



DRAFT COPY

EBBSFLEET'S IMPACT 2022



CONTENTS

Social value in Ebbsfleet 2022	3 - 4
Ebbsfleet's prioritised TOMs (Themes, Outcomes and Measures)	5
Social value in 2022	6
Ebbsfleet's local workforce	7
Ebbsfleet's housebuilders and developers	8
Housebuilders and developers social value	9
EDC's corporate activity 2022	10 - 11
Our impact in 2022	12
Assisting local people into work	13
Greening the City initiative	14
Healthy Schools Programme – Lawn Primary, Northfleet	15
Get Active in Ebbsfleet with Betterpoints	16
Education outreach	17 - 18
CYT Built Environment Career Programme	19
Arcadis work experience	20
Fusion Festival and opening of the Platinum Jubilee Park	21
Magical Winter Garden	22
A good start in 2022 and looking forward to 2023	23



SOCIAL VALUE IN EBBSFLEET 2022

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

Many billions of pounds will be spent on designing and building the new homes, shops, offices and community facilities of Ebbsfleet's regeneration over the coming years. Many different parties will be involved in delivering that investment, including Ebbsfleet Development Corporation (EDC) itself, housebuilders, construction companies and many other suppliers.

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. This is known as Social Value.

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

Ebbsfleet Development Corporation uses the Social Value Portal and the National TOMs (Themes, Outcomes and Measures) for measuring and recording this impact. We have taken the approach of measuring the positive impact across both Ebbsfleet and our surrounding neighbourhoods to record 'placed-based' social value.



SOCIAL VALUE IN EBBSFLEET 2022 – CONTINUED

2022 was an important year for defining and implementing Ebbsfleet's social value ambitions. Here's how we did it:

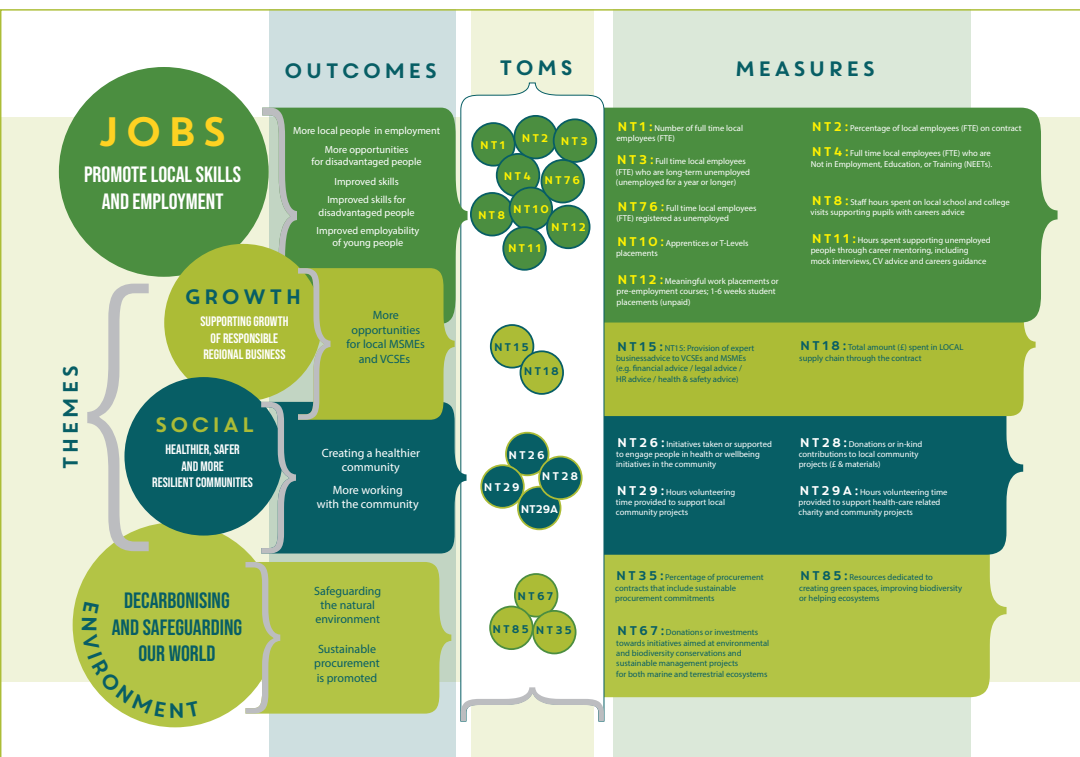
- Based on local need, Ebbsfleet's social value ambitions were prioritised
- These ambitions were published and launched, setting out how EDC, our developers, suppliers, partners and housebuilders can contribute to those priorities
- 'Local' was defined as postcodes DA1 - DA4 in Dartford borough and DA9 - DA13 in Gravesham borough
- The requirement to address these social value ambitions was embedded into EDC's procurement process, ensuring bidders commit to delivering benefits for local people
- EDC started to measure social value using the online platform, the 'Social Value Portal' and the National TOMs
- Existing developers and housebuilders recorded their own activity and local employment figures to contribute to the overall social value generated
- EDC launched Match My Project – a social value matching platform, specifically to assist existing suppliers to find and support local projects

BACK

NEXT



EBBSFLEET'S PRIORITISED TOMS (THEMES, OUTCOMES & MEASURES)



The Ebbsfleet TOMs are built around key Themes, supported by several Outcomes and specific Measures.

The Themes centre around promoting jobs and skills, supporting regional growth, empowering communities, protecting the environment, and promoting social innovation.

Financial proxy values have been attributed to these Measures, allowing organisations to report their overall contribution to society in financial as well as non-financial terms.

By reflecting the real needs of our communities, the TOMs enable a positive contribution towards economic, social and environmental wellbeing, making Ebbsfleet a great place to live, work and visit, both now and into the future.

SOCIAL VALUE IN 2022

This report covers the period 1st January to 31st December 2022 and highlights the overall combined value of activity during the year, but more importantly features case studies that illustrate the impact that the social value has created in supporting a vibrant community, an inclusive economy and a healthy environment locally.

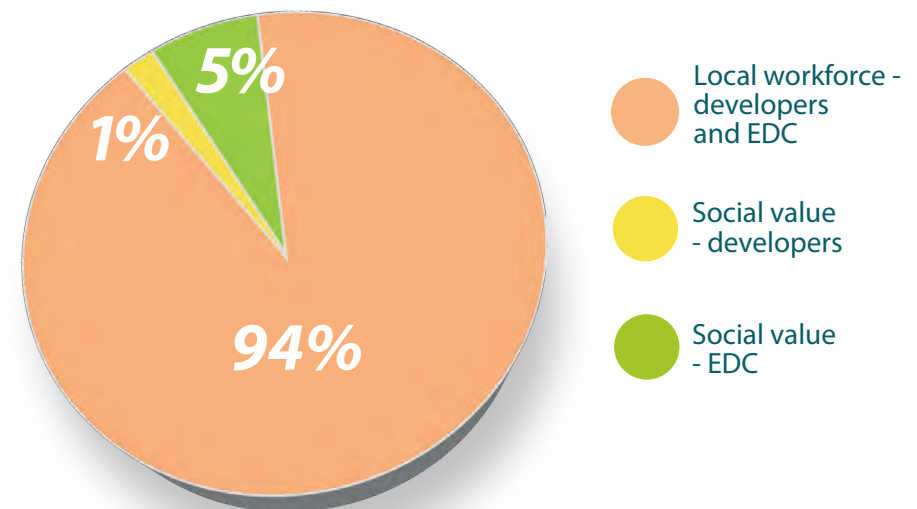
The report highlights social value generated by all partners and EDC combined. This includes the local workforce, initiatives by housebuilders and developers, EDC's own direct activity and investments, plus where we have levered in investment through our partnerships in community projects and infrastructure also.

The purpose of the report is to establish a baseline for the first period of social value delivered and its impact.

A key factor in calculating social value is the concept of 'additionality'. The National TOMs framework is designed to capture social value added. As such, all data captured is both additional to any contract requirements and directly relevant to the local area.

The overall social value generated across the Ebbsfleet development area in 2022 was £20,203,741.

Total Social Value in Ebbsfleet 2022



EBBSFLEET'S LOCAL WORKFORCE

Employing a local workforce generated the highest social value across housebuilders and developers with 561.65 local residents of Dartford and Gravesham Boroughs, creating £19,183,717, including EDC staff.

Local workforce 2022

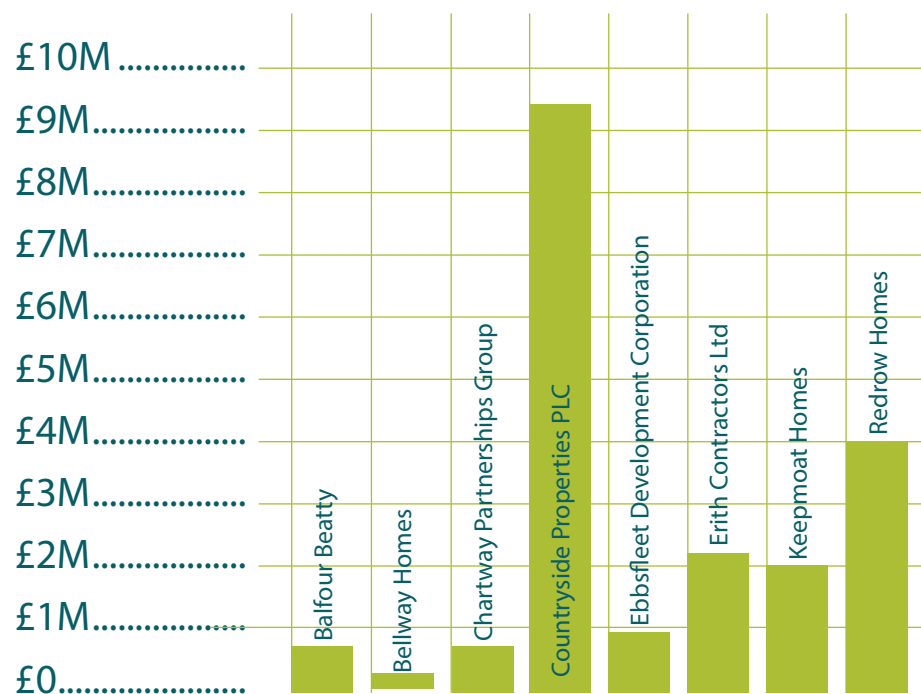


Table above shows the value of local labour workforce 2022 including EDC's, developer's and sub-contractor's workforces. TOMs NT1 & NT1c.

This figure highlights the huge economic benefits of employers creating roles for local residents.

The localised proxy value of employing a local employee generates £34,156 of social value benefit per person.

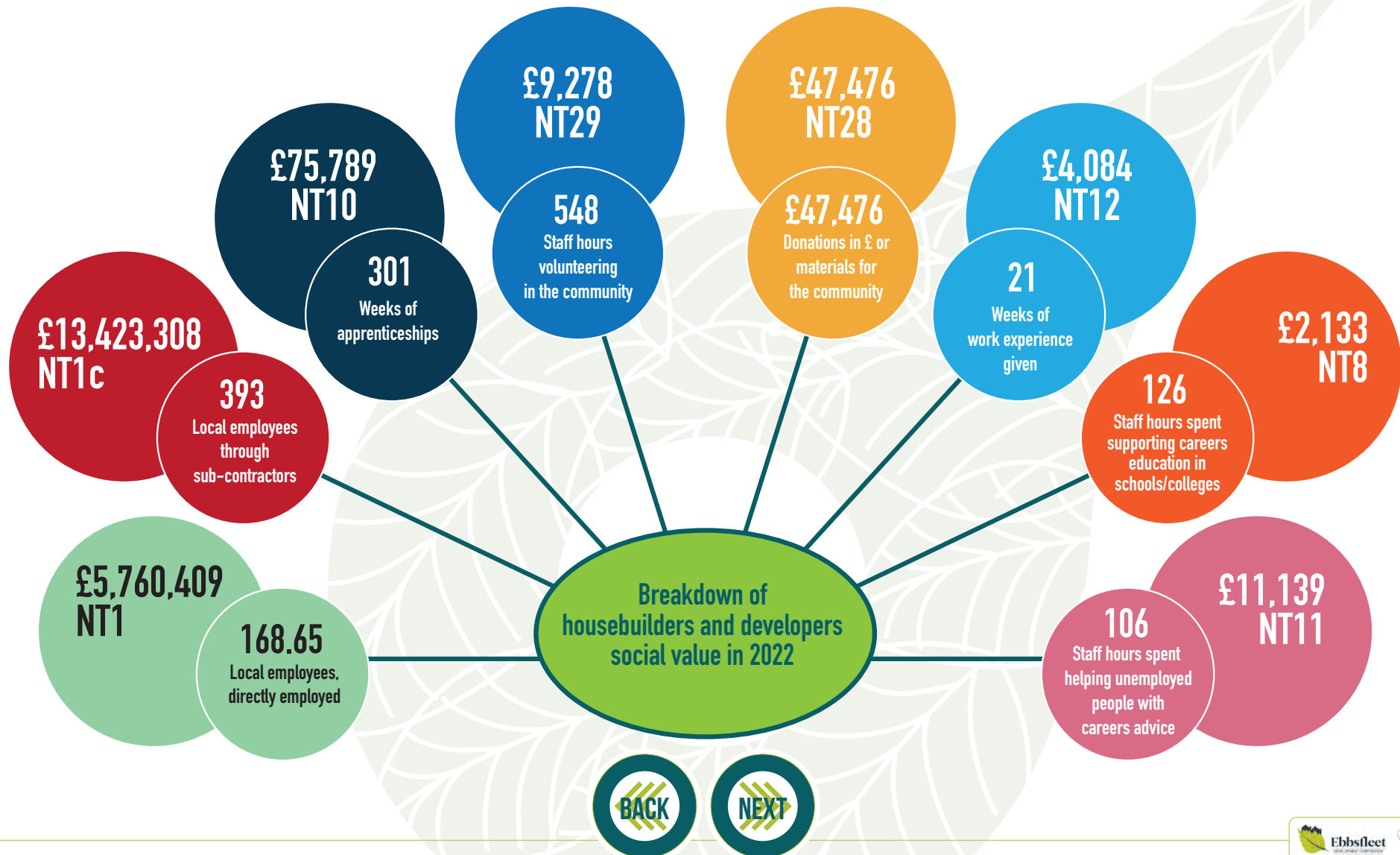
It should be noted that not all Ebbsfleet developers submitted their local labour figures for 2022, so the total local economic value could be higher.



EBBSFLEET'S HOUSEBUILDERS AND DEVELOPERS

Along with employing a local workforce, Ebbsfleet's developers and housebuilders created further social value through activities such as employing apprentices, making donations to community groups

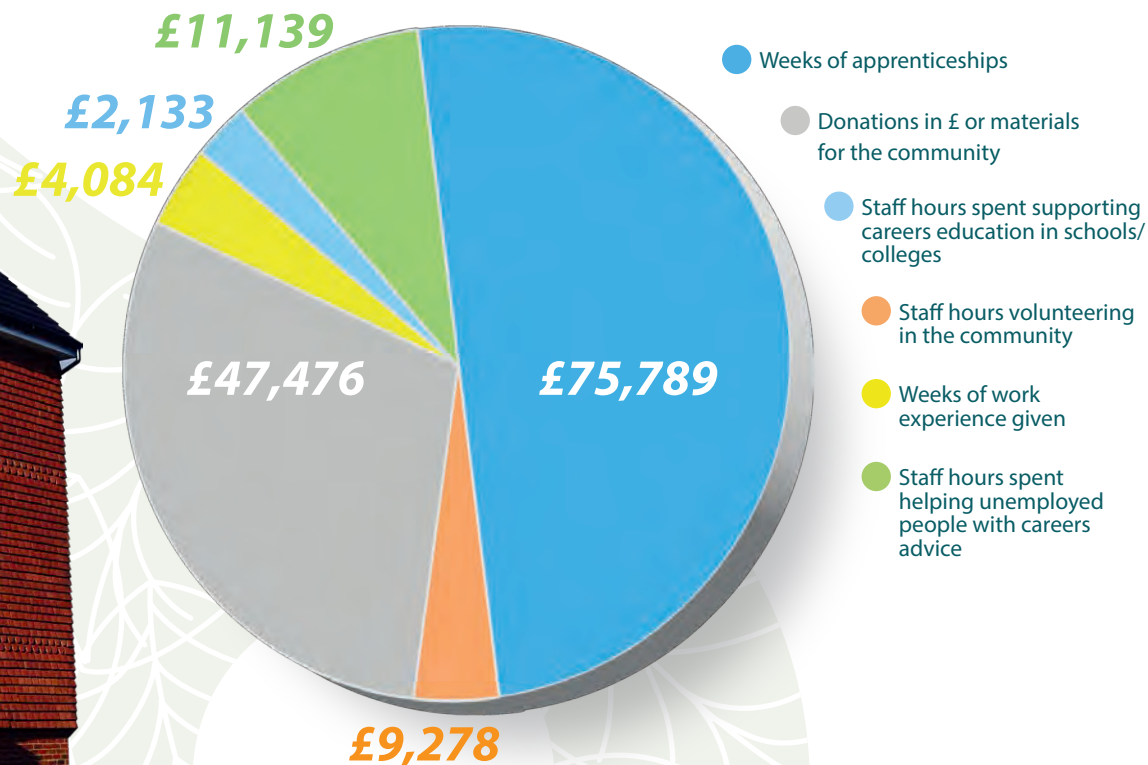
and by supporting local people into work. Their total social value breaks down into the TOMs as follows:



HOUSEBUILDERS AND DEVELOPERS SOCIAL VALUE

In 2022, additional social value generated by suppliers equated to £149,899, with employing apprentices generating the highest value.

Developers and suppliers also donated over £47,000 towards community support and generously gave over 700 staff volunteering hours to school career development, career support assistance to unemployed local people and to community groups.



EDC CORPORATE ACTIVITY 2022

During 2022, EDC's social value activity such as employability projects, funding for community organisations, investment in placemaking including through capital support for our Healthy Schools Programme, activities to help the environment and sustainability of the area and support for SMEs, highlights the cumulative impact of creating social value for local people.

EDC has also used our own investment and resources to lever in further investment in placemaking and community development in Ebbsfleet through local partnerships including 'This Must be the Place Programme' with Cement Fields; the 'Cultural Development Fund' with Creative Estuary; and 'Greening the City' initiatives on behalf of HMRC.

A vibrant community:

- Through This Must be the Place, £59,413 was invested in young placemakers, to learn, engage and shape their built environment
- Over £100,000 was invested into supporting local community groups and events to enhance community cohesion, resilience and promote healthy lifestyles
- Through the Cultural Development Fund, over £40,000 was invested in cultural events, training and exploring opportunities for creative activities and businesses to come to the area
- Invested £30,000 into our online community engagement tool Commonplace

An inclusive economy:

- Invested in 4 weeks of employability programmes for local residents to assist them into work, and supported them with an additional 1,760 hours of careers support and assistance
- Worked with schools giving over 1,000 hours of time supporting careers advice
- Employed a Town Planning Apprentice
- Hosted 2 students with work experience
- Gave 8 hours expert advice to Small and Micro Enterprises (SMEs)

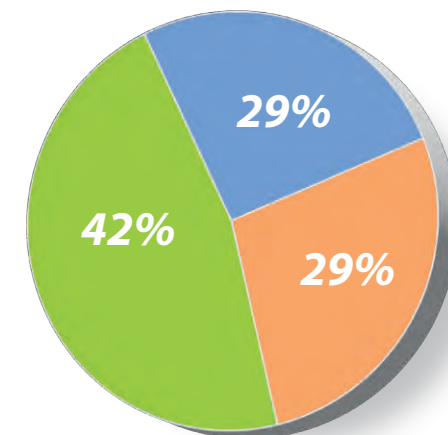
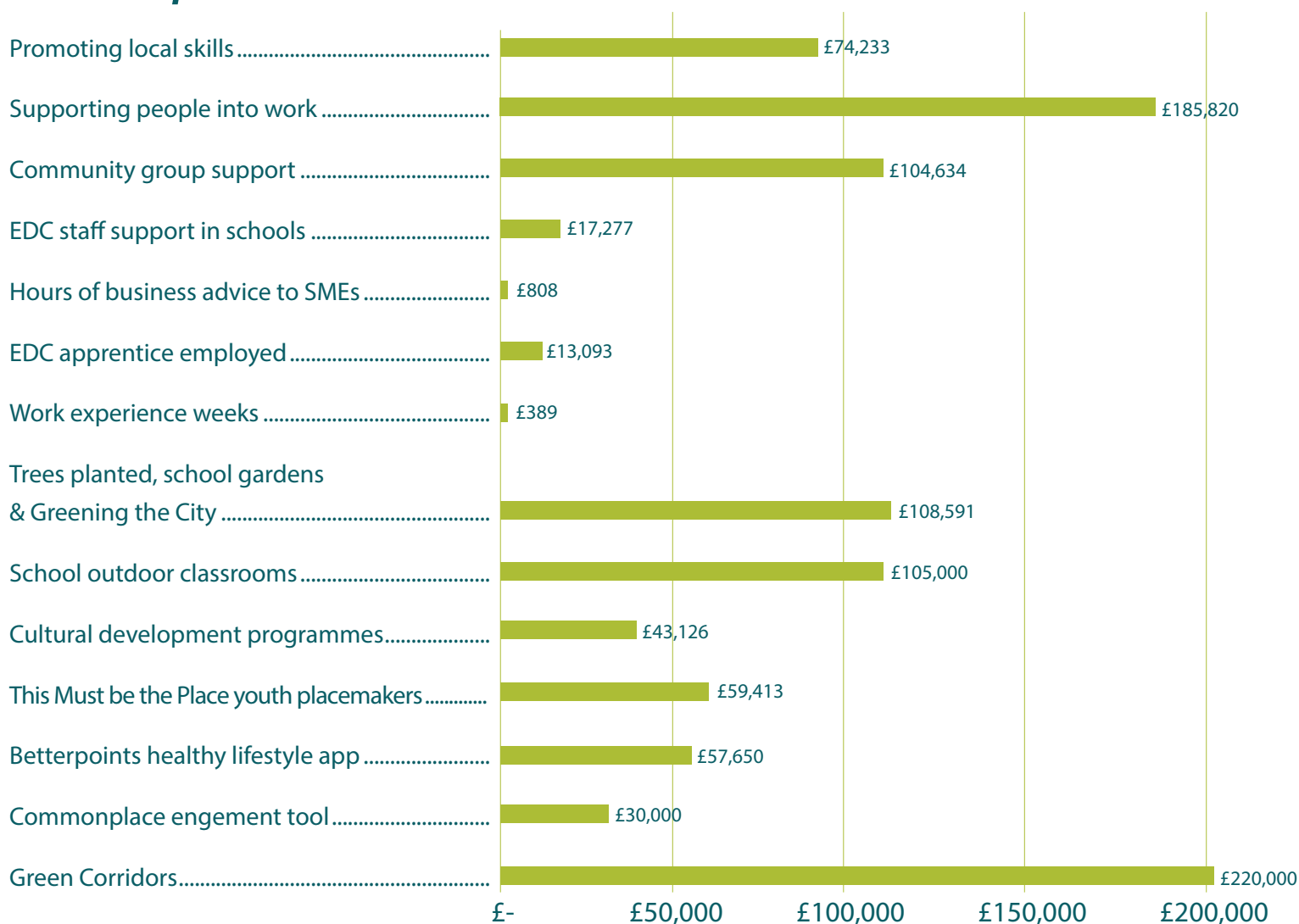
A healthy and sustainable environment:

- Invested over £100,000 in trees and plants given to over 2,000 households and for school gardens, to assist in bio-diversity net gain and carbon-zero aims
- Invested £105,000 to support the co-design and implementation of an outdoor classroom at Springhead Primary School
- Through our Betterpoints initiative invested £57,650 to support hundreds of residents to become more active and to reduce carbon footprints
- Invested £220,000 in Green Corridors, improving cycle and foot paths locally

This EDC activity created £1,020,024 of social value.



EDC Corporate Social Value 2022



Social Value Themes across EDC's 3 pillars of sustainable development

- Economy £291,610
- Community £294,823
- Environment £433,591



OUR IMPACT IN 2022

We are proud of this impressive first step in capturing the social value that building the garden city can have for local people in Ebbsfleet and across Dartford and Gravesham.

However, the social value figure is the starting point, what is most important is how this investment can support interventions that have a positive and tangible impact on the quality of life of individual residents and for their communities.

This will positively compound over time in Ebbsfleet as it grows, to the benefit of current, future and neighbouring residents. Below we capture some of the stories that were generated through social value investment over the past 12 months;

APPRENTICESHIPS

EDC created the first North Kent Apprenticeship Event in February 2022 with The Education People, Careers and Enterprise Company and Kent County Council.

Hosted at Ebbsfleet Academy, over 250 visitors heard from employers, training providers and major projects on career opportunities locally.



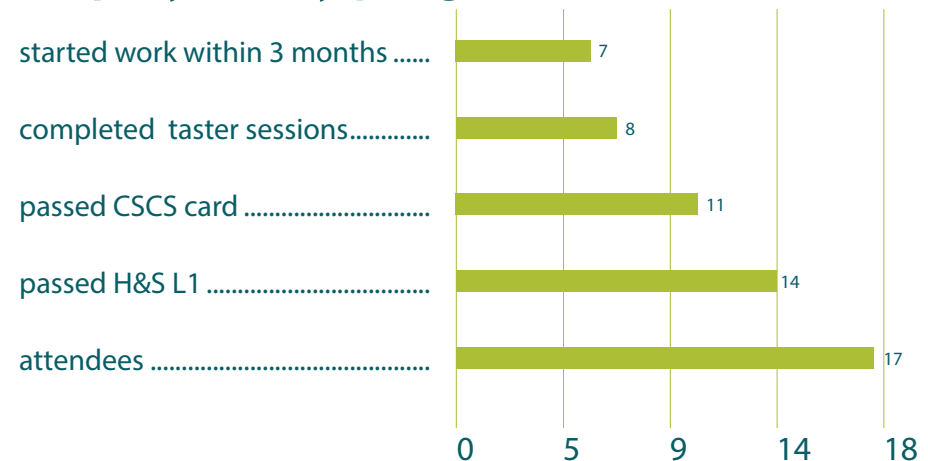
ASSISTING LOCAL PEOPLE INTO WORK

Recognising the skills gaps in the sector and higher than South East average unemployment locally, EDC addressed this challenge with short employability programmes designed to give local residents the 'tickets' required to work on-site in construction.

From January to March 2022, EDC funded a local training provider to deliver 4x weekly employability programmes to assist local people into jobs.

- 17 people attended
- 14 achieved L1 Award in Health & Safety (H&S L1) in the Construction Environment
- 4 completed a taster session with local employers Berkeley Modular and 4 others with O'Halloran and O'Brien
- 11 passed their CSCS card test allowing them to work on-site
- 7 started work within 3 months of completing (41% of participants), including 1 who was offered a job while at the O'Halloran and O'Brien taster session

Employability programmes



GREENING THE CITY INITIATIVE WINTER 2022

EDC's Greening the City Initiative is designed to increase bio-diversity and mitigate against carbon emissions through planting of trees and plants and supporting school gardens. In collaboration with HMRC, to help celebrate Queen Elizabeth's Platinum Jubilee, EDC gave over 1,500 trees and 1,000 plants to over 2,000 residents and to schools across Ebbsfleet.

All home-owners were given the opportunity to receive a free mature tree and apartment owners received up to 3 free plants for their balconies, each maximising local biodiversity value.

Residents were also given free soil and stakes, together with advice from locally based Provender Nursery on how to plant and look after their trees.

During each 'giveaway' event many residents and Community Board members volunteered to help plant and / or transport their neighbours' trees, and free teas, coffee, cakes and entertainment were provided for families.

The initiative also enabled local partners and businesses to get involved to help transport and plant the trees and to support their community. In particular, Fryer Group, Clarion Futures, Berkeley Modular, Keepmoat and Erith volunteered during the events.



Many of the local residents said it was the best event they had ever attended, and families commented on how wonderful it was to plant a tree with their children in their new gardens to watch them grow over time.



HEALTHY SCHOOLS PROGRAMME — LAWN PRIMARY, NORTHFLEET

As the largest of NHS England's Healthy New Town pilot sites, EDC continues to work with our new and existing schools locally to support and enable healthier lifestyles.

Lawn Primary School in Northfleet serves one of the most deprived wards nationally where childhood obesity is a particular concern. EDC granted the school £35,000 to enable them to transform an old double decker bus into an outdoor learning environment and create a school garden. Funding allowed children to work with a local artist to design their environment.

EDC funding has helped the school to maximum benefit realisation, to allow for an extension of the school curriculum to include nature, growing, cooking and healthy eating classes.

The school are also using their new bus as a therapeutic space to support pupils with social, emotional, and mental health (SEMH) needs and as a coffee space where parents can talk through their personal challenges with teachers.



GET ACTIVE IN EBBSFLEET WITH BETTERPOINTS

Entering its 4th year, Betterpoints is a simple and rewarding app, allowing residents to gain points for being active, fit and healthy. EDC has invested in the app for the benefit of local people which is free for residents in Ebbsfleet, Dartford and Gravesham.

"I'm so impressed with Betterpoints. The support and encouragement it gives has helped me conquer my biggest challenges. Thank you for the recognition and keep up the amazing work you guys do." Gary, local resident.

The app rewards physical activity such as walking, running and cycling and the rewards can be exchanged for vouchers to use in retail outlets, or given to support local charities, such as Ellenor Hospice, Air Ambulance Kent, Surrey and Sussex, Hive Hope Foodbank and Darent Valley Hospital Charity.

Users report that not just their health, lungs and muscles have improved, but that the motivation to increase activity also helps with socialising, building confidence and mental health and wellbeing.

Some headlines from Betterpoints:

- Among participants that were previously inactive, average weekly physical activity exceeded the NHS recommended level of 150 minutes – for ten weeks in a row.
- With a target of over 2,500 users by the end of a 5 year period (to September 2023), by end of 2022 this was already close to 2,000
- 70% cited physical benefits, 78% mental benefits and 31% social benefits of using the app
- Females aged between 35-44 years of age are high users of the app, although at a younger age of 14-24 the split between men and women is similar



"I make sure I do at least 30 minutes of walking a day but I'm smashing it at 50 minutes at the moment. I just want to keep improving. By exercising regularly I'm sleeping better, and my lungs are much improved - it's great to get physically active again. Mentally I'm up for a challenge once I have finished my daily walk and ready for whatever is thrown at me." Kim, local resident.



EDUCATION OUTREACH

Inspiring the next generation into careers in the built environment

During 2022 we funded the Construction Youth Trust (CYT) to work with the local secondary schools to build a talent pipeline of young people and create awareness of the careers available in the sector. EDC funded 3 of their 'Building Future Skills' programmes for sixth form students during 2022.

Building Future Skills (BFS)

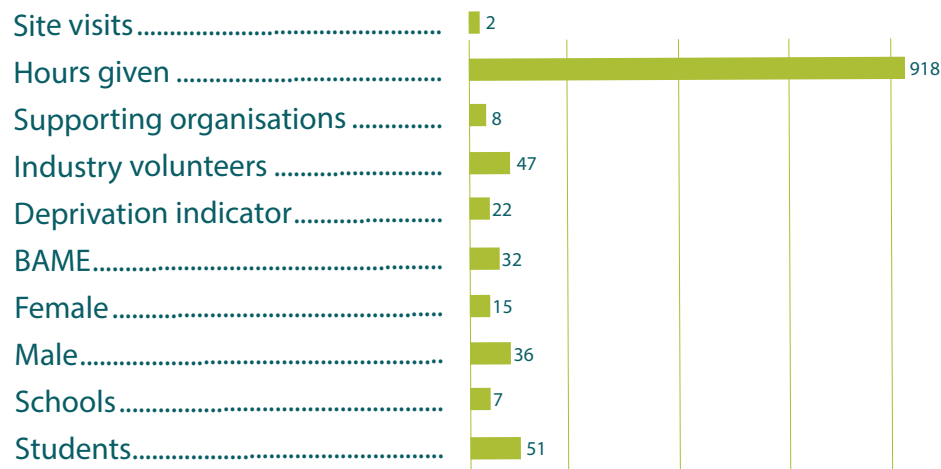
Delivered to 3 groups in February, March and November 2022:

- Total number of students who participated: 51
- From 7 schools: St Johns, Northfleet Technology College, Northfleet School for Girls, Thamesview School, Gravesend Grammar School, The Leigh UTC and North Kent College
- Student demographics: 71% male, 19% female. 63% identified as BAME and 44% exhibited at least one deprivation indicator (e.g. in receipt of free school meals, caring responsibilities, at-risk of becoming NEET)
- 47 industry volunteers gave their support including staff from Skanska, United Living, Clarion, Countryside, CITB, O'Halloran & O'Brien, Bellway and EDC
- A total of 918 hours of advice and support was given across the 3 programmes

- There were 2 site visits to Bellway's Harbour Village and to O'Halloran and O'Brien's skills training centre in Gravesend
- Topics and projects included a youth centre build, green skills, Blue Lake regeneration ideas and the challenges of including the Fastrack bus route in the Grove Road area, as well as employability skills, CV writing, careers guidance, understanding apprenticeships and mock interviews

"Designing for the Ebbsfleet construction site was the best part. I was able to test my architectural skills" – Programme Participant

CYT Building Future Skills 2022 programmes



Sarah's story:

Sarah* is a Year 12 student from St John's Catholic Comprehensive School in Gravesend. When we first met Sarah, she was unsure of which career she would like to pursue in the future. She decided to join our March Building Future Skills programme after hearing great recommendations from her classmates who took part in the programme in February.

Despite initial nerves, Sarah quickly became engaged in the programme, which centred around green initiatives. It helped Sarah to explore a new area of construction which she was not very familiar with before. After taking part in various activities and meeting numerous industry volunteers over three days, Sarah was inspired to pursue a career in construction:

"I now know I want to work in an environmental role." Since the programme, she feels more confident about her future.

Sarah thought that the Building Future Skills programme was ***'fun, interactive and challenging'***. Her favourite part was ***'brainstorming ideas'*** and ***'meeting professionals in the industry'***.

We asked Sarah what she would say to other Year 12 students considering taking part in the Building Future Skills programme.

She responded: 'I would say be open minded. Don't just think bricklaying and a male predominated industry. Open your mind a bit and see if you like it... explore your choices.'



* not participant's real name



CYT BUILT ENVIRONMENT CAREER PROGRAMME

Along with the dedicated programme for sixth form students, CYT also delivered a wide-ranging careers advice programme in local secondary schools to inspire students to progress into careers in the built environment.

- Delivered across 11 secondary schools in Dartford and Gravesham Boroughs
- The programmes engaged 1,542 young people
- With a student demographic of: 49% males and 51% females, with 40% of students identifying as BAME
- The programme included: Key Stage 4 'Apprenticeship Briefings', Year 9 'Introduction to Construction Careers', Year 12 'Application Masterclass', Year 9 'Measuring in 3D session' and Year 10 'Mock Interview activity'
- There was a focus on sustainability through the 'Carbon Challenge' and EDC's green ethos
- Meaningful volunteer engagement was a feature of the programme with 14 different industry volunteers giving support from Laing O'Rourke, Danny Sullivan Group, Engie, Balfour Beatty, Delego, DGP Logistics, and H+V Building Services, as well as EDC

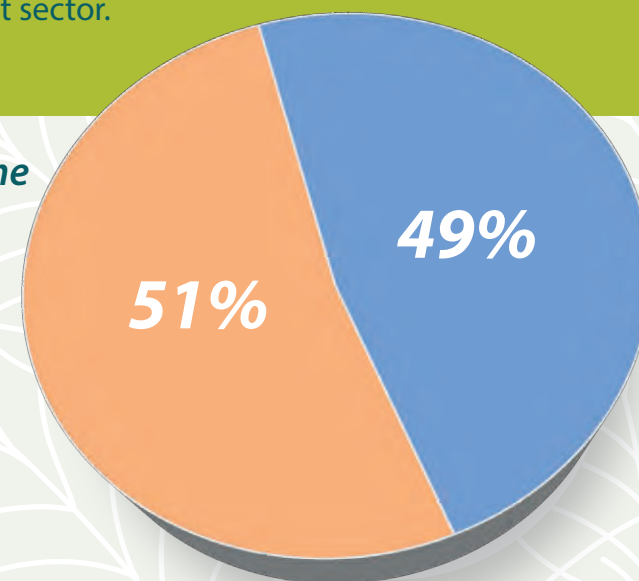
Testimonial: A volunteer, who supported a Carbon Challenge session at Ebbsfleet Academy, noted,

"The session highlighted the green initiatives at the heart of the new Ebbsfleet development and surrounding areas".

They also commented that the session improved attendee knowledge and understanding of the different careers available in the built environment sector.

Career Programme Participants

- Male
- Female



ARCADIS WORK EXPERIENCE

As one of EDC's appointed consultants, Arcadis staff, working with EDC, hosted a work experience day on 8th December 2022. Designed to raise awareness of career pathways in management consultancy and the built environment sector, students from Dartford and Gravesham's secondary schools were invited to attend.

18 young people from sixth forms at 6 different local secondary schools – St John's, Wilmington Grammar Sixth, The Leigh UTC, Dartford Girls Grammar, Dartford Grammar and Northfleet School for Girls - attended the Observatory, where they also learned about garden city principles from EDC and communication skills from the Learning Shop, Bluewater. The highlight of the day was the structural engineering 'Spaghetti Bridge Building Competition.'



FUSION FESTIVAL AND OPENING OF THE PLATINUM JUBILEE PARK

We celebrated the opening of the brand new park in Castle Hill and the late Queen's Platinum Jubilee in July 2022. EDC appointed local community arts organisation Cohesion Plus to create a celebration of community, arts, culture, food and wellbeing – the Fusion Festival.



The event attracted around 1,500 visitors from Ebbsfleet and surrounding areas, with the park being officially opened by civic guests Deputy Lieutenant of Kent Rosemary Dymond, Mayor of Dartford Cllr Paul Cutler and Leader of Dartford Borough Council Cllr. Jeremy Kite MBE.

Highlights from the event included a number of culturally diverse roaming and interactive performances such as the Chinese Lions who paraded and performed stunts around the park's jetty area as well as the Kings of Dhol who performed a fusion of North Indian percussion and dance to pop songs.



The event also hosted local organisations who are able to support local people and community unity, such as Dartford Arts Network, Kent Adult Education, Porchlight, Cement Fields, Playground Project and Salvation Army.

They all engaged with attendees and promoted their services as well as offering free interactive activities.

Blueprint Arts showcased their Young Producer programme with dedicated spaces where young people had opportunities to participate in a silent disco, create pieces of visual and also take selfies in a magical fairy garden.



MAGICAL WINTER GARDEN

To light up the often dark and cold winter evenings, EDC asked Cohesion Plus to create the Magical Winter Garden at Springhead Park in January 2022.

A dazzling landscape decorated by various light installations from woodland animals, cityscapes, candles and light beams was installed at Penn Park for residents to enjoy.



The evening showcased how light can bring people together even on the most darkest and coldest of days, with around 1,500 adults, children and families (including their dogs!) braving the weather.



A GOOD START IN 2022 AND LOOKING FORWARD TO 2023

As a benchmark against EDC's ambitions, the social value of over £20 million generated in 2022 is an encouraging figure in the first year of capturing this.

Housebuilders such as Countryside and Redrow have contributed a large proportion of this through their direct and supply chain local workforce and EDC will continue to support all our developers with their recruitment and any skills gaps identified.

By upskilling local residents through our employability programmes and developing a talent pipeline of young people wishing to work in the built environment, together we can aim to fill any vacancies with local skilled people.

During 2023 EDC will continue to push towards a 25% local workforce, from 23% in 2022 and a 5% apprenticeship rate – up from 3.5% in 2022. Construction Youth Trust will also seek to increase the number of schools and students they engage with during 2023.

Community cohesion through EDC's events and cultural programmes, quickly recovered post-Covid with EDC continuing to support health, wellbeing and cultural programmes during 2022. Moving forward EDC will continue to support community-led initiatives designed to assist residents take ownership of programmes and events and EDC will continue to support the Garden City Trust in their stewardship ambitions also.

The Greening the City and School Capital and Garden Programmes will stay focused on environmental and health and wellbeing for both Ebbsfleet residents and children in our wider local area, working towards a sustainable future and assisting with decarbonisation, and growing food for a healthy and well life.

Since April 2022, any organisation wishing to supply EDC with goods and services above the value of £30,000 has been asked to commit to providing social value activity that benefits local people in Dartford and Gravesham boroughs.

During 2023, we expect to see a growth in activity therefore which will assist in meeting local need and EDC's ambitions. This is being recorded and monitored through the Social Value Portal.

Finally, with EDC starting to bring forward the development of Ebbsfleet Central, the team will seek to engage with local SMEs and supply chains to develop relationships with local businesses and make them aware of the potential opportunities to work within the development of Ebbsfleet over the years to come.





Ebbsfleet
DEVELOPMENT CORPORATION



**EBBSFLEET
GARDEN CITY**

For further assistance or information about our
social value ambitions, please contact us:

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