

LOCAL EMPLOYMENT INITIATIVE 2023



Social Value Ambitions

In line with EDC social value ambitions, the local employment initiative commits to providing training, education, skills and job opportunities to local residents.

'Local' refers to residents/employees/supply chain within postcodes **DA1, DA2, DA3 and DA4 and DA9, DA10, DA11, DA12 and DA13 in Dartford and Gravesham Boroughs.**

Positive impact

In order to maximise the positive impact for local people, in developing our approach we have identified a range of outcomes, such as jobs for local people, and creating healthier environments, that seek to address the particular needs of the communities in and around Ebbsfleet. These fall under three broad themes; economy, community and environment.

Ebbsfleet's regeneration will be many years in the making, at least until 2035, but we want the benefits of all the required investment now and in the future to be felt by local people and businesses for many years beyond the construction itself. When the Development Corporation's task is complete, Ebbsfleet Garden City Trust that we have helped establish to look after the many community assets into the future, will be there to work with local communities for their benefit and add to the social value created during the construction phase.

Measuring impact

To ensure a co-ordinated approach across all of the many organisations delivering Ebbsfleet, there needs to be a common set of measures of the social value being created, and a common means to record the benefits being created.

We use the Social Value Portal – a recognised platform for recording social value – and a common set of benefits. This common set of benefits are referred to as Themes, Outcomes and Measures (TOMs). See our website for further information: <https://ebbsfleetdc.org.uk/social-value/>

EDC fund programmes to assist in these initiatives and developers are expected to support these programmes, as well as create their own opportunities in order to achieve these ambitions.



Maximising the positive impact of the development of Ebbsfleet for local people

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The 2023 local employment initiative:

- To achieve 25% local labour
- Employ 5% of the workforce as apprentices
- Through employability programmes, training, taster sessions, placements, work experience and recruitment strategies:
 - Assist unemployed local residents into work
 - Assist young people currently not in education, employment or training into work (16-24 years old)
 - Assist unemployed local women into work
 - Help improve employability skills of young people
 - Ensure access to opportunity is available to disadvantaged local residents and work with agencies operating locally to provide equality, diversity and inclusion opportunities
- Create awareness of career pathways with secondary education aged young people, particularly into careers in the built environment
- Promote higher skilled career pathways to assist in local skills attainment
- Use local providers to deliver skills training programmes and initiatives

Reporting

Developers are expected to measure their achievements both through directly employed labour/direct activity, as well as collating the data from sub-contractors, in order to achieve these ambitions.

Developers are also expected to support the local supply chain by using resources, materials and companies from within a 20-mile radius of site and by providing advice to local MSMEs and VCSEs to encourage growth.

Pre-construction and during the construction phase, developers are obliged to submit 6-monthly reports on how they are assisting EDC in achieving these social value ambitions and meeting their S106 obligations.

Once buildings are completed and handed-over, occupiers will then complete a pro-forma detailing how they are continuing to ensure local residents benefit from the growth of Ebbsfleet.



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