



Employment and Skills Plan

52-54 Avenue Road, St Johns Wood, London NW8 6HS

52 Avenue Road Limited

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Table of Contents

Project Information	i
1 Introduction	4
1.1 Overview	4
2. Policies	5
2.1 The 2021 London Plan	5
2.2 Camden Local Plan	5
2.3 Camden Planning Guidance: Employment Sites and Business Premises	6
3. Proposed Preliminary Number of Employees at Site (Only During Construction)	8
4. Preliminary Employment and Training Strategy Method	9
4.1 Assigned Contractor	9
4.2 Areas of Works	9
4.3 Apprenticeships and Employment and Compliance Checks	9
4.4 Health and Safety Management	9
4.5 Additional Measures to Support ESP	9
5. Conclusion	10

1 Introduction

1.1 Overview

52 Avenue Road Limited ('the client') is seeking consent for residential development at 52-54 Avenue Road, St Johns Wood, London NW8 6HS (hereafter referred to as the 'proposed development'), which is within the London Borough of Camden (LBC).

AVAL Consulting Group Limited (ACGL) was instructed by the client to produce a Preliminary Employment Skills Plan to accompany the planning application to the LBC for consent to undertake the proposed work.

The proposed development is for the construction of 12 townhouses with associated amenities and development and a communal Health and Wellness Spa.

At this stage, a contractor has not been appointed and therefore, this Employment Skills Plan is considered to be preliminary and should be updated upon appointment of a contractor.

The expected start time at the site is September 2022 and the completion time is expected to be December 2024. The expected start and completion timeline is subject to appointment of contractor and approval of planning permission and follow-on associated planning obligations (if any).

2. Policies

2.1 The 2021 London Plan

The 2021 London Plan highlights the need for people to receive opportunities to develop skills and for all to receive opportunities during the demolition and construction.

Policy E11 Skills and Opportunities for all states the following:

“A *The Mayor will work with strategic partners to address low pay and gender and ethnicity pay gaps, and, as set out in his Skills for Londoners Strategy, co-ordinate national, regional and local initiatives to promote inclusive access to training, skills and employment opportunities for all Londoners.*

B *Development proposals should support employment, skills development, apprenticeships, and other education and training opportunities in both the construction and end-use phases, including through Section 106 obligations where appropriate. Boroughs should ensure these are implemented in ways that:*

1) enable those people undertaking training to complete their training and apprenticeships

2) ensure the greatest possible level of take-up by Londoners of the training, apprenticeship and employment opportunities created

3) increase the proportion of under-represented groups within the construction industry workforce.

In partnership with the Mayor, boroughs are encouraged to consider crossborough working to open up opportunities, including those created via Section 106 obligations, on a reciprocal basis, to residents from adjacent boroughs and across London.”

2.2 Camden Local Plan

The 2017 Adopted Camden Local Plan highlights the main policy for economic development within the borough.

Policy E1 Economic Development states the following:

“The Council will secure a successful and inclusive economy in Camden by creating the conditions for economic growth and harnessing the benefits for local residents and businesses.

We will:

a. support businesses of all sizes, in particular start-ups, small and medium-sized enterprises;

b. maintain a stock of premises that are suitable for a variety of business activities, for firms of differing sizes, and available on a range of terms and conditions for firms with differing resources;

- c. support local enterprise development, employment and training schemes for Camden residents;*
- d. encourage the concentrations of professional and technical services, creative and cultural businesses and science growth sectors in the borough;*
- e. support the development of Camden's health and education sectors and promote the development of the Knowledge Quarter around Euston and King's Cross while ensuring that any new facilities meet the other strategic objectives of this Local Plan;*
- f. direct new office development to the growth areas, Central London, and the town centres in order to meet the forecast demand of 695,000sqm of office floorspace between 2014 and 2031;*
- g. support Camden's industries by:*
 - i. safeguarding existing employment sites and premises in the borough that meet the needs of industry and other employers;*
 - ii. supporting proposals for the intensification of employment sites and premises where these provide additional employment and other benefits in line with Policy E2 Employment premises and sites;*
 - iii. safeguarding the Kentish Town Industry Area;*
 - iv. promoting and protecting the jewellery industry in Hatton Garden;*
- h. expect the provision of high speed digital infrastructure in all employment developments; and*
- i. recognise the importance of other employment generating uses, including retail, education, health, markets, leisure and tourism."*

2.3 Camden Planning Guidance: Employment Sites and Business Premises

The Employment Sites and Business Premises guidance follows on from the 2021 London Plan and the Camden Local Plan.

"Employment and training support

46. Businesses bring a number of benefits to their local area. They can provide employment for local people and new business development can benefit the local economy and existing businesses as employees use local shops, facilities and services. Through their support for training and employment opportunities Local Plan policy E1 – Economic development and Policy E2 – Employment premises and sites aim to ensure that the borough's economy will be strong and diverse and that Camden's residents can play a role in this.

47. The 2011 Census shows that, the proportion of Camden residents who work in the borough is 21%. Local employment and training initiatives can open up job opportunities to people from many sectors of the community who may otherwise find it difficult to access employment offered by the borough's existing and new businesses, helping to bridge the identified skills gap.

48. *The Council will expect developers to assist with training and employment initiatives via section 106 agreements where the development impacts on the availability of jobs for Camden residents, including for the following types of development:*

- *Any commercial land use where the proposed development could offer local employment opportunities, or would have the potential to provide it on account of its floorspace (i.e. greater than 1,000sq m (GIA or gross internal area) or 50 jobs);*
- *A development with floorspace greater than 1,000sq m (GIA or gross internal area)*
- *Where developments result in the loss or displacement of existing employment opportunities; and*
- *Major infrastructure or development projects involving significant construction contracts (e.g. over £3 million build costs or 1,000sq m (GIA) or more net additional floorspace).*

49. *Schemes that provide 1,000sq m (GIA) or more of net additional floorspace could potentially have build costs exceeding £3 million. The Council will therefore expect schemes of 1,000sqm (GIA) or larger to provide employment or training initiatives secured through a section 106 agreement with the Council, unless evidence is provided to demonstrate that the scheme is below the £3m build cost trigger.*

50. *A financial contribution to assist local residents to receive training in the skills that would enable them to access the jobs created by the new development may be sought. This will be held by the Council and used to support activities that create or promote opportunities for employment or training.*

51. *Developers may need to fund or provide construction training opportunities for local residents related to a development, help create work experience placement opportunities and career education opportunities across different roles and specialisms, either through recognised local initiatives or partnerships (e.g. Kings Cross Construction Skills Centre (KXCSC)), or Camden STEAM, or through in-house training schemes operated by their contractors and agreed with the Council's Inclusive Economy Team.*

52. *Developers and occupiers of new development may also be required to put in place measures to seek to recruit widely from Camden's resident population. For example by registering all construction vacancies with the KXCSC and end use jobs via the local Job Centre and other local brokerages in liaison with Camden's Economic Development service.*

53. *Contributions to employment and business support will be primarily secured through section 106 agreements where legally justified rather than CIL because they do not constitute infrastructure as defined by the CIL regulations. They are also currently subject to pooling restrictions."*

3. Proposed Preliminary Number of Employees at Site (Only During Construction)

Below table shows the proposed number of employees/apprentices at the site along with site visits by schools/colleges/universities.

4. Preliminary Employment and Training Strategy Method

4.1 Assigned Contractor

At this stage, there is no assigned contractor. A contractor is planned on being chosen upon planning application approval.

However, it is expected the contractor will be working alongside the local authority to create opportunities and the skills of the people available for employment.

As mentioned, the contractor is also expected to work on this preliminary employment plan to maximise the benefits within the borough.

4.2 Areas of Works

The contractor is expected to work closely with the Kings Cross Construction Skills Centre, JobCentre, Camden's Economic Development Team and local schools/colleges within the borough to create a list of potential job opportunities due to the proposed development.

The potential job opportunities include but are not limited to:

- Business Administration
- Mechanical and Electrical Engineering
- Civil, Structural and any other relevant Engineering
- Vehicle Operators
- Security
- Relevant Skilled/Unskilled Workers in relation to construction

4.3 Apprenticeships and Employment and Compliance Checks

The contractor is expected to create apprenticeship opportunities due to the proposed development. It is recommended to have a recruitment of 3 different admins, 9 different groundworkers and 18 different Mechanical & Electrical Engineers and 18 different Civil, Structural and other relevant engineers.

The employee provider is expected to ensure the employee can benefit the development process and to ensure they are able to work to meet with deadlines whilst not risking quality of work.

The contractor is also expected to advertise all available opportunities, with priority given to the residents of the London Borough of Camden.

4.4 Health and Safety Management

The contractor is expected to manage Health and Safety at the site during the entire process of works at the site. This is to prevent any failures at the site for the employees.

The contractor should undertake a Risk Assessment at the site in relation to the equipment in use and the employees at the site.

4.5 Additional Measures to Support ESP

It is expected the contractor will have experiences in supporting additional programmes and events to help improve employment and skills of workers. Prince's Trust is a perfect example of allowing people to get valuable experience in the construction sector. The contractor is also expected to connect with the Kings Cross Construction College to discuss opportunities.

It is expected the contractor will also diversify the employees especially those with required support.

5. Conclusion

This proposed major development identified by the London Borough of Camden, will provide approximately 350-400 construction jobs, 30 apprenticeships across different skill sets and 20 full/part time jobs for the local residents as a priority. The proposed development will also support a significant number of indirect jobs, which will substantially benefit the local economy.

Ownership of the proposed development has contacted Camden Employment, Skills and Supply Department to better understand how best to ensure as many of the local employment and economic opportunities might benefit when instructing the main contractor and any other development related entities. We understand these conversations are ongoing.