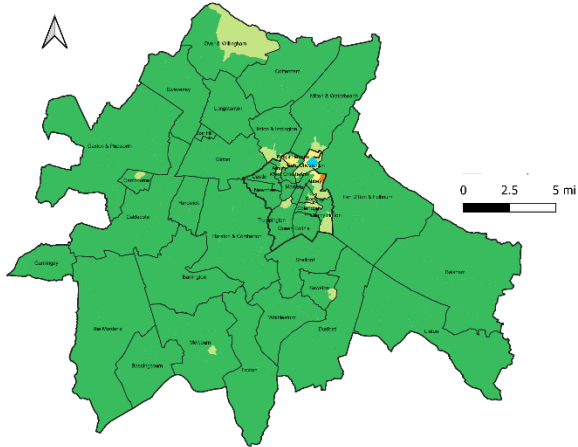
Barriers to Housing and Services Deprivation - City of Cambridge and South Cambridgeshire



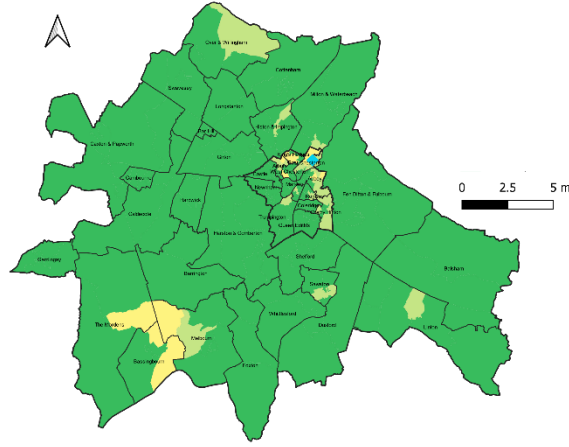
Crime Deprivation - City of Cambridge and South Cambridgeshire



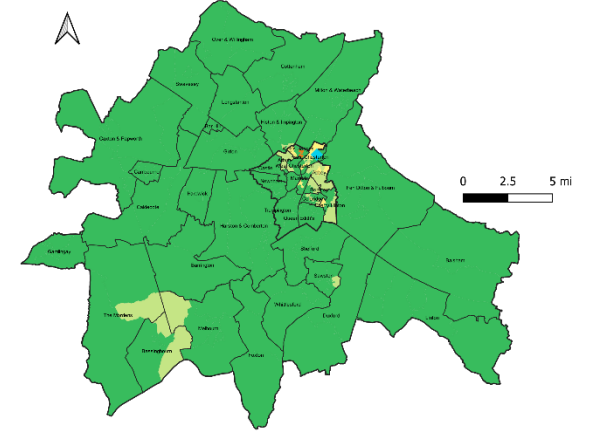
Education Deprivation - City of Cambridge and South Cambridgeshire



Employment Deprivation - City of Cambridge and South Cambridgeshire



Health Deprivation - City of Cambridge and South Cambridgeshire



Income Deprivation - City of Cambridge and South Cambridgeshire

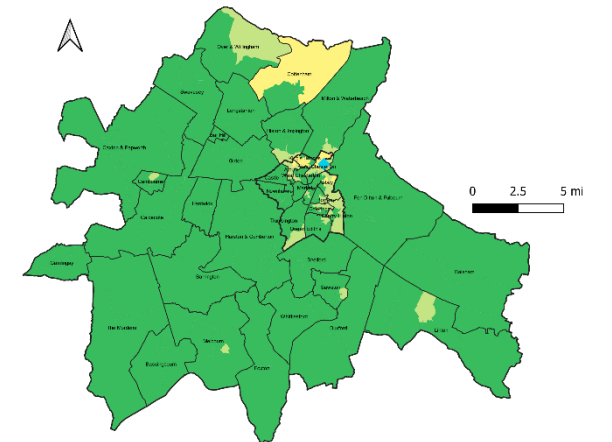


Figure 6: Cambridge and South Cambridgeshire Deprivation Maps

Key:

- ◆ Cambridge North
- 2019 IMD
- Severe deprivation (worst 10%)
- High deprivation (10-30%)
- Mild deprivation (30-50%)
- Low deprivation (lowest 50%)

Jobs: Local Skills & Employment



Despite low Education deprivation, there are several local schools with **Ofsted ratings of 3²** (Requires Improvement) in need of support within close proximity to Cambridge North.

There are pockets of **high Employment deprivation** in the wards of Arbury, King's Hedges, East Chesterton, West Chesterton and Abbey. Additionally, **the claimant count³** in Cambridge and South Cambridgeshire has worsened since the start of the pandemic and is yet to return to pre-pandemic levels.



Gender pay gap⁴ is a priority as both Cambridge and South Cambridgeshire perform worse than the East of England average in indicators relating to gender pay.

Growth: Supporting Responsible & Regional Business

There is **high Income deprivation** in the north of Cambridge within the wards of King's Hedges, East Chesterton and Abbey. Within South Cambridgeshire there is an area of high Income deprivation in the northern ward of Cottenham.



In relation to mental health in the workplace South Cambridgeshire performs worse than the regional average in indicators relating to **suicide rate⁵** and Cambridge performs worse than the regional average for **ESA claimants for mental and behavioural disorders⁶**.



The East of England region has a large percentage of **micro and small enterprises** with 98.2%, South Cambridgeshire has 97.7% and Cambridge has 96.6%⁷.

² Ofsted, 2021

³ ONS Annual Population Survey, 2021

⁴ ONS Annual Population Survey, 2021

⁵ Public Health England, Suicide Prevention Profile (2018-2020), 2021

⁶ ONS benefit claimants – employment and support allowance, 2020

⁷ ONS Inter departmental Business Register, 2021

Social: Healthier, Safer & More Resilient Communities



Crime is the domain in which Cambridge experiences its highest levels of high to severe deprivation with 43.5% and **reoffending rate⁸** is 29% higher in Cambridge compared to the east of England regional average.

Barriers to Housing & Services deprivation is the domain in which South Cambridgeshire experiences its highest levels of high to severe deprivation with 40.6%.

Local people in both Cambridge and South Cambridgeshire experience physical and mental health concerns. **Deaths from alcohol-related conditions⁹** and the **proportion of adults who currently smoke¹⁰** is worse in both areas.



Environment: Decarbonising & Safeguarding Our World



Renewable energy generation from photovoltaics and renewable energy generation overall is lower in Cambridge compared to the East of England average.

South Cambridgeshire performs worse than the east of England regional average for **domestic other¹¹ fuels emissions**, being 88% higher.

South Cambridgeshire policies promote **sustainable transport** and **environmental protection** including the Green Belt and the enhancement of biodiversity. Cambridge City Council is focused on reducing waste, energy consumption and carbon emissions from buildings and transport in Cambridge as a response to the climate change emergency. The Council aims to have a net gain in biodiversity across the city by 2025.



⁸ Ministry of Justice, Proven reoffending statistics, 2021

⁹ Public Health England, Local Alcohol Profile, 2021

¹⁰ ONS, Adult Smoking Habits, 2021

¹¹ Not electricity or gas



5 Social Value Measurement (TOMs) Framework

5.0 Measurement Framework for Cambridge North

5.1 Introduction

The Social Value Measurement Framework for Cambridge North has been built around the National TOMs. In addition, the issues raised within the Needs Analysis ([Section 4.0](#)) as well as the local priorities identified through analysis of Cambridge and South Cambridgeshire policies ([Section 3.0](#)) have shaped the framework.

The Framework for Cambridge North has been designed around 5 Themes and 18 associated Outcomes. Table 3 sets out the Themes and Outcomes in full. Each Outcome is supported by a number of Measures, each of which is allocated a financial value to make it possible to calculate the social value created in financial terms. These values have been developed using publicly available data such as the Unit Cost Database and are HM Treasury Greenbook Compliant. The Cambridge North Framework includes 52 measures that will be used as a part of the management and reporting solution.

A full list of the Measures that support the Themes and Outcomes can be found in Appendix 1.0, along with an outline of how they align to Cambridge and South Cambridgeshire priorities and opportunities for community partnership.

Table 3: Themes and Outcomes

Theme	Outcomes
 <p>Jobs: Promoting Local Skills & Employment</p>	<ul style="list-style-type: none"> • More local people in employment • More opportunities for disadvantaged people • Improved skills for local people • Improved employability of young people
 <p>Growth: Supporting the Growth of Responsible and Regional Business</p>	<ul style="list-style-type: none"> • More opportunities for local SMEs and VCSEs • Improving staff wellbeing and mental health • Reducing inequalities • Ethical Procurement is promoted • Social Value embedded in the supply chain
 <p>Social: Healthier, Safer & More Resilient Communities</p>	<ul style="list-style-type: none"> • Crime is reduced • Creating a healthier community • Vulnerable people are helped to live independently • More working with the Community
 <p>Environment: Decarbonising & Safeguarding Our World</p>	<ul style="list-style-type: none"> • Carbon emissions are reduced • Air pollution is reduced • Safeguarding the natural environment • Resource efficiency and circular economy solutions are promoted • Sustainable Procurement is promoted
 <p>Innovation: Promoting Social Innovation</p>	<ul style="list-style-type: none"> • Other measures (TBD)

A high-angle, low-key photograph of a diverse group of people holding hands in a circle. The image is heavily filtered with a light blue color, creating a sense of unity and teamwork. The people are looking upwards, and their hands are clasped together in the center. The background is a textured, possibly stone or concrete, surface.

6 Social Value Action Plan

6.0 Social Value Action Plan

6.1 The added Social Value Created by Cambridge North

Using the Cambridge North TOMs Framework, we have assessed the additional social and local economic value that could be generated by the development across its full lifecycle:

Stage 1 Construction: During the construction stage including the contribution of Cambridge North supply chain.

Stage 2 Estate Management: The approach Brookgate and the appointed estate management partner takes through the management of the site once the construction phase has been completed.

Stage 3 Occupation: By unlocking the potential contribution that the occupiers can bring to the community.

In addition, Key commitments that Brookgate will make in addition to those detailed in [Section 6.0](#) are as follows:

1. Incorporate social value into the procurement exercises to appoint their construction and estate management partners that are committed to delivering against the Cambridge North Social Value Action Plan.
2. Run a 'community engagement session' before the construction works begin. This will be an opportunity for Brookgate, the main contractor and suppliers to meet with local community groups and delivery organisations that are keen to be the Cambridge North strategic community partners throughout the lifecycle of the development.
3. Prioritise commercial tenants that demonstrate a strong commitment to engaging with and supporting the local community.
4. Work with Social Value Portal to measure, manage and report social value through the construction process and then potentially to work with the estate managers and the occupiers to embed social value into their day-to-day business activities.

5. Report progress against social value targets to South Cambridgeshire District Council in both financial and nonfinancial terms.

6.2 Design for Social Value

The development team has taken great care to design spaces that will promote community engagement and be a catalyst for social value creation at each of the stages above. Cambridge North will bring first-class homes, places of work, hotel facilities, shops, cafés and squares to the area beside the new Cambridge North railway station. Close to all the benefits of the centre, but near the open spaces and business parks of the city's north, Cambridge North is a development that focuses on meeting the needs of the community, its residents, workers and visitors.

It aims to provide a welcoming, diverse community with superb transport links to central Cambridge, London and beyond. The development team is working hard to ensure Cambridge North delivers the right balance of homes, offices and amenities to the area. And during the development process, the site will be accessible to members of the public, hosting food stalls, art exhibitions and other community projects. It will help create a lower-carbon future for Cambridge, with greener architecture and a reduced reliance on cars. And when complete, it aims to provide career opportunities for local people through specially designed community outreach programmes.

6.2.1 Sustainability

The sustainability initiatives for the scheme are extensive ensuring a world-class development that is sustainable and resilient to climate change can be embraced. These include:

- Implement fabric first approach and maximising the use of renewable energy

- Minimise energy consumption through effective metering and operational energy modelling
- Enhancement of walking and cycling facilities around the site
- Promote sustainable means of transport to the site
- Enable community identity and social cohesion through placemaking
- Create spaces that take into account security needs to ensure occupants safety and wellbeing
- Create a new economic and social hub, creating employment for the local community as well as recreation spaces
- Enable sustainable growth for the city of Cambridge and the wider area
- Ensure the long term costs related to maintenance, energy and potential rectification are understood at the point of decision making
- Encourage the procurement of local and sustainable material and workforce
- Create a positive and healthy place that actively promotes wellbeing and productivity of users
- Provide a positive user experience through continuous monitoring of the building performance and aftercare provision
- Design analysis to be completed to ensure building user comfort
- Enhance walking paths to provide access to nature and passive recreation
- Protect and enhance biodiversity
- Meaningfully reduce potable water consumption
- Minimise construction waste generation

Whilst targets and expectations have been set, generating value in any of the stages is entirely dependent on the other organisations that will be playing a role in each stage of this development. For example, the construction partner that is appointed and the estate management teams that ultimately looks after the site day-to-day once its built. If these organisations do not promote responsibility and sustainability, then there is limited social value that can be generated. In particular, to unlock the potential value that can be created by the occupiers, the estate management team has the opportunity to encourage and enable social, economic and environmental wellbeing activities.

6.3 The Benchmarking Process

The Cambridge North TOMs Framework has been populated with a number of base and stretch targets for the construction and in use stages:

Base Target – This represents the minimum we expect to see achieved

Stretch Target – This represents what we would hope to see achieved

For each stage, the targets have been informed by:

1. Industry benchmarks
2. Social Value Portal's own benchmarks from measuring numerous developments at the construction and in use stages
3. Brookgate's commitments and expectations at each stage based on similar developments they have undertaken and their track record of delivering community programmes
4. The priorities of the Council and the local population

Table 4: Social & Local Economic Value – Project Lifecycle

Item	Base Target	Stretch Target
Total Additional Social & Local Economic Value: Project Lifecycle	£381,133,284	£766,987,542
Total from 5 years of construction	£35,427,808	£70,651,132
Total from 10 years of Estate Management	£8,258,184	£20,563,975
Total from 10 years of Occupation	£337,447,292	£675,772,435

6.4 Construction

The site will be developed over approximately 5 years and is expected to support 202 FTE construction jobs¹². The social and local economic value created through the total 5 year construction period could be up to **£70.6m** which would be approximately **18.5%** of the construction costs. An assessment has also been conducted for Phase 1 of the development including which has the potential to create up to **£18.1m** of social and local economic value as part of the overall value add.

Brookgate will be responsible for appointing a construction partner that will not only deliver a quality service throughout the contract, but is committed to, and has experience of, delivering social value activities and outcomes. To achieve this, Brookgate are committed to including social value as a key consideration for the selection of their construction partner. The main contractor and sub-contractors will be expected to submit their Social Value Plans as a part of their tenders for work on the site and commitments will be made publicly available.

The social and local economic value estimates in Table 5 are based on the assumption that Brookgate and their construction partner will take a number of initiatives which include the points overleaf across the 5 year construction period. Table 6 represents the social and local economic value that could be created through Phase 1 of the development¹³.

Table 5: Total Social & Local Economic Value being targeted through 5 years of construction

Item	Base Target	Stretch Target
Total Additional Social & Local Economic Value: 5 years of Construction	£35,427,808	£70,651,132
% of Construction Costs	9%	18.5%
% of Total Additional Social & Local Economic Value Add	9.3%	9.2%

Table 6: Social & Local Economic Value being targeted through Phase 1

Item	Base Target	Stretch Target
Additional Social & Local Economic Value: Phase 1 construction	£9,098,052	£18,147,000
% of Phase 1 Construction Costs	9.2%	18.5%
% of Total Additional Social & Local Economic Value Add	2.3%	2.3%

¹² FTE stands for 'full time equivalent'. Bidwells have conducted a socio-economic assessment that estimates 2,020 total jobs will be created through the 5 year construction phase. This is equivalent to 202 DTE jobs based on the industry standard of 10 total construction jobs = 1 FTE.

¹³ The total construction phase will be approximately 5 years with a total contract value of £380m, the first phase of this will cost £98m

6.4.1 Construction – Themes and Outcomes



Jobs: Promoting Local Skills & Employment

- Employing up to 60 full time equivalent (FTE) people from the local area, 30% of the workforce.
- Employing over 24 FTE people from disadvantaged backgrounds including women, long-term unemployed, rehabilitating offenders and those who have lost their jobs due to the Covid-19 pandemic. Partnering with organisations highlighted in [Appendix 1.0](#) is recommended to deliver targeted recruitment programmes, such as with Cambridge Women's Resource Centre, Yuthoria and Cambridge Cyrenians.
- Supporting over 733 weeks of training and apprenticeship opportunities on the contract, as well as engaging with local schools and colleges to promote apprenticeship opportunities for local young people through partnership with Cambridge Regional College, Greater Cambridge Apprenticeships and others in [Appendix 1.0](#).



Growth: Supporting the Growth of Responsible and Regional Business

- The main contractor will be expected to run employment fairs to encourage local people and businesses to become employees and sub-contractors. To build a local and diverse workforce, partnerships with organisations such as Support Cambridgeshire, Cambridgeshire Chamber of Commerce and others in [Appendix 1.0](#) should be made by Brookgate and their construction partner.
- Up to £69.2m of local economic value is also estimated to be generated through local spend in the supply chain during construction, up to 20% of the total spend. Out of the total local spend up to 10% is estimated to be spent with micro, small and medium enterprises, generating over £6.9m of the local economic value from local spend. Meet the buyer events will be held well ahead of the procurement process to identify local businesses and help build capacity.



Social: Healthier, Safer & More Resilient Communities

- An assumption has been made that each year 100% of the workforce would volunteer for 1 day on initiatives that local people want to see prioritised, for example local school visits or supporting local businesses. This time is equivalent to 1,616 hours of volunteering throughout the construction period. The main contractor should look to partner with organisations such as those outlined in [Appendix 1.0](#).
- As Crime is the domain in which Cambridge experiences its highest levels of high to severe deprivation and reoffending rate is higher in Cambridge compared to the east of England regional average, volunteer time to support organisations promoting community safety should be prioritised.



Environment: Decarbonising & Safeguarding Our World

- During the construction stages there will be a focus to mitigate construction impacts on existing biodiversity as to avoid simply reinstating biodiversity that previously existed pre-construction.
- The scheme will rehabilitate greenspace with the aim of exceeding 10% BNG on site or off-site through off-site enhancements including green infrastructure and monitoring of this biodiversity net gain will be in accordance with the landscape management plan.
- The amount of non-hazardous construction waste generated will be monitored and controlled. A strategy to reduce, reuse and recycle materials will be produced to minimise construction waste generation as far as possible. On site environmental data during the construction phase will be collated, reviewed and verified to promote transparency and accountability.

6.5 Estate Management & Key Suppliers

After the development is complete and the site is fully operational, Brookgate will continue to deliver against its Social Value Strategy. The social and local economic value generated through the management of the development could be as high as **£2m** in the first year and up to **£20.5m** over 10 years. This is based on an assumption that the development will support 10 FTE estate management roles.

Brookgate understand that to generate this potential value, an appropriate Estate Management team needs to be appointed. The social and local economic value estimates in Table 7 are based on the assumption that Brookgate will seek to promote social value as part of the remit of the Management Company with key stakeholders.

Table 7: Total Social & Local Economic Value being targeted through 10 years of estate management at Cambridge North

Item	Base Target	Stretch Target
Total Additional Social & Local Economic Value: Estate Management	£8,258,184	£20,563,975
% of Total Additional Social & Local Economic Value Add	2.1%	2.7%

6.5.1 Estate Management – Themes and Outcomes



Jobs: Promoting Local Skills & Employment

- Employing 2 full time equivalent (FTE) people from the local area, 20% of the workforce.
- Running targeted recruitment programmes and providing employability support for people from disadvantaged backgrounds including women, long-term unemployed, rehabilitating offenders and those who have lost their jobs due to the Covid-19 pandemic. Partnerships with organisations such as Cambridge Career Connections who provide support to people on any age looking for employment, and others highlighted in [Appendix 1.0](#) should be prioritised.
- Supporting over training opportunities on the contract through partnering with organisations such as Cambridge Women's Resource Centre to provide training and employability support to women.



Growth: Supporting the Growth of Responsible and Regional Business

- The estate management team will be expected to run employment fairs to encourage local people and businesses to become employees and sub-contractors. Partnerships with organisations such as Support Cambridgeshire who help community groups and organisations grow could also help build a local and diverse supply chain by engaging with start up businesses in the local area
- Up to £1.9m of local economic value is also estimated to be generated through local spend in the supply chain during estate management each year. Out of the total local spend up to 20% is estimated to be spent with micro, small and medium enterprises, generating over £394.3k of local economic value each year.



Social: Healthier, Safer & More Resilient Communities

- An assumption has been made that each year 100% of the workforce would volunteer for 1 day on initiatives.
- As Crime is the domain in which Cambridge experiences its highest levels of high to severe deprivation and reoffending rate is higher in Cambridge compared to the East of England regional average, volunteer time to support organisations promoting community safety should be prioritised by the estate management team, including the security team who are well placed to contribute to supporting community safety.



Environment: Decarbonising & Safeguarding Our World

- Reducing the consumption of water, both in use and during construction will be a key focus of the design. The water consumption will be monitored and controlled throughout the construction process as well as in operation through the specification of water meters in all relevant areas.
- Post construction, dedicated spaces will be provided within office buildings and homes in order to promote waste reduction and recycling.

6.6 Occupation

The organisations and companies that occupy the site will generate social and local economic value through decisions they make about employment, procurement and community engagement. Brookgate is committed to unlocking this value by engaging with the potential occupiers (and prioritising responsible businesses where possible) to maximise the benefits of recruiting locally. The expectation is that approximately 3,652 FTE¹⁴ annual employment opportunities in the development will be available as a result of the Cambridge North development. The total social and local economic value generated through occupation could be as high as **£69.1m** in the first year and **£675.7m** over 10 years of occupation following construction.

The social and local economic value estimates in Table 8 are based on the assumption that Brookgate and their occupiers will take a number of initiatives which include the points to the overleaf.

Table 8: Total Social & Local Economic Value being targeted through 10 years of occupation at Cambridge North

Item	Base Target	Stretch Target
Total Additional Social & Local Economic Value: Occupation	£337,447,292	£675,772,435
% of Total Additional Social & Local Economic Value Add	88.5%	88.1%

¹⁴ A socio-economic assessment has been prepared by Bidwells which identifies that the proposed development is anticipated to support 4,296 employees. A ratio of 1 FTE to 0.85 employees has been applied to reflect the 30% of the workforce in Cambridgeshire that are part time.

6.6.1 Occupation – Themes and Outcomes



Jobs: Promoting Local Skills & Employment

- Employing 1,460 full time equivalent (FTE) people from the local area 40% of the workforce.
- Employing over 90 FTE people from disadvantaged backgrounds including women, long-term unemployed, rehabilitating offenders and those who have lost their jobs due to the Covid-19 pandemic. Partnerships with organisations such as Cambridge Career Connections who provide support to people on any age looking for employment, and others highlighted in [Appendix 1.0](#) should be prioritised.
- Supporting 15,117 weeks of training and apprenticeship opportunities each year, as well as engaging with local schools and colleges to promote apprenticeship opportunities for local young people through partnership with Cambridge Regional College, Greater Cambridge Apprenticeships and others in [Appendix 1.0](#)



Growth: Supporting the Growth of Responsible and Regional Business

- The occupiers will be expected to run employment fairs to encourage local people and businesses to become employees and sub-contractors. To build a local and diverse workforce, partnerships with organisations such as Support Cambridgeshire, Cambridgeshire Chamber of Commerce and others in [Appendix 1.0](#) should be made by Brookgate.
- Up to £10.6m of local economic value is also estimated to be generated through local spend in the supply chain each year during occupation, up to 40% of the total spend. Out of the total local spend up to 10% is estimated to be spent with micro, small and medium enterprises, generating over £1 of local economic value. Meet the buyer events will be held well ahead of the procurement process to identify local businesses and help build capacity.



Social: Healthier, Safer & More Resilient Communities

- An assumption has been made that each year 100% of the workforce would volunteer for 1 day on initiatives that local people want to see prioritised, for example local school visits or supporting local businesses. This time is equivalent to 29,212 hours of volunteering each year of occupation. The occupiers should look to partner with organisations such as those outlined in [Appendix 1.0](#) including Cambridge CVS which is a registered charity providing a central source of expert help and advice to local groups.
- As Crime is the domain in which Cambridge experiences its highest levels of high to severe deprivation and reoffending rate is higher in Cambridge compared to the East of England regional average, volunteer time to support organisations promoting community safety should be prioritised.



Environment: Decarbonising & Safeguarding Our World

- It is anticipated that up to a 42% reduction in CO₂ emissions will be achieved beyond the Building Part L 2013 'baseline' (using SAP 10.1 carbon factors). This is equivalent to a regulated CO₂ emissions saving of 145 tonnes CO₂ emissions each year of occupation, and 1,450 tonnes of CO₂ emissions saved over 10 years. The social value created from the reduction in CO₂ emissions could be as high as £10.2k in the first year and £102.1k over 10 years.

A blue-tinted photograph of four construction workers in a large industrial building. They are wearing white hard hats and safety vests. One worker in the center is holding a tablet, showing something to the others. They are gathered around a table with blueprints and a laptop. The background shows the complex steel structure of the building under construction.

7 Ongoing Measurement and Reporting

7.0 Ongoing Measurement and Reporting

7.1 Overview

Brookgate is committed to the long-term success of this development and wants to see that as much social, economic and environmental value as possible is generated.

As detailed in Section 0, [6.5](#), and [6.6](#), Brookgate will make social value a formal part of the tender process when appointing its Tier 1 construction partner and its core suppliers, and will promote sustainable procurement and occupation during the in-use stages of the development. To support with this Brookgate plan to work with the Social Value Portal and utilise the online platform for procurement, contract management, social value measurement and reporting.

As the Social Value Portal has done on developments for other local authorities, social value reports can be prepared for South Cambridgeshire District Council on a quarterly and annual basis to highlight the progress that has been made against targets.



8 Conclusion

8.0 Conclusion

8.1 Summary

The Cambridge North development will of course bring new jobs and opportunities to Cambridge and South Cambridgeshire and the wards in the local impact area; Fen Ditton & Fulbourn and Milton & Waterbeach (South Cambridgeshire) and King's Hedges and East Chesterton (Cambridge) specifically. However, as shown in this report, the development has the potential to catalyse a substantially greater impact on the local area in terms of jobs and skills, support for local businesses and SMEs, support for the local community and environmental improvements by developing and implementing a coherent and holistic Social Value Strategy.

The Social Value Portal's analysis shows that over approximately 5 years of construction, 10 years of estate management and 10 years of occupation, the total additional social and local economic value created could be as high as **£766.9m** or **201%** of the original construction costs.

Brookgate is committed to working with their contractors, suppliers and occupiers to get the most from this development. Brookgate recognises the value that can result from community engagement and delivering a targeted social value strategy and understand that the opportunities to do more for local people are significant through the Cambridge North development.

Table 9: Summary of total social and local economic value being targeted through the lifecycle of the Cambridge North development

Item	Base Target	Stretch Target
Total Additional Social & Local Economic Value: Project Lifecycle	£381,133,284	£766,987,542
Total from 5 years of construction	£35,427,808	£70,651,132
Total from 10 years of Estate Management	£8,258,184	£20,563,975
Total from 10 years of Occupation	£337,447,292	£675,772,435



Appendix 1.0

Appendix 1.0

The Social Value TOMs Measurement Framework for Cambridge North includes 5 Themes, 18 Outcomes and 52 Measures. It has been aligned with Cambridge and South Cambridgeshire policies ([Section 3](#)), the Local Needs Analysis ([Section 4](#)) and various local community organisations that present opportunities for partnership.

Outcomes	Ref	Measures	Policy	Needs	Community Organisations
Jobs: Promoting Local Skills & Employment					
More local people in employment	NT1	No. of local direct employees (FTE) hired or retained (for re-tendered contracts) on contract for one year or the whole duration of the contract, whichever is shorter	South Cambridgeshire Local Plan 2018 - "Development will meet the objectively assessed needs in the district over the period 2011-2031 for 22,000 additional jobs to support Cambridge Cluster and provide a diverse range of local jobs.	There are areas of high Employment deprivation in the wards of Arbury, King's Hedges, East Chesterton, West Chesterton and Abbey.	Cambridge Employment Programme Cambridge Career Connections
	NT1c	No. of local people (FTE) on contract for one year or the whole duration of the contract, whichever is shorter, employed through the supply chain as a result of your procurement requirements			
	NT2	% of local people employed on contract (FTE)			
More opportunities for disadvantaged people	NT3	No. of employees (FTE) hired on the contract who are long term unemployed (unemployed for a year or longer) as a result of a recruitment programme		The claimant count in Cambridge and South Cambridgeshire rose significantly between January and July 2020 when the UK entered its first national lockdown due to the Covid-19 pandemic. However, the Cambridge and South Cambridgeshire claimant count did not rise as highly as the East of England region or the UK as a whole. Since January 2021, the proportion of claimants has dropped in all areas. However, the proportion of claimants is yet to return to pre-pandemic levels.	
	NT4	No. of employees (FTE) hired on the contract who are Not in Employment, Education, or Training (NEETs) as a result of a recruitment programme			

	NT5	No. of 18+ y.o. employees (FTE) hired on the contract who are rehabilitating or ex offenders as a result of a recruitment programme		Cambridge has higher re-offending rates than the East of England regional average by 29%.	Cambridge Cyrenians Novus
	NT6	No. of disabled employees (FTE) hired on the contract as a result of a recruitment programme			
	NT7	No. of hours of support into work provided to over 24 y.o. unemployed people through career mentoring, including mock interviews, CV advice, and careers guidance			
Improved skills for local people	NT8	No. of staff hours spent on local school and college visits e.g. delivering career talks, curriculum support, literacy support, safety talks (including preparation time)	<p>Cambridge Local Plan October 2018 - Priority 2: Tackling poverty and inequality and helping people in the greatest need. Strategic objective: Raising skills, and by improving access to a range of employment opportunities for people on low incomes</p> <p>Greater Cambridge Greater Peterborough Enterprise Partnership Strategic Economic Plan 2015-2020 - Priorities: Align skills provision with business demand Raise aspirations and increase economic awareness within workforce Address shortages of higher-level skills required to support the growth of technology businesses Build a network of businesses, training and education providers Use apprenticeships as the exemplar example for training and accessing employment for young people</p>	There are pockets of mild Education deprivation in the wards of Fen Ditton & Fulbourn and Milton & Waterbeach and pockets of high to severe Education deprivation in the wards of Abbey, King's Hedges and East Chesterton. There are two schools within a 3 mile radius of Cambridge North with an Ofsted rating of 3 and 1 with a rating of 4.	Cambridge Regional College Greater Cambridge Apprenticeships Youthoria
	NT9	No. of weeks of training opportunities on the contract (BTEC, City & Guilds, NVQ, HNC) that have either been completed during the year, or that will be supported by the organisation until completion in the following years - Level 2,3, or 4+			
	NT10	No. of weeks of apprenticeships on the contract that have either been completed during the year, or that will be supported by the organisation until completion in the following years - Level 2,3, or 4+			
Improved employability of young people	NT11	No. of hours of support into work provided to under 24 y.o. (young people) unemployed people through career mentoring, including mock interviews, CV advice, and careers guidance			
	NT12	No. of weeks spent on meaningful work placements or pre-employment course; 1-6 weeks student placements (unpaid)			
	NT13	Meaningful work placements that pay Minimum or National Living wage according to eligibility - 6 weeks or more (internships)			

Growth: Supporting Growth of Responsible & Regional Business

More opportunities for local SMEs and VCSEs	NT14	Total amount (£) spent with VCSEs within your supply chain			Cambridgeshire Chamber of Commerce The Cambridgeshire and Peterborough Combines Authority (CPCA) Business Hub
	NT15	Provision of expert business advice to VCSEs and MSMEs (e.g. financial advice / legal advice / HR advice/HSE)			Support Cambridgeshire Cambridge CVS Cambridge Sustainable Food Cambridge Local Shops Cambridgeshire Chamber of Commerce
	NT16	Equipment or resources donated to VCSEs (£ equivalent value)			
	NT17	Number of voluntary hours donated to support VCSEs (excludes expert business advice)			
	NT18	Total amount (£) spent in local supply chain through the contract			
	NT19	Total amount (£) spent through contract with local micro, small and medium enterprises (MSMEs)		The East of England region has 98.2% micro and small enterprises, South Cambridgeshire has 97.7% and Cambridge has 96.6%.	
	Improving staff wellbeing and mental health	NT20	No. of employees on the contract that have been provided access for at least 12 months to comprehensive and multidimensional wellbeing programmes		
NT39		Mental Health campaigns for staff on the contract to create community of acceptance, remove stigma around mental health		South Cambridgeshire suicide rate is 8% higher than the regional average.	Keep Your Head
NT21		Equality, diversity and inclusion training provided both for staff and supply chain staff	Cambridge City Council Corporate Plan 2022-27 - Tackle discrimination, harassment and victimisation and ensure that people from different backgrounds living in the city respect and value each other		

Reducing Inequalities	NT40	Number and type of initiatives to be put in place to reduce the gender pay gap for staff employed in relation to the contract (describe and document initiatives)		Cambridge and South Cambridgeshire perform worse than the East of England average in indicators relating to the gender pay gap.	Cambridge Women's Resource Centre
	NT41	Percentage of staff on contract that is paid at least the relevant Real Living wage as specified by Living Wage foundation		Cambridge City Council is focused on tackling income inequality which affects the ward of King's Hedges most significantly within the local impact area.	
	NT42	Percentage of contractors in the supply chain required (or supported if they are micro or small business) to pay at least Real Living wage		The only areas experiencing high Income deprivation within Cambridge are in the north of Cambridge within the wards of King's Hedges, East Chesterton and Abbey. Within South Cambridgeshire there is an area of high Income deprivation in the northern ward of Cottenham. The proportion of households that are fuel poor in Cambridge is 18% higher than the East of England regional average.	
Ethical Procurement is promoted	NT22	Percentage of your procurement contracts that include commitments to ethical employment practices in the local and global supply chain, including verification that there is zero tolerance of modern slavery, child labour and other relevant requirements such as elimination of false self-employment, unfair zero hours contracts and blacklists			
	NT43	Initiatives taken throughout the local and global supply chain to strengthen the identification, monitoring and reduction of risks of modern slavery and unethical work practices occurring in relation to the contract (i.e. supply chain mapping, staff training, contract management)			
Social Value embedded in the supply chain	NT23	Percentage of contracts with the supply chain on which Social Value commitments, measurement and monitoring are required			
Social: Healthier, Safer & More Resilient Communities					
Crime is reduced	NT24	Initiatives aimed at reducing crime (e.g. support for local youth groups, lighting for public spaces, etc.)		Crime is the domain in which Cambridge experiences the greatest high to severe deprivation (43.5%) and Cambridge has higher re-offending rates than the East of England regional average by 29%.	

				<p>The highest recorded crime in Cambridgeshire was violence against the person, followed by theft offences and violence without injury. These are all within the victim based crime category. Therefore, initiatives to improve community safety and reducing offending is key to reducing victim based crime.</p>	
<p>Creating a healthier community</p>	<p>NT25</p>	<p>Initiatives to be taken to tackle homelessness (supporting temporary housing schemes, etc.)</p>	<p>Cambridge City Corporate Plan 2019-2022 - Theme 1: Provide more affordable housing, a better mix of tenure types and reduce homelessness and rough sleeping</p>	<p>Barriers to Housing and Services is the domain in which South Cambridgeshire experiences the greatest high to severe deprivation (40.6%), and the ward of Fen Ditton & Fulbourn is particularly deprived in this domain with 71.4% high to severe deprivation.</p> <p>This is the domain in which Cambridge experiences its second highest levels of high to severe deprivation at 30.4%. This is mostly attributed to the high cost of living and rent prices in the city.</p>	<p>CHS Group</p> <p>Change Grow Live</p>
	<p>NT26</p>	<p>Initiatives taken or supported to engage people in health interventions (e.g. stop smoking, obesity, alcoholism, drugs, etc.) or wellbeing initiatives in the community, including physical activities for adults and children</p>	<p>Draft North East Cambridge Action Plan - "We want North East Cambridge to be an inclusive, walkable, low-carbon new city district with a lively mix of homes, workplaces, services and social spaces, fully integrated with surrounding neighbourhoods.</p> <p>It should be firmly integrated with surrounding communities- physically connected and socially cohesive. It must be a healthy district where wellbeing, recreation and community safety are built into its design."</p>	<p>Cambridge performs worse than the regional average in the following indicators relating to health:</p> <p>The rate of deaths from alcohol-related conditions is 50% higher Density of fast-food outlets is 26% higher ESA claimants for mental and behavioural disorders: rate per 1,000 working age population is 22% higher The proportion of people who currently smoke is 14% higher.</p> <p>South Cambridgeshire also performs worse in the following indicators: Deaths from alcohol-related conditions (rate per 100,000) is 21% higher The proportion of adults who currently smoke is 2% higher Suicide rate is 8% higher</p> <p>Cambridge has had a higher Covid-19 case rate compared to the regional and UK average and also has a lower vaccination update rate for all 3 doses.</p>	<p>#TheVaccinators</p> <p>CAMQUIT</p> <p>Keep Your Head</p>

Vulnerable people are helped to live independently	NT27	Initiatives to be taken to support older, disabled and vulnerable people to build stronger community networks (e.g. befriending schemes, digital inclusion clubs)	Cambridge City Corporate Plan 2019-2022 - Theme 1: Helping people in Cambridge who have the greatest need Improve the standard of living and daily lives of those residents in Cambridge who are currently experiencing poverty Support local communities and residents to meet the needs of the most vulnerable, including refugees		
More working with the Community	NT28	Donations or in-kind contributions to local community projects (£ & materials)			
	NT29	No. of hours volunteering time provided to support local community projects			Cambridge Conservation Volunteers
Environment: decarbonising & Safeguarding Our World					
Carbon emissions are reduced	NT31	Savings in CO2 emissions on contract achieved through de-carbonisation (i.e. a reduction of the carbon intensity of processes and operations, specify how these are to be achieved)	Cambridge City Council Corporate Plan 2022-27 - Strategic Objectives: Reduce energy consumption and carbon emissions from homes and buildings in Cambridge Reduce carbon emissions from transport in Cambridge	South Cambridgeshire performs worse for domestic other fuels CO2 emissions which is 88% higher.	Cambridge Carbon Footprint
	NT44	Policy and programme to achieve net zero carbon including monitoring plan with specific milestones	Cambridge City Corporate Plan 2019-2022 - Theme 3: Protecting our environment and tackling climate change Reduce carbon emissions reduce consumption of resources	Cambridge performs worse than regional average in indicators related to the use of renewable energy.	
	RE39a	Carbon emission reductions through increased use of renewable energy- on site	Cambridge Local Plan 2018 - Strategic Objectives: 1. Contribute to the vision of Cambridge for people to make a transition to a low carbon lifestyle		
	RE40	Savings in contract related embodied carbon (carbon footprint of material inputs - cradle to site) against specified baseline			
	NT45	Carbon Certification (Carbon Trust Standard, Planet Mark or equivalent independently verified) - achieved or to achieve for current year			
Air pollution is reduced	NT46	Corporate travel schemes available to employees on the contract (subsidised public transport, subsidised cycling schemes and storage, sustainable corporate transport such as electric bus from public station to corporate facilities)	South Cambridgeshire Local Plan 2018 - Objective: To maximise potential for journeys to be undertaken by sustainable modes of transport including walking, cycling, bus and train Draft North East Cambridge Area Action Plan - "We want North East Cambridge to be		

			<p>an inclusive, walkable, low-carbon new city district with a lively mix of homes, workplaces, services and social spaces, fully integrated with surrounding neighbourhoods. It will be planned around walking, cycling and public transport first, discouraging car use, in order to address climate change.”</p> <p>Cambridge City Council Corporate Plan 2022-27 - Strategic Objectives: Minimise reliance on cars</p> <p>Cambridge City Corporate Plan 2019-2022 - Theme 2: Planning for growth and ensuring our new communities are successful Work with partners to address infrastructure needs of the city and Greater Cambridge to reduce congestion and pollution</p>		
Safeguarding the natural environment	NT47	Donations or investments towards expert designed sustainable reforestation or afforestation initiatives	<p>Cambridge City Council Corporate Plan 2022-27 - Strategic Objectives: Net gain in biodiversity across the City by 2025 and support the Natural Cambridgeshire Doubling Nature Vision by 2030</p> <p>Cambridge Local Plan 2018 - Strategic Objectives: 6. Protect and enhance the landscape setting of the city, which comprises the Cambridge Green Belt, the green corridors penetrating the urban area, network of green spaces, and tree canopy cover 7. Protect and enhance the City's biodiversity, network of habitats and geo-diversity</p>		<p>Cambridge Conservation Forum</p> <p>Cambridge Hub</p> <p>Cambridge Cleantech</p> <p>Cambridgeshire & Peterborough Biodiversity Group</p> <p>Cambridge Conservation Volunteers</p>
Resource efficiency and circular economy solutions are promoted	NT72	Hard to recycle waste diverted from landfill or incineration through specific recycling partnerships (e.g. Terracycle or equivalent)	<p>Cambridge City Council Corporate Plan 2022-27 - Strategic Objectives: Reduce consumption of resources , increase recycling and reduce waste Promote sustainable food and food justice</p> <p>Cambridge City Corporate Plan 2019-2022 - Theme 3: Protecting our environment and tackling climate change Increase recycling and reduce waste</p> <p>Cambridge Local Plan 2018 - Strategic Objectives: 2.Be highly water efficient, contribute to overall flood risk reduction</p>		

Sustainable Procurement is promoted	NT35	Percentage of procurement contracts that include sustainable procurement commitments or other relevant requirements and certifications (e.g. to use local produce, reduce food waste, and keep resources in circulation longer.)			
	NT48	Supply Chain Carbon Certification (Carbon Trust Standard for Supply Chain or equivalent independently verified) - achieved or to achieve for current year			
	NT49	Requirements or support (for Micro or Small enterprises) for suppliers to demonstrate climate change and carbon reduction training for all staff - e.g. SDGs Academy courses (NTs) or (e.g. RE) Supply Chain Sustainability School bronze or higher or equivalent			
More buildings are certified	RE50	Percentage of NEW buildings achieving BREEAM Rating			
	RE53	Percentage of buildings achieving BREEAM IN-USE			



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