

Welcome to Knowsley

Councillor Graham Morgan

Leader of Knowsley Metropolitan
Borough Council

A faint, stylized map of the Knowsley Metropolitan Borough is visible in the bottom right corner of the slide. The map is composed of various colored regions in shades of blue, green, yellow, and grey, representing different wards or geographical areas within the borough.

KNOWSLEY

KNOWSLEY

Merseyside Successes!

Knowsley's Journey to a Decade of Growth

Cllr Tony Brennan
Deputy Leader & Cabinet Member
Regeneration & Economic
Development

Dale Milburn
Executive Director
Regeneration & Economic
Development



KNOWSLEY


Back to Where it all Began!!

- 2010 & Austerity
- Just how bad could it be? - Potentially Catastrophic
- Knowsley was to be the hardest hit Local Authority in the Country
- We were known for all the wrong reasons
 - Unemployment
 - Crime
 - Health
 - Low Skills
- Things needed to change if Knowsley was to survive

The Journey 2010 - 2014

- **‘We’** identified our strengths, assets and opportunities
- Developed a new narrative ‘The Knowsley Story’ and changed how we spoke about Knowsley the Place
- Promoting Knowsley as a great place to live, work, visit, invest
- Championed the power of our Private Sector
- MIPIM UK
- The Knowsley Ambassadors’ programme was launched!

The Journey and all points in between

- £1.1m invested in a Growth Team.
 - Devised a 'pipeline' of projects and opportunities.
 - Focus on housing, transport and economic development.
 - Put an ambitious Growth Led Local Plan in place
 - Creation of Major Development Team
 - Invest Knowsley launched in 2018
 - Strategic 'in borough' investments
 - With some fantastic achievements
- 





House Building

From Zero



To

House Building

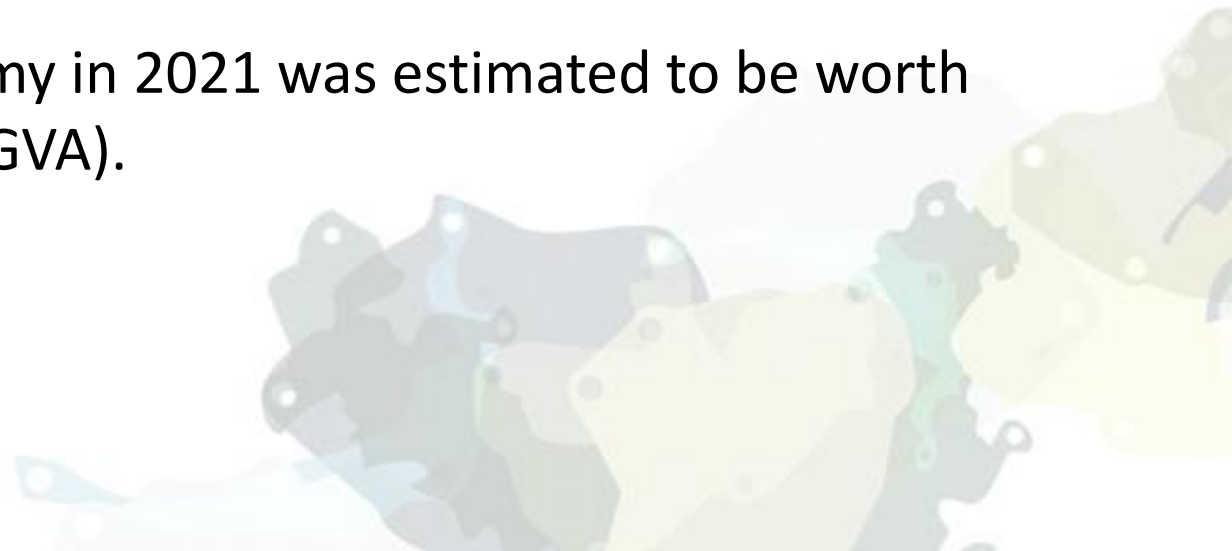
- **6,517** homes built 2014 to 2023 (target was 4,500)
 - 25% of which are Affordable
- Population growth of 6.65% since 2011 (155,500)
- Household growth of 10.9% since 2011 (66,073)
- £14.5m Increase in Council Tax

Skills and Employment

- 50% increase in the number of Adults with a level 4 qualification compared to 2011
- Employment up 3.7% and higher than NW average 50.9% which fell over the same period
- Unemployment rate fell to 3.1% (NW rose to 4.9%)
- 17% increase in jobs in Knowsley since 2015
 - 2nd biggest growth in jobs (17% increase).
 - Liverpool City Region average (9%)
 - Great Britain (8%).

Business Success

- 15% growth in number of businesses
 - Compared to 10% across England
- We have welcomed Amazon, Matalan and countless other businesses to Knowsley
- Growing evening and leisure economy in our town centres
- Knowsley's economy in 2021 was estimated to be worth £4bn (in terms of GVA).



Business Success

- Home to Everton and Liverpool training centres
- Huge investments from Ford and Jaguar Land Rover (EV)
- Knowsley holds the biggest annual business awards in the North West – 2025 will be our 21st year



Business Success

10 Knowsley businesses have won prestigious Queen's / King's Awards in the last 10 years:



ALFRED H KNIGH



Engineer - Install - Maintain



Commercial and Industrial Growth



£5m above Business Rates target

are we
there yet?

here

almost



**....and so Our Journey
continues!**



Huyton Town Centre



Prescot Town Centre



Kirkby Town Centre



Kirkby

£20m Plan For Neighbourhoods

£2m per year for 10 years

Halewood - £30m Investment



Funded by
UK Government

Investment Summary

Over **£10m** improvement to highways, transport, walking and cycling infrastructure across Halewood.

Up to **£10m** investment in sports and open space facilities.

£5.7m investment in education and early years provision.

Improvements to local healthcare facilities totalling **£104,000**.

Additional tree planting and other environmental improvements.

Total Investment - More than £30m to be spent in the coming years with £15.3m coming from the Levelling Up Fund, £13m from East of Halewood developer contributions funding and £2.5m from the LCR.

GRACE PARK



Grace Park will be improved with up to **£6.7m** invested to improve open space and play facilities including additional playing pitches making it an active green space for all. This will include improved linkages to Halewood Shopping Centre.

EXPANSION OF EXISTING RETAIL



Expanded and improved Halewood Shopping Centre to increase retail offer, public realm improvements and better connections to Grace Park and the wider area.

IMPROVED LEISURE CENTRE & CAR PARKING



£6m investment to de-carbonise the centre and improve its energy efficiency, deliver internal and external improvements including a refurbished swimming pool, provide new play pitches, play area and improved car parking.

FINCH WOODS



Finch Woods will be expanded to include improvements to the woodland and creation of a new local parkland space, play area, meadowlands and new ponds. There will also be an extensive network of accessible paths and walkways.

EAST OF HALEWOOD DEVELOPMENT



Up to 1500 new high quality homes including 23% affordable. This has secured the Council **£13m** in Section 106 contributions from developers to help support the growth of Halewood.

Halewood Investment Proposals

Housing



600 new homes per year

17 Sites in development

**Taylor
Wimpey**

 **torus**

 **Your**
HOUSING GROUP

ANWYL
thoughtful homes

Bellway

miller homes

 **REDROW**

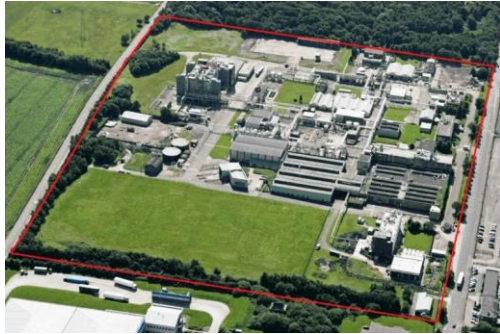
Livv
housing group

 **Keepmoat
Homes**

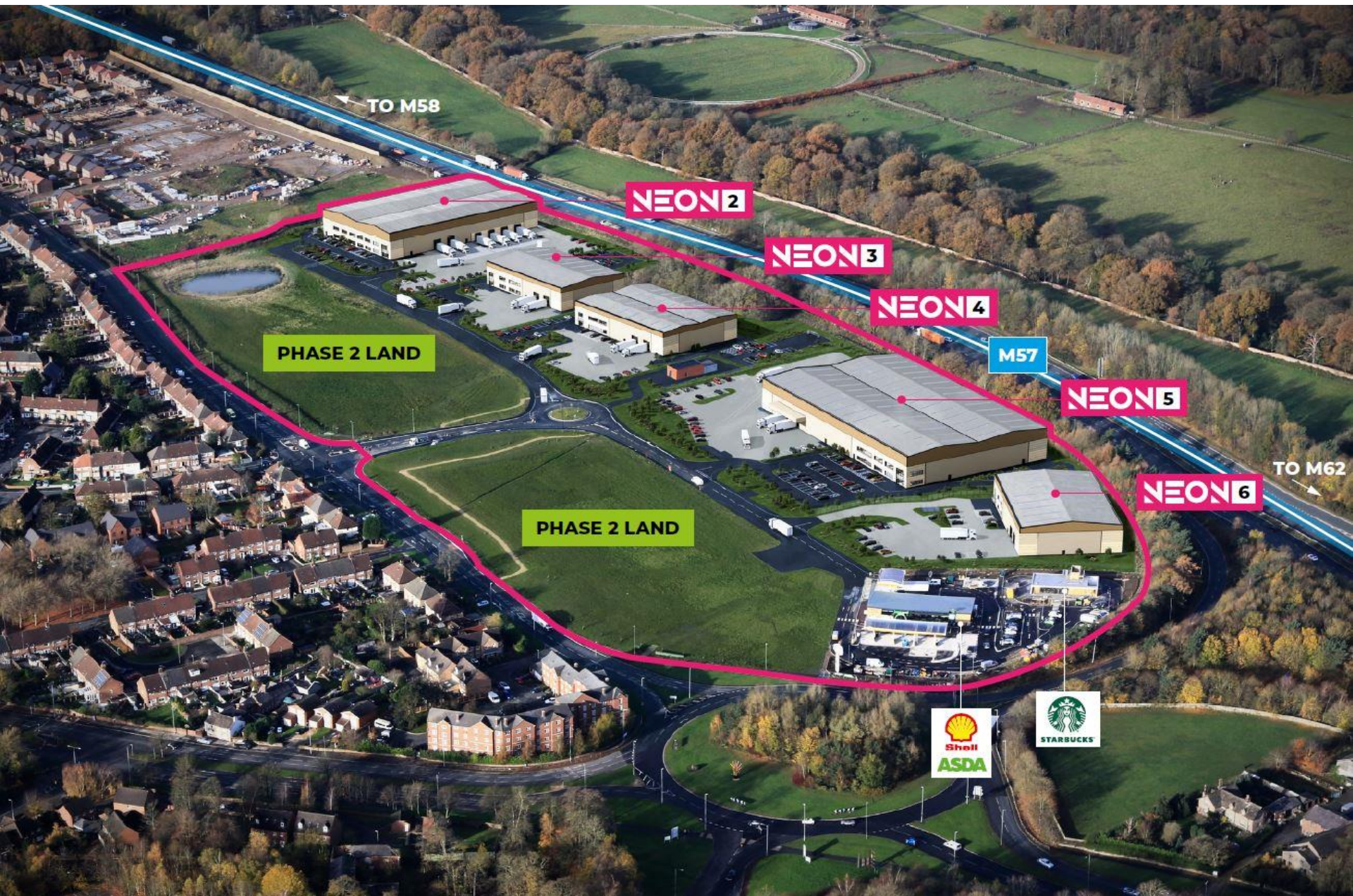
gleeson

BLOOR HOMES

Commercial and Industrial - Opportunities



Neon at Earlsfield Park



The Road Ahead

- Cost of living crisis / uncertainty
- Ongoing budgetary and funding pressures
- But still plenty to do from a 'Place' perspective!
 - Skills & Opportunities
 - Homelessness
 - New Local Plan



Thank you

