

Appendix B

BLACKPOOL TRAMWAY EXTENSION

SOCIAL VALUE CASE STUDY



Blackpool Council

March 2019



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GROWTH DEAL SOCIAL VALUE CASE STUDY

Project	Blackpool Tramway Extension
Capex	£22.835m
Growth Deal Funding	£16.4m
Project Commencement	April 2018
Project Completion	July 2019

1. BLACKPOOL TRAMWAY EXTENSION

1.1 Project Summary



The extension of the tramway from North Pier to Blackpool North railway station forms part of major regeneration plans for the town centre, with work scheduled to begin in 2018. The proposals will re-establish the link to North station, which ceased operation in 1936, and will provide direct services to the north and south of the town.

The £22m extension was made possible through a £16.4m grant by the Lancashire Enterprise Partnership's Growth Fund, with additional funding being contributed by Blackpool.

The cost of the extension also includes two brand-new Flexity2 trams to run on the tramway to cope with the extra passenger demand.

The extension will form part of a larger regeneration project at Blackpool North station, which will include:

- A new tramway terminal
- A 4 star Holiday Inn
- Office and retail units to let.

The additional services to and from North Station will also provide additional capacity and an increased frequency of service in the busy seafront area of the tramway network

1.2 Key Business Benefits of the Extension Scheme

Linking the train station and the tramway allows seamless travel for visitors and commuters, making journeys easier and more accessible, in turn helping businesses and supporting more jobs.

The expansion will change the landscape of the gateway into Blackpool, improving accessibility to jobs and services while at the same time putting more local people into work and creating even better economic conditions to attract business investment.

1.3 Construction Phase Social Value

In addition to the positive economic and environmental impact that the project will have on completion through boosting GVA and reducing transport's emissions of CO2 and other greenhouse gases, the project has also delivered substantial socio-economic and community benefits throughout the construction phase.



John Sisk and Son, a member of the SISK Group, a family owned business with over 150 years of experience in the sector, were appointed main contractors on the project.

Sisk are committed to protecting the welfare of future generations which is reflected in their approach to sustainability by bringing environmental, social and economic benefits to their clients and the wider community

1.4 Key Achievements

Working with a supply chain that shared Sisk's values and commitments, the project has secured a strong, reliable and measurable commitment to Social Value that covers a range of thematic areas including an 'Inclusive Workforce', 'Future Workforce', a 'Skilled and Productive Workforce' and 'Community Benefits'.

The key outcomes of the project have been analysed using the National Social Value framework Themes Outcomes and Measures (TOM's) to measure the social value delivered and attribute a financial value using HM Treasury's Green Book unit costs and proxy values.

The key achievements Sisk and their supply chain partners have delivered to date are as follows;

- 82% local labour utilisation by main contractor Sisk with a social value of £572,500
- 2 Employment opportunities positions (Full Time Equivalent) provided for previously unemployed residents as a direct result of being contract with a social value of £29,403
- 208 weeks of apprenticeships on the contract at Level 2,3 or 4+ with a social value of £34,952
- 12 weeks of work graduate internship placements with a social value of £1,727
- 15 Local SME's provided with supply chain opportunities on the project
- £18,000 donated or contributed to local community projects
- 66 hours volunteered to support employability skills, STEM activity and site visits for local schools and colleges with a social value of £2,868.

To date the Blackpool Tramway Extension project has delivered a total of £666,591 of added Social Value during the construction phase of the project.

2. SOCIAL VALUE HIGHLIGHTS

2.1 Future Workforce

School Engagement

The project has delivered a range of activities designed to inspire the next generation of construction professionals and promote STEM careers to young people in the area including the Building Futures programme at Blackpool 6th Form College in September 2018.

The site has also engaged with local schools to educate children on site safety, encourage them to create pictures and designs to show on site hoardings, and become involved in the project.

Engaging with Young People and Unemployed Residents

Sisk, the main contractor on the project, engaged with local project called Streetlife, an organisation which assists vulnerable young people in Blackpool.

Streetlife provide a number of services for young homeless people including an emergency shelter, drop-in sessions and life skills sessions.



Young People from Streetlife on a site visit with Sisk

In addition to organising food collections Sisk organised a site visit for 6 young people from Streetlife who were interested in a career in the construction sector.

Graduate Internships

The site team at Sisk have welcomed a total of two young people on internship and just starting out in their careers. The placements were so successful they were both extended beyond the initial 6 weeks period.

2.2 Inclusive Workforce

Local Employment

Over the duration of the construction period the project provided employment opportunities for 25 FTE employees. Local labour accounted for 82% of the workforce with the main contractor Sisk. In addition Steconfer, a specialist global railway construction company, provided employment opportunities for a total of 5 local residents representing 38% of their site based workforce despite being a Portuguese based business.

Opportunities for Unemployed Residents

Sisk worked in partnership with Chance to Shine, a not-for profit recruitment company, which helps companies meet their short term staffing requirements while helping those who are long-term unemployed get back into work. Sisk were able to recruit two local people through the Chance to Shine Scheme.



2.3 Skilled And Productive Workforce



Spencer Guy, Apprentice Quantity Surveyor, Sisk

Apprenticeship Opportunities

In addition to the graduate internship opportunities, the project supported a total of 4 apprenticeship opportunities for young people from the area. These positions were provided for Trainee Quantity Surveyors and Trainee Forepersons.

Workforce Development

The civil engineering contractor is fully committed to workforce development and has an established leadership and management programme in place for staff. In addition the company hold Equality and Diversity Workshops to provide a clear understanding of key equality and diversity issues and their impact on the project.

2.4 Community Benefits

Local Procurement

Held a number of meet the buyer events at the start of the project to provide opportunities for local SME's to be involved in the project.

This approach has been particularly successful with a total of 15 local firms engaged on the project for various work packages including: plant hire, earthworks, waste disposal, builder's merchants, concrete supply and traffic management

Charity and Community Work



Sisk teamed up with Aspired Futures based in Blackpool, a charitable organisation providing long-term, therapeutic services for the most 'hard to reach' vulnerable children.

This partnership has seen Sisk support the charity in a number of ways including:

- Providing a member of staff to work in the Kitchens to peel and prepare vegetables for the Charity's Christmas Dinner
- Donated two pallets of wooden toys made by Sisk's Dublin based Training Academy and presented them to Aspired Futures for Christmas.



Wooden Toys made at Sisk's Training Academy and donated to Aspired Futures

The project has encouraged employees and supply partners to take part in Blackpool's volunteer scheme



and other community group initiatives including:

- Collecting food for the Streetlife Food Bank. Five food boxes have been donated from the site team to date with further collections and donations on a monthly basis.
- Carried out cleaning of gardens and paved areas.

Community Projects

Sisk are currently working with Headstart Blackpool on a National Lottery funded project called the 'The Resilience Pathway'. The project which enabled children and young people to co-produce the 42 designs and wording etched onto stone flags to create a permanent art installation for the town in the form of a linear 'Resilience Pathway' from the new tram station to the promenade.

The aim is to create a walking route depicting resilient moves and the machine etched stone flags are being installed by Sisk within the paving scheme as part of the Blackpool Tramway extension.



One of the 42 'Resilience Pathway' flag stone designs

Emergency Assistance

In August 2018, a machine driver for one of Sisk's subcontractors, Alf McClelland, along with two other team members went to the aid of a driver in a road traffic accident outside the Sisk compound who had suffered a heart attack at the wheel of his car. After performing CPR on the man, a heartbeat was gained and when the paramedics arrived they confirmed that Alf had indeed saved the man's life.

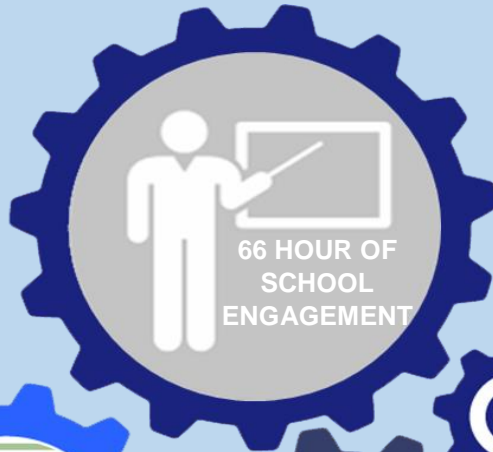
Awards

Sisk's Team on the Blackpool Tramway Extension project won an award within the Sisk Organisation for the Social Value work they are doing in Blackpool and the Community. The award was a cheque for £250.00 which Sisk's Project Manager has donated to Aspired Futures.



3. Blackpool Tramway Extension Social Value Infographics

26 WEEKS OF
WORKFORCE
DEVELOPMENT



4. Lancashire Skills and Employment Framework Social Value Metrics

LANCASHIRE SKILLS & EMPLOYMENT FRAMEWORK							
Project		Blackpool Tramway Extension					
Capex		£22.84M (of which £16.40M Growth Deal funding)					
THEMATIC AREA	KPI NO	Metric	Indicator	Measure	Proxy £ (per output)	To date	Social Value
FUTURE WORKFORCE	1	Working hours committed from business volunteers to support careers education and information and/or curriculum development in schools and colleges in Lancashire per year.	No. of hours dedicated to support young people into work (e.g. CV advice, mock interviews, careers guidance) - (under 24 y.o.)	no. hrs*no. attendees	£94.28	24	£2,262.72
			Local school and college visits e.g. delivering careers talks, curriculum support, literacy support, safety talks (No. hours, includes preparation time)	no. staff hours	£14.43	42	£606.06
	2	Number of work experience placements for 15-18 year olds per year (based on a placement being one week) at Lancashire schools and colleges	No. of weeks spent on meaningful work placements or pre-employment course; 1-6 weeks student placements (unpaid)	no.weeks	£143.94	0	£0.00
	3	Number of undergraduate project placements per year offered to Lancashire's Universities.	Meaningful work placements that pay Minimum or National Living wage according to eligibility - 6 weeks or more (internships)	no.weeks	£143.95	0	£0.00
4	Number of graduate internships per year for graduates living in Lancashire	£143.95			12	£1,727.40	
INCLUSIVE WORKFORCE	5	Number of employment opportunities offered to Lancashire residents that are unemployed or at a disadvantage e.g. ex-offenders.	No. of local people (FTE) employed on contract	no. people FTE	£22,900.00	25	£572,500.00
			% of local people employed on contract (FTE)	%	%	82%	
			No. of employees (FTE) taken on who are long term unemployed (unemployed for a year or longer)	no. people FTE	£14,701.56	2	£29,403.12
			No. of employees (FTE) taken on who are not in employment, education, or training (NEETs)	no. people FTE	£12,442.91	0	£0.00
			No. of employees (FTE) taken on who are rehabilitating young offenders (18-24 y.o.)	no. people FTE	£14,701.56	0	£0.00
	No. of jobs (FTE) created for people with disabilities	no. people FTE	£12,769.68		£0.00		
6	Number of work placements or trails offered to unemployed Lancashire residents.	No of placement weeks	no.weeks			0	

	7	Working days committed from business volunteers to mentor NEET ('not in education, employment or training') people.	No. of hours dedicated to supporting unemployed people into work by providing career mentoring, including mock interviews, CV advice, and careers guidance	no. hrs*no. attendees	£94.28		£0.00
SKILLED AND PRODUCTIVE WORKFORCE	8	Number of apprenticeships (16-18 year old and Adults).	No. of apprenticeships on the contract that have either been completed during the year, or that will be supported by the organisation to completion in the following years - Level 2,3, or 4+	no.weeks	£168.04	208	£34,952.32
	9	Commitment to workforce planning and investment in training of employees.	No. of training opportunities on contract (BTEC, City & Guilds, NVQ, HNC) that have either been completed during the year, or that will be supported by the organisation to completion in the following years - Level 2,3, or 4+	no.weeks	£235.75	26	£6,129.50
	10	Investment in leadership skills					
COMMUNITY BENEFITS	11	Community based projects driven by the local communities in which the project is based.	Donations or in-kind contributions to local community projects (£ & materials)	£ value	£1.00	18000	£18,000.00
			No hours volunteering time provided to support local community projects	no. staff volunteering hours	£14.43	70	£1,010.10
Total Social Value Generated							£666,591.22