

O2 Masterplan Site, Finchley Road

Employment, Skills & Supply Plan

27 January 2022

Prepared by Landsec





O2 Masterplan

Employment, Skills and Supply Plan

Site	O2 Masterplan Site
Developer	LS (Finchley Road) Limited
Project Director	Tim Trillo, Project Lead
Author	Sarah Gulliford, Development Surveyor
Date	January 2022
Responsible officer for employment & skills delivery	Ben Anderson, Social Sustainability Manager



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1. Introduction

- 1.1 LS (Finchley Road) Ltd has developed this Employment, Skills and Supply Plan (ESSP) for the O2 Masterplan Site. This document sets out a draft framework for the delivery of the employment and skills opportunities arising from the project and will be further developed in line with the S106 Agreement to be agreed with London Borough of Camden (LBC).
- 1.2 The ESSP agreed alongside the S106 will identify the activity that will be undertaken to implement the objectives of the Camden Local Plan (2017) and the Employment Sites and Business Premises CPG (2021).
- 1.3 This document sets out an overarching strategy for the masterplan, with detailed commitments to be submitted on a phase-by-phase basis in line with an agreed S106.

2 Landsec Commitments

- 2.1 Landsec are a sector leader in Environmental Social Governance, with employment and education programmes providing meaningful engagement with local communities and creating jobs and social value in the long term.
- 2.2 LS (Finchley Road) Ltd will be the long-term custodians of the O2 Masterplan scheme, taking responsibility for the construction and estate management and maintenance of the new neighbourhood including homes, public realm and associated landscaping and retail, leisure and community facilities.
- 2.3 This long-term commitment to the O2 Masterplan ensures Landsec's ongoing investment in employment, education and skills opportunities throughout the construction period and long-term lifespan of the masterplan. Landsec are able to make a significant positive contribution to the local economy and employment markets through this transformational scheme.
- 2.4 By partnering with charities, local authorities and specialist training providers, Landsec offer a suite of employment initiatives to candidates living in local communities, boosting local economies and strengthening its workforce, as well as that of its partners.
- 2.5 This ESSP sets out an overarching strategy at the beginning of the 10-15-year construction programme, and subsequent ongoing long-term operational phase of the masterplan. In partnership with LBC, Landsec commits to submitting detailed plans per phase to ensure the employment, skills and supply commitments are fit for purpose at each stage.
- 2.6 Landsec's Community Employment Programme targets people furthest from the job market including homeless people, NEETs, long term unemployed people, veterans, ex-offenders and serving prisoners, to help them find sustainable employment with partner, customer and supply chain organisations.
- 2.7 Since 2011, Landsec has supported over 1,600 people into work through its Community Employment Programme. This continues to expand including offering increased opportunities



within customer service and facilities management. The O2 Masterplan site offers a significant opportunity to increase the reach of this programme and include other initiatives in order to maximise the opportunities for the local communities that Landsec works within.

2.8 Throughout the construction and ongoing estate management of the O2 Masterplan, LS (Finchley Road) Ltd commits to the following overarching aims;

- *Contribute towards LBC's commitment to training and employment opportunities in the Borough;*
- *Support the local labour economy to meet future recruitment needs;*
- *Ensure the impact from procurement activities benefits the local economy;*
- *Deliver employment, training and apprenticeship opportunities for key client groups identified by LBC;*
- *Contribute towards tackling worklessness and local unemployment;*
- *Develop links between construction activities and education sectors.*

3 Site Background

3.1 Site Location

The Site is located in Finchley, within the London Borough of Camden (LBC). It is bounded by Blackburn Road, which envelops the Site along its southern and northern edge, also extending to the west. Finchley Road (A41) bounds the Site to the east, with Billy Fury Way to the west. The site runs East/ West in the area between Finchley Road and West End Lane in West Hampstead. The Thameslink Bedford-Brighton railway line runs along the northern edge of the Site, and the London Underground Jubilee and Metropolitan lines run above ground along the southern edge of the Site.

3.2 Site Description

The Site is approximately 5.7ha and currently comprises the O2 Centre, which is arranged over three floors and contains a cinema, a mix of retail units, restaurants and cafes, a health club, a community room and a Sainsbury's store; hard standing which is used as a carpark with space for 520 vehicles; a Homebase store, a number of purpose-built car showrooms; a Builder's Merchant; and Blackburn Road.



3.3 Planning Application

The planning application for the O2 Masterplan site seeks permission for;

“Part full and part outline planning permission comprising the following:

Detailed planning permission for Development Plots N3-E, N4, and N5 including demolition of existing above ground structures and associated works, and for residential development (Class C3) and commercial, business and service (Class E) uses in Development Plot N3-E, residential development (Class C3) and local community (Class F2) and commercial, business and service (Class E) uses in Development Plot N4, and residential development (Use Class C3) and commercial, business and service uses (Class E) uses in Development Plot N5 together with all landscaping, public realm, cycle parking and disabled car parking, highway works and infrastructure within and associated with those Development Plots.”

Outline planning permission for Development Plots N1, N2, N3, N6, N7 ,S1 and S8 including the demolition of all existing structures and redevelopment to include residential development (Class C3) commercial, business and service uses (Class E), sui generis leisure uses (including cinema and drinking establishments) together with all landscaping, public realm, cycle parking and disabled car parking, highway works and infrastructure within and associated with those Development Plots.”

The total development could provide around 1,800 homes and up to c.170,180sqm GIA of residential space.

The development also proposes c.19,682sqm GIA of other uses including retail, leisure, workspace, and community space.

3.4 Indicative Development Timeline

The comprehensive Masterplan for around 1,800 homes is estimated to take between 10-15 years to develop following the grant of planning permission. This ESSP sets out the commitments Landsec makes during the construction and estate management phases to achieve the aims set out in para. 2.8.

- **Construction starts: 2023**
- **Detailed phase first completion: 2027**
- **Project completion: 2038**



4 Construction Phase Commitments

- 4.1 LS (Finchley Road) Ltd commit to providing employability training, apprenticeships and employment opportunities with the supply chain during the significant construction period (circa 10-15 years) of the O2 Masterplan site.
- 4.2 Working in partnership with the Principal Contractor, Landsec will deliver sector-based work academies culminating in appropriate construction sector qualifications for participants.
- 4.3 Landsec will work with partners such as The Kings Cross Construction Skills Centre to deliver construction phase training and apprenticeships.
- 4.4 Landsec commit to regular engagement with LBC and local organisations, to ensure that wherever possible local people are employed in the construction, including advertising construction vacancies and work placement opportunities exclusively within the Borough in conjunction with the Principal Contractor and sub-contractors.
- 4.5 Landsec commit to preparing a Local Procurement Strategy for the construction stage supply chain to set a local procurement target percentage of total procurement value, with local radius and targets to be agreed with LBC.
- 4.6 Landsec will work alongside local youth organisations such as Young Camden Foundation, The Winch, Spear Camden, Construction Youth Trust, Camden Giving and 2-3 Degrees to open up work experience placements throughout the construction period in co-ordination with the Principal Contractor.
- 4.7 Landsec commit to running an active school engagement programme to provide curriculum support activities including site visits, career development sessions, school visits/talks and work experience opportunities throughout the construction period.
- 4.8 Landsec commit to adapting the successful Future Property School programme previously run in Westminster in collaboration with the Construction Youth Trust and running this programme within Camden in partnership with local schools.

5. Operational Commitments

- 5.1 LS (Finchley Road) Ltd commit to providing employability training, apprenticeships and employment opportunities during the operational phase of the development, in conjunction with contractors and brand partners, with the aim of providing sustainable employment for local people.
- 5.2 Landsec commit to offering employment and training opportunities within the completed development, particularly in the customer service and facilities management sector and in partnership with service and retail brand partners in the scheme.



- 5.3 Landsec commit to including local employment and training strategy within the Estate Management Plan for the completed development, to ensure that there is an ongoing focus on these opportunities which are an intrinsic part of the ongoing management and success of the scheme.
- 5.4 Landsec commit to continued regular engagement with LBC and local organisations, to ensure that wherever possible local people are employed in the completed scheme, including advertising relevant vacancies and work placement opportunities exclusively within the Borough in conjunction with brand partners.
- 5.5 Landsec commit to creating local procurement opportunities through estate management and in conjunction with brand partners in the completed scheme.
- 5.6 Landsec will continue to work alongside local youth organisations such as Young Camden Foundation, The Winch, Spear Camden, Construction Youth Trust, Camden Giving and 2-3 Degrees to open up work experience placements and other opportunities for local young people in the completed scheme.
- 5.7 Landsec commit to continuing an active school engagement programme to provide curriculum support activities including site visits, career development sessions, school visits/talks and work experience opportunities within the completed scheme.

6. Collaboration with London Borough of Camden and local organisations

- 6.1 Landsec has the advantage of being an existing landlord in the London Borough of Camden, at the O2 Masterplan site and existing shopping centre for over 10 years, and therefore have developed collaborative working relationships with LBC and local organisations.
- 6.2 LS (Finchley Road) Ltd commit to regular engagement with LBC throughout the construction and ongoing management of the development and are keen to contribute to the Council's employment and skills priorities by maximising the opportunities the O2 Masterplan can offer.
- 6.3 Landsec currently operates two event spaces within the existing O2 Centre. These are available to hire at a reduced rate for community groups.
- 6.4 Landsec will continue to work with the following organisations with which they have existing working relationships in order to maximise employment and training opportunities to local people;
 - **Spear Camden** – Resurgo programme supporting young people facing significant barriers moving into employment and education. Landsec currently provides grant funding and volunteer employability support and advice.



- **Camden Giving** – Landsec are contributing participatory funding to projects supporting residents in Camden.
- **Urban Land Institute** – Landsec provides financial and volunteer support for the project which gives young people experience of regeneration and the property industry. In Camden, this has supported students at Parliament Hill School to date.
- **Young Camden Foundation** – Landsec have worked alongside YCF to source candidates for various employment and experience roles at Landsec as part of the government’s Kickstart programme.
- **New Horizons Youth Centre** – Landsec is working with this charity which supports young people who are vulnerably housed, sharing employment and training opportunities.
- **2-3 Degrees** – Landsec has launched a specific programme with this organisation to encourage young residents to contribute to the proposals for the O2 Masterplan site and continue to impact the future of the scheme – the programme is called Re-design Camden: O2 Finchley Road, and so far 41 young people are enrolled on the programme.

7. Monitoring Arrangements

- 7.1 This document sets out an overarching Employment, Skills and Supply strategy for the masterplan throughout construction and operation. This will be further developed in line with the S106 Agreement to be agreed with London Borough of Camden.
- 7.2 Detailed commitments including quantitative targets to be submitted in line with this strategy to LBC on a phase-by-phase basis
- 7.3 Detailed submissions and targets to be monitored in conjunction with LBC. LS (Finchley Road) Ltd will provide six-monthly updates to LBC with an update of the ESSP showing performance against the agreed targets. Annual meetings to be held between LS (Finchley Road) Ltd and LBC to monitor performance against agreed targets.

END.