



KNOWSLEY

Our plan for accelerating economic growth 2016-2021



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1

OUR AMBITION



With a well-established business base and an enviable location between the powerhouse cities of Liverpool and Manchester, Knowsley is in a perfect position for exceptional growth in the coming years. Attracting the right kind and volume of investment, businesses, homes and jobs is a major priority and something that the private and public sector are working on together.

In 2014 the business community and the local authority came together formally to create the Knowsley Place Board – a powerful alliance of senior business people and influencers linked to, working in or passionate about the place. This group is driving forward ambitious plans for growth in a collaborative approach that is breaking down boundaries between the business community and the public sector and already achieving real results in terms of positioning Knowsley as a great place to live, visit, invest and do business.

“ENSURING THE FUTURE PROSPERITY OF THE PLACE IS IN EVERYONE’S BEST INTEREST, AND HERE IN KNOWSLEY WE SEE THAT AS A SHARED RESPONSIBILITY THAT WE TAKE INCREDIBLY SERIOUSLY.”

Edward Perry, Chair of the Knowsley Place Board & Operations Director at Knowsley Hall and Safari Park

With this shared focus, the Knowsley Place Board commissioned the creation of this Economic Growth Plan to bring together the aspirations of the public and private sector and clearly document the vision, priorities and targets for growth in the coming years. This is intended to be a live and working document to guide future investment, efforts and priorities and provide a clear focus and direction to realise the full potential of the place – for the benefit of all.

KNOWSLEY – A PLACE WHERE PEOPLE CHOOSE TO INVEST, WORK AND DO BUSINESS TO ACHIEVE LONG-TERM ECONOMIC PROSPERITY

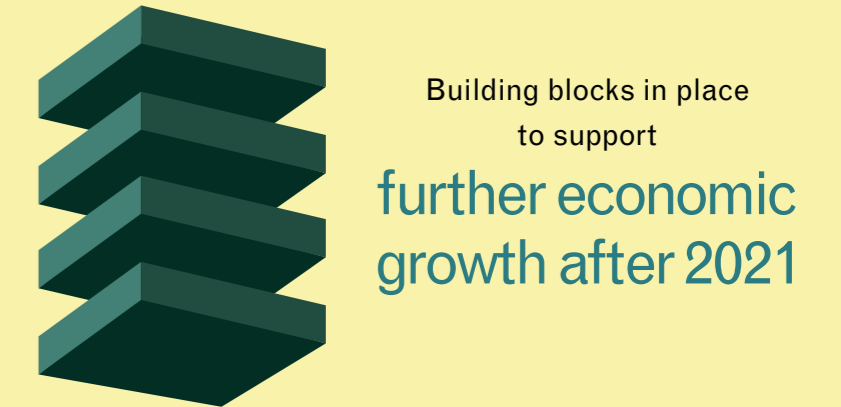
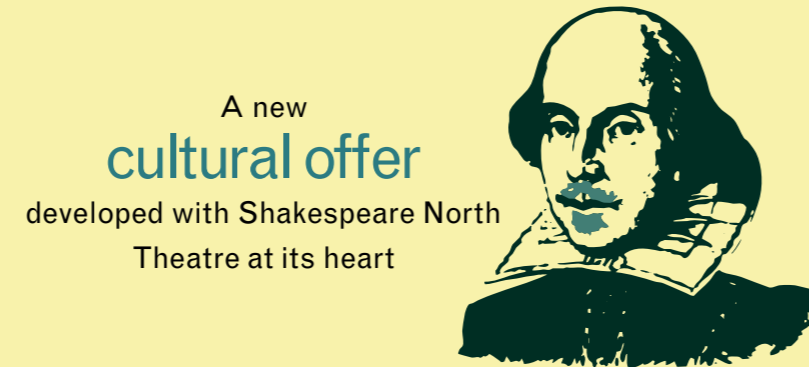
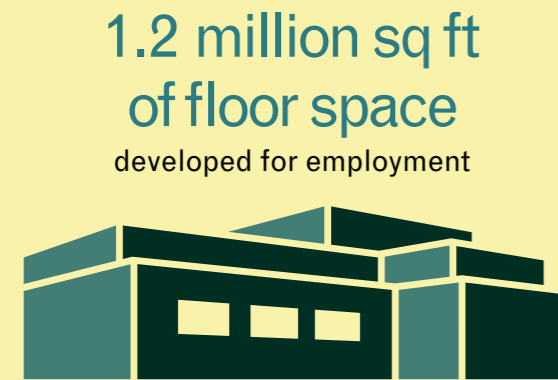
This Plan will help businesses to capitalise on Knowsley’s many assets and opportunities and sets out a bold ambition to establish Knowsley as a prime economic location in the Northern Powerhouse. It aims to create the conditions for businesses to flourish and in doing so, it will help create more jobs for local people, attract new investment and continue to build Knowsley’s reputation as a place of outstanding opportunity.



Over the lifetime of this plan, we aim to see:



Innovation at the heart of economic growth



2 THE RIGHT PLACE AT THE RIGHT TIME



Key facts

ECONOMIC OUTPUT

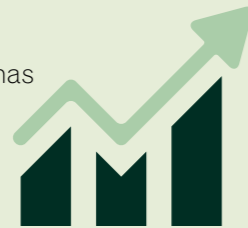
Knowsley is a key contributor to the Liverpool City Region's **£28bn** economy



GVA per head has increased by **70%** over the last 15 years



Knowsley's business base has grown annually for **9** consecutive years



BUSINESSES

Knowsley is home to around **3,700** businesses including big names like Jaguar Land Rover, QVC and Matalan



Business start up rates **doubled** in the last 10 years



625 extra businesses in Knowsley since 2010



75% of businesses surveyed expect to expand in the next 3 years



Third highest growth in micro-business in the whole of the UK



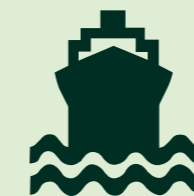
EMPLOYMENT

Jobs in Knowsley have increased by **10%** since 2009 - the largest rate of growth in the Liverpool City Region



25% of jobs are in Manufacturing, Freight & Logistics

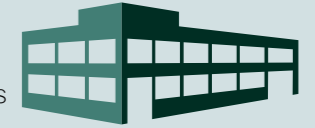
12 universities and thousands of graduates within an hour of Knowsley



Jobs in the Superport sector have increased by **50%** in the last 5 years - due to Knowsley's strategic location for logistics

INFRASTRUCTURE & CONNECTIVITY

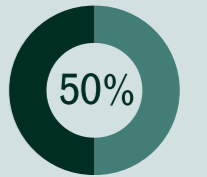
Knowsley has **6** high quality business parks employing 30,000 people



LAND AVAILABLE

164 hectares of extra land available for employment by 2028

More than **50%** of the entire UK population can be reached within a 4 hour drive time



Access

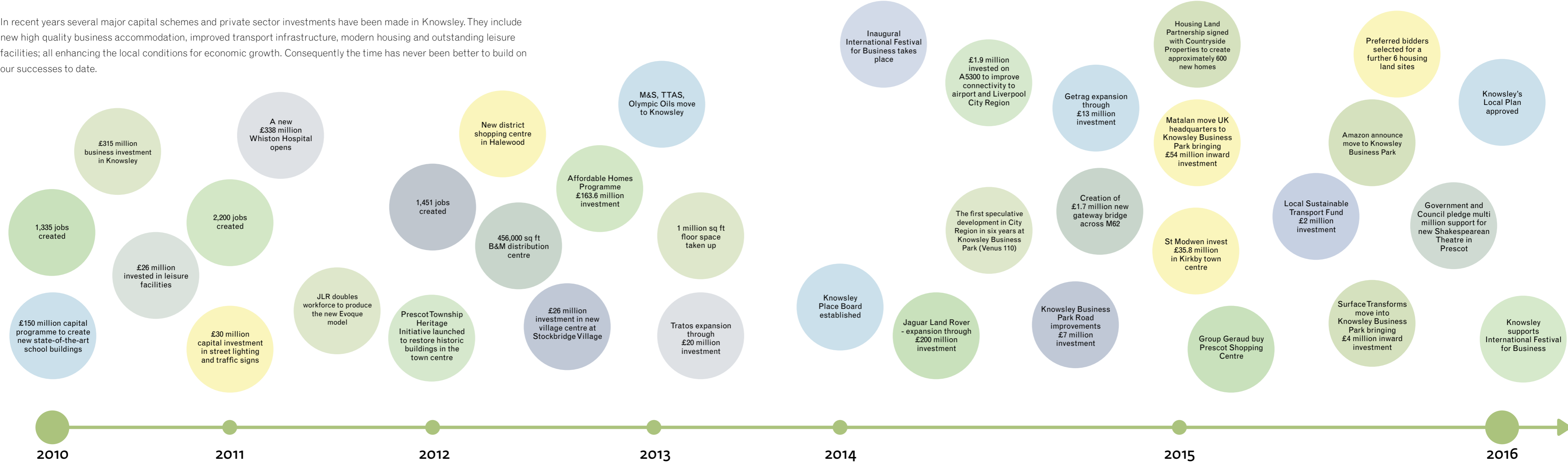
to deep sea port - Liverpool2 - and multimodal freight terminals

Strategically located between **2** international airports



The story so far

In recent years several major capital schemes and private sector investments have been made in Knowsley. They include new high quality business accommodation, improved transport infrastructure, modern housing and outstanding leisure facilities; all enhancing the local conditions for economic growth. Consequently the time has never been better to build on our successes to date.



Location and connectivity

Sitting directly on the region's motorway network, Knowsley is well served by road, rail, air and sea and has unrivalled transport connections to the major commercial centres across the north of England.

Located between the two major cities of Liverpool and Manchester and with excellent road and rail infrastructure, Knowsley has a wide appeal to businesses across a range of sectors.

In today's digital age, excellent digital connectivity is vital for many businesses large and small. As of June 2016, 98% of all premises (residential and commercial) in Knowsley have access to superfast fibre broadband, enhancing productivity and e-commerce opportunities. And it is our ambition to achieve 100% coverage for Knowsley.



50%
of the UK population is within a four hour drive time

15 mins
from Liverpool City Centre

30 mins
from Manchester

8 miles
to the Port of Liverpool

Within
40 mins
drive time from two international airports

Workforce – the talent pool

With around nine out of ten of Knowsley's 62,400 jobs taken by people living in the Liverpool City Region, employers in Knowsley have access to a wide and skilled talent pool of 970,000 working age people. A further six million people are within a one hour commute of Knowsley.

Skills

Having the right people with the right skills is essential for growth and increasingly we know businesses need employees with sector-specific, technical skills to drive competitiveness and productivity.

From children in primary schools through to university graduates, the focus has to be on raising aspirations and skills in line with the key opportunities in the area and emerging through the Northern Powerhouse.

The establishment of an Education Commission is seeing the local authority, partners and businesses come together with the aim of addressing attainment in secondary education and the advancements of skills and expertise directly aligned with the growth sectors in the area.

Our work to create and nurture apprenticeships will continue and closer collaboration between education and businesses will drive forward real opportunities for local people to gain skills, qualifications and experience. The City Region's Skills for Growth programme and funding shows clearly the commitment to support businesses here with training and skills for their workforce.

And when it comes to graduates, our location and proximity to 12 universities means that there are thousands of highly qualified graduates actively seeking employment opportunities in the area.

81,000
local higher education students

18,000
local graduates per year

17,850
Apprenticeships started in 2014/15 (Liverpool City Region)

Social Value

As a place Knowsley is passionate about maximising the opportunities for all arising from Social Value. We have developed a Social Value model that has been developed through working with representatives from the public, private, social enterprises, voluntary and community sectors. We aim to link our overall growth ambitions to this to ensure a much wider social benefit of our combined endeavours.

Increasing opportunities

In November 2015, the Liverpool City Region signed a Devolution Deal with Government which will see approximately £1 billion of funding available to the Liverpool City Region over the next 30 years.

With implementation of the Liverpool City Region Devolution Deal underway and the Northern Powerhouse growing in strength, there has never been a better time to do business in Knowsley.

There are exciting developments in the Liverpool City Region to accelerate economic growth over the next 25 years. It is important that Knowsley continues to look outward, and this plan has been developed with the Liverpool City Region's new Growth Strategy in mind, focusing investment and development on key growth sectors where Knowsley has the biggest

strengths. This will help to harness the opportunities presented by the City Region's co-ordinated approach; using assets, talent, and heritage, to create a truly global competitive City Region with Knowsley at its heart.

Growing confidence

Confidence in Knowsley's economy is at a high. The borough is home to around 3,700 businesses, including a plethora of strong locally grown small and medium sized enterprises, and some of the UK's most successful companies such as Jaguar Land Rover, Matalan, QVC and Glen Dimplex. Investment in business parks has contributed to an increase of more than 6,000 jobs in Knowsley since 2009, the largest rate of growth in the Liverpool City Region. Over the last five years alone, the number of manufacturing businesses in Knowsley has increased at five times the national rate.



3

OUR PLANS FOR GROWTH AND KEY SECTORS



In order to achieve the growth we aspire to in the coming years, we will focus in on our key strengths not only within the context of Knowsley itself but also within the wider Liverpool City Region economy.

We know that the Advanced Manufacturing and Freight & Logistics sectors are where our strengths and experience lies and already we play a pivotal role in these industries within the City Region. We also make a significant contribution to the City Region's Visitor Economy, Professional Services and Low Carbon sectors. In Knowsley itself the Retail and Housing sectors have also been identified as local priorities to focus on in the coming years.

This clarity on our priority sectors also means that we are able to identify from a geographical perspective where our 'growth corridors' should be. Aligning industry to infrastructure and services means that in effect we are able to create the right conditions, sites and opportunities to attract new businesses considering Knowsley as a location.

This focused approach aims to support, attract and grow businesses aligned to these key sectors. This will ensure Knowsley continues to grow its own economic base and make a significant contribution to the GDP of the City Region.

Knowsley's Growth Corridors

Northern

The Northern Corridor has strong links to the Port of Liverpool, the City Region's wider Superport and the regional motorway network. This presents strong opportunities for businesses in both the Logistics and Manufacturing sectors. At the heart of the Northern Corridor is Knowsley Business Park, one of the largest of its kind in the whole of Europe covering 1,200 acres, home to more than 800 businesses and with 16,000 people working on site.

The Northern Growth Corridor has the potential to deliver over 2 million sq ft of new floor space over the life of this plan and will be a key focus for the development of new Manufacturing and Logistics floor space specifically.

Central

The Central Corridor is well linked through its connectivity with Liverpool, St Helens, Wigan and Manchester and is ideally located for small and medium sized enterprises in the trade and commerce market. With the former Cronton Colliery Site at the intersection of the M62 and M57 designated for employment purposes, together with the land to the south of Whiston allocated for up to 1,800 new houses, the Central Corridor provides the City Region with one of its biggest development opportunities for both housing and business. The Central Corridor is also Knowsley's hotspot for the Visitor Economy centred on Prescot's historic town centre, the award-winning Knowsley Safari Park, and the planned Shakespeare North Playhouse.

Southern

The Southern Corridor is of regional and national significance for the Advanced Manufacturing sector with Halewood being the location for a cluster of internationally recognised automotive companies including Getrag Ford and Jaguar Land Rover. The Southern Corridor has excellent transport links to South Liverpool, Halton, Cheshire and North Wales. Connectivity is already being enhanced even further through improvements to the A5300 Knowsley Expressway, the New Mersey Gateway Bridge and the planned expansion of Liverpool John Lennon Airport.



Key sectors

Advanced Manufacturing

Knowsley's manufacturing sector is a key driver of jobs and economic prosperity not just for the borough, but the entire Northern Powerhouse. Over the last five years, the number of manufacturing businesses in Knowsley has increased by five times the national rate. The borough is now home to 275 manufacturing businesses employing 12,600 people. Many businesses have global significance such as Jaguar Land Rover and Getrag Ford, as well as a strong base of small and medium-sized companies, many within the manufacturing supply chain.

Knowsley's biggest strengths are in Advanced Manufacturing, particularly in the automotive, process industries and energy sectors. Of all Advanced Manufacturing jobs in the Liverpool City Region, approximately 40% are based here making Knowsley a key player in this growing sector.

Catalysts for growth

- Acceleration in export-led growth.
- Advanced Manufacturing recognised as key to the Liverpool City Region (LCR) and the Northern Powerhouse.
- Liverpool City Region Advanced Manufacturing sector projected to grow by 22% by 2020.
- LCR Industry 4.0 to ensure local companies can access the capability to exploit sensor technology and digital manufacturing.
- Close proximity to the new Mersey Gateway Six Lane Bridge, 3MG (Mersey Multimodal gateway), and the Port of Liverpool, offering access to Asia and America.
- Potential Development Corporation to support delivery of investment in infrastructure and sites.
- Major development sites brought forward.
- Schemes in Knowsley's economic development pipeline aimed at supporting manufacturing.
- Delivery of 'Skills for Growth' Agreement to develop skills of current and future Advanced Manufacturing workforce.

6,900

Advanced Manufacturing employees

28%

The rate that Advanced Manufacturing jobs have increased in Knowsley since 2009

5x

the rate that manufacturing businesses in the borough have increased compared to the national average since 2010

11,000

students enrolled in STEM subjects at local universities

£4bn

value of manufacturing to the Liverpool City Region economy

Freight & Logistics

Knowsley's location makes it an obvious choice for organisations operating in this sector including those working in the supply chain servicing many of the manufacturing businesses located here. Knowsley Business Park is a key location for this sector sitting on the motorway network, only 8 miles from the Port of Liverpool and with an inter-modal rail freight terminal on site.

The combination of extensive road and rail networks, proximity to the Port of Liverpool and land for storage and distribution makes Knowsley an ideal base in its own right and also as part of the City Region's Maritime and Logistics offer. Over 200 transportation and storage businesses have already chosen Knowsley including international brands such as Amazon, Matalan and QVC.

Relevant skills are also available in the local market with the Logistics sector seeing a 330% increase in enrolments onto 'Warehousing and Distribution' further education courses across the City Region between 2011 and 2014. This is alongside rises in the number of qualifications gained in 'Transport Operations and Maintenance'.

And with major developments like the new Liverpool2 deep water port terminal, new Mersey Gateway crossing, and High Speed 2, the City Region's Logistics industry has exceptional growth potential. The Liverpool City Region's Growth and Devolution Deals will deliver multi-million pound transport schemes and skills programmes to support the City Region's ambitions to create a Freight & Logistics Hub.

210

transportation and storage businesses

3,300

people employed in transportation and storage sector

31%

growth in the number of businesses in the transportation and storage sector between 2014-2015





Catalysts for growth

- E-commerce set to grow 15% per annum over the next three years.
- Northern Powerhouse investment in transport infrastructure.
- Development of High Speed 2 and High Speed 3.
- HMRC custom warehousing relief in the Liverpool City Region devolution deal.
- Devolved powers to the Liverpool City Region for transport improvements.
- New £340 million Liverpool2 deepwater container terminal at the Port of Liverpool.
- Potential Development Corporation to support delivery of investment in infrastructure and sites.
- Close proximity to major infrastructure projects: the new Mersey Gateway Six Lane Bridge, and 3MG (Mersey Multimodal gateway).
- Schemes in Knowsley's economic development pipeline for distribution or storage.
- Major development sites brought forward.
- Delivery of 'Skills for Growth' Agreement to develop skills in warehousing and transport.

Visitor economy

Knowsley is entering an exciting new phase in the development of its visitor economy, which will strengthen its role as a key player in the City Region's tourism sector. Knowsley is already home to attractions of regional significance such as Knowsley Safari Park, Knowsley Hall estate and the National Wildflower Centre. It is also the location for major sporting events after hosting the Tour of Britain and Northern Cross Country Championships.

35 million

people reachable within a 150 miles radius of Knowsley

8 miles

to the Port of Liverpool

220

Visitor Economy businesses

Future plans centre around the borough's rich heritage, particularly linked to Prescot and its historical connection to William Shakespeare. Plans in Prescot will see the creation of a new Shakespeare North Playhouse and education centre and development of the town's food and beverage offer and night time economy. The Shakespeare North Playhouse will place Knowsley firmly on the visitor map for the north of England and also nationally and internationally. Already the Government has committed £5 million to support the project alongside £6 million of funding from Knowsley Council.

There are also early stage proposals to create a Bio-Inspiration Centre located within the natural surroundings of Knowsley Safari. The centre would be a combined leisure attraction and university research centre with international visitor potential.

Alongside this, the Council is working with private investors to expand the leisure and entertainment offer across all of its town centres.

Catalysts for growth

- Increasing visitor over-spill potential from neighbouring attractions in the North West.
- Value of the tourism industry in the Liverpool City Region set to increase by £1.2 billion to £5 billion by 2025.
- Construction of a permanent cruise liner terminal on Liverpool waterfront.
- Development of the Shakespeare North Playhouse by 2019.
- Completion of a £5.6 million Prescot Townscape Heritage Initiative.
- Enhanced evening economy across local town centres.
- Potential for a new hotel in Central Growth Corridor.
- Proposals for a Bio-Inspiration Centre at Knowsley Safari Park in association with the University of Liverpool.

2,600

people employed in the Visitor Economy sector

13%

increase in Visitor Economy jobs in the last five years

500,000

visitors to Knowsley Safari Park each year

£3.8bn

value of the Visitor Economy to the Liverpool City Region each year

Financial and Professional Services

The Financial and Professional Services sector is one of Knowsley's fastest growing in terms of business volume. The number of businesses in this sector has soared from 300 to 670 in the last five years. Knowsley is home to several big name firms such as Barclaycard, Serco and Capita.

Its location between two major cities, where a great deal of Financial and Professional Service businesses are located, also makes Knowsley an affordable choice for smaller organisations in this sector. In fact, micro businesses make up 93% of all Financial and Professional Service enterprises here. And with research suggesting that the global economy over the next 15 years is likely to see an increase in outsourcing of professional services to freelance and micro enterprises, then there is clearly an opportunity for growth.

Kings Business Park, North Mersey Business Centre and Knowsley's town centres are the major sites for Financial and Professional Service enterprises, benefitting from superfast broadband to support the growing digitalisation of local businesses. Employment land at Knowsley Lane (Huyton) offers further opportunity for development of a successor office park site.

Catalysts for growth

- Northern Powerhouse investment in passenger transport connectivity; connecting people and businesses across the north of England.
- Northshoring trends from London and overseas of financial and professional companies.
- Enhanced rail links as a result of the electrification of the Liverpool to Manchester rail line and investment in rail service improvements.
- Growth in outsourcing to micro-enterprise and self-employed professionals.

670
Financial and Professional
businesses

123%
increase in the number of
Financial and Professional
businesses since 2010

2 hours
from London by train

- Major development sites with potential for office use brought forward.
- Schemes in Knowsley's economic development pipeline with potential for small flexible office accommodation, including starter units.
- Growing demand for Financial and Professional Services to support growth in the Advanced Manufacturing and Logistics sectors.
- Delivery of 'Skills for Growth' Agreement to develop skills of current and future Financial and Professional Service workforce.

Low Carbon

Knowsley has a core hub of businesses in renewable energy and environmental technology at Knowsley Business Park and Huyton Business Park. The industry employs 4,300 people across 480 businesses, including international companies such as Clarke Energy, Entrade, Remondis, Future Industrial, Avanti, Suez and Liberty Energy.

The Low Carbon Energy sector contributes over £2 billion to the City Region economy. Growth is being stimulated through commercial opportunities in low carbon environmental goods and services, energy and heat networks and the imperative for a modal shift in transport.

Knowsley Council has a vision to transform Knowsley Business Park into the Liverpool City Region's first Low Carbon Energy Park. The innovative scheme aims to deliver a combined heat and power network to generate renewable, low cost energy to businesses located on the park. The scheme's installation will generate energy supply chain opportunities and will make a significant contribution to the site being recognised as a prime place for business.

6,800
people employed in the Financial
and Professional Services sector

480
Low Carbon Energy
businesses

4,300
people employed in the
Low Carbon Energy sector

12%
of the Liverpool City Region's
Low Carbon Energy jobs
are based in Knowsley

Catalysts for growth

- National investment of £50 million in smart energy technologies up to 2020.
- International and national commitment to a low carbon economy.
- Government designation of the City Region as a Centre for Offshore Renewable Engineering (CORE Status).
- £3.5 billion investment in Liverpool City Region Low Carbon Energy sector.
- Liverpool Bay Off-Shore Windfarm supply chain and contracts opportunities.
- Delivery of a renewable energy network at Knowsley Business Park.
- Retrofit home and buildings market.
- Delivery of 'Skills for Growth' Agreement to develop skills of current and future workforce in the Low Carbon Energy sector.

Retail

There is a long-term commitment to invest in the future of Knowsley's three town centres: Huyton, Kirkby and Prescot which currently serve as employment and commercial hubs, focused around the retail sector.

Each centre has its own specific characteristics and indeed opportunities meaning that our approach to retail growth will be specifically targeted to focus on localised opportunities that will have the maximum impact. This is reflected in new masterplans for Prescot and Huyton town centres that set out a 12-year vision for development and investment.

In Kirkby we are working with private developers St Modwen who purchased town centre land assets for £5.8 million in 2015. They are now bringing forward major plans to create a new retail (including a new supermarket) and leisure offer supported by new housing close to the town centre.

10,100
students studying Low Carbon
Energy subjects (physical
sciences, engineering and
technology) at local universities

1 of 6
core locations across the UK
for Low carbon (Liverpool
City Region)

Central to our ambition is to continue forge strong links with private sector investors. We are already working closely with St.Modwen in Kirkby and Group Geraud in Prescot and this will continue with the aim of bringing forward investment, opportunities and development in the coming years.

Catalysts for growth

- Town centre master plans.
- £12.5 million Council Town Centre Development Fund.
- Private sector commitment.
- Completion of a £5.6 million Prescot Townscape Heritage Initiative.
- £50+ million of private sector investment for expansion of retail offer in Kirkby.
- Creation of 37,940 – 57,690 sq m of retail floor space across Knowsley's town centres between 2012 and 2028.

£12.5m
investment by Knowsley Council
for town centre developments

Housing

Knowsley is already home to 61,323 households and has ambitious growth plans to increase this by over 8000 properties in the next 15 years. Over the life cycle of this plan, Knowsley will focus on developing and rebalancing its housing offer to ensure it not only meets the needs of existing residents but has the capacity and appeal to attract more people to set up home here.

The focus is not just to create new homes but create high quality properties to meet demand and attract more economically active people and families to the area. Creating a more "balanced" housing market in Knowsley will include the delivery of more large executive homes, apartments and smaller properties to meet the needs of households seeking to downsize, which in the process creates an additional supply of larger homes to the market. Priority will also be given to supporting the creation of a strong private rented sector whilst at the same time also working to increase the number of homeowners across the borough.

Significant progress has already been made to achieve these aims with the local authority leading the way in their work with private developers to bring forward land for new residential development. The first phase of the Housing Land Disposal Programme is now on site with partner Countryside Properties who will deliver almost 600 new homes on a number of sites across Knowsley.

Aim to build
8,100
homes up to 2028

Space for over
3,200
new homes on former
Green Belt sites released
through the Local Plan

The second phase of this work has seen preferred bidders selected to develop a further 5 sites with expectations that up to a further 1,000 homes could be delivered through this overall programme by 2028.

The Council has committed to working to support landowners and developers looking to deliver urban residential developments on vacant or underused brownfield land. Furthermore, the approval of the Local Plan in January 2016 will enable Sustainable Urban Extensions in key locations across the borough. These sites present significant opportunities to develop the housing offer further and make a major contribution to the development of Knowsley's overall appeal and attraction for residents..

Delivery of this ambitious plan will not only benefit people looking to live in Knowsley but offers housing developers, the construction industry and its supply chain a wide variety of opportunities.

Catalysts for growth

- Housing Land Partnership.
- Robust housing strategy.
- Identified sustainable urban extensions.
- Knowsley's unrivalled connectivity.
- Adopted Local Plan 2016.
- Active national housing builders.
- Affordability.

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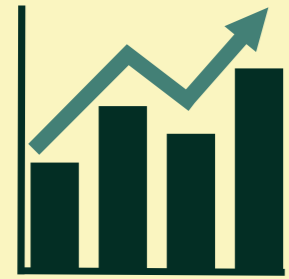
OUR OFFER TO BUSINESSES, INVESTORS AND DEVELOPERS



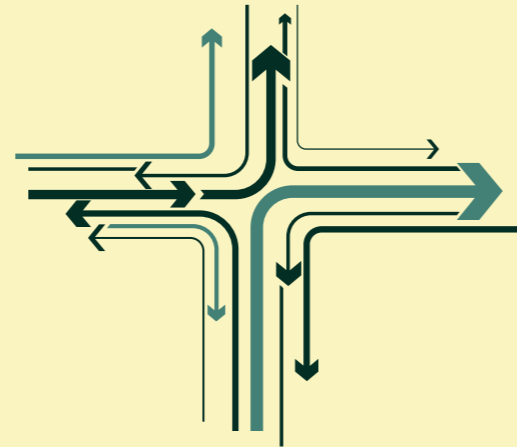
The views of the business community have been central to developing this Economic Growth Plan.

As a direct result of feedback from the business community, a unique and comprehensive business support offer has been developed to provide bespoke assistance for businesses, investors and developers. We will undertake an annual survey of our businesses to ensure that our offer and the support provided remains appropriate and valuable.

Optimism amongst Knowsley's business population is very good:



75%
surveyed said they intend to expand in the next 2-3 years



Excellent access to road networks and transport connectivity is a key reason why

61%
chose to set up or relocate to Knowsley

Just **10%**
had reduced their staffing numbers in the previous 12 months



There is a high level of demand for advice and information amongst businesses:

84%
had sought information or advice in the last year

93%
found advice received useful



92%
were able to find advice when they needed it

In the last 12 months:

47%
had sought accountancy and financial advice



41%
had sought advice on apprentices and workforce recruitment

41%
had sought information on grant opportunities

"I DON'T THINK WE'D HAVE THE SAME LEVEL OF SUCCESS IF WE WEREN'T BASED IN KNOWSLEY. KNOWSLEY GIVES US A REAL COMPETITIVE EDGE."

Keith Hanshaw, Director, The Leather Satchel Co.



Supporting business

We are clear that for us to achieve our goals over the coming years the public and private sector must work together to achieve the levels of growth both aspire to. The Knowsley Place Board plays a pivotal role in making this happen and bringing together individuals and organisations for the wider benefit of the place and its business community.

Alongside these connections and networks targeted and tailored support for business is essential to create the right conditions and provide the right kind of support for new, expanding or indeed established businesses.

In Knowsley, the Council and Chamber of Commerce have joined forces to create the Knowsley Growth Hub. This provides a single point of access to a wide range of national, local, public and private support and expertise. Businesses can access the hub online, over the telephone or through a locally based advisor who will deliver face-to-face advice tailored to business needs.

Knowsley offers:

- **Personalised working relationship with businesses.**
- **Land and property searches to find the right accommodation to meet business needs.**
- **Business development support and advice via qualified businesses advisors.**
- **Help to access financial incentives, loans, grants and funding opportunities (such as the Local Growth Fund and European grants).**
- **Support with business networking and local supply chains.**
- **Assistance with recruitment through the Knowsley Works jobs brokerage service.**
- **A direct role in shaping skills provision to suit business needs.**
- **Brokerage between businesses and local higher education institutions.**

Knowsley Council and Knowsley Chamber of Commerce actively lobby on behalf of businesses and make sure that negotiations and agreements with the Government are to the benefit of businesses in Knowsley bringing in maximum funding, investment and

opportunities. There are recent examples including the collaborative approach that resulted in £5 million of Government funding being successfully secured as part of the Chancellor of the Exchequer's 2016 Budget to support the Shakespeare North project.

For eligible SMEs a new business support offer has been launched in 2016. This three year comprehensive programme utilises an intensive business diagnostic to help create an Action Plan to support companies and help them to develop their potential. Where companies lack capacity, resources, and/or expertise, they will be able to access specialist advisors (free of charge) to work with them in areas such as, but not limited to, business planning, HR, marketing, funding, quality systems, health and safety, tender opportunities, business processes, ISO preparation. The Knowsley Growth Hub is a delivery partner of this European funded programme.

Supporting investors

As part of the wider Liverpool City Region, Knowsley sits within an Assisted Area which means that financial support may be available for eligible new investment projects. Knowsley Council works with the Local Enterprise Partnership and the Liverpool City Region Combined Authority to secure support from the Liverpool City Region Single Investment Fund.

Knowsley is committed to attracting new investment to the borough either through inward investment or via business already located in the borough. The team of experienced and dedicated professionals can offer a wealth of support which will be bespoke to the individual needs of each investor.

Knowsley offers:

- **Dedicated Investment support.**
- **Land and property searches to identify the right accommodation.**
- **Advice on access to finance including loans and grants.**
- **Step-by-step guidance through the planning process and any other statutory process.**
- **Support with business networking and local supply chains.**
- **Knowsley Growth Hub.**
- **Assistance with recruitment through Knowsley Works job brokerage service.**

Supporting developers

Knowsley is committed to working closely with developers to bring forward a range of development and investment opportunities - from start up to innovation and entrepreneur centres through to commercial warehousing, manufacturing and office accommodation to new retail and housing opportunities. Developers can take advantage of local knowledge to help identify sites, access funding, and streamline the development process. We will support developers to identify and secure end users as quickly as possible.

The Place Board also leads an annual delegation to MIPIM UK to raise the profile of Knowsley and its assets for investors and developers.

For developers, a team of dedicated and experienced professionals offer a wealth of support to help navigate the planning, design and construction phases, including a high quality pre-application service to improve the quality of planning applications and likelihood of approval.

The key to Knowsley's offer is that every package of support is bespoke, and shaped specifically to each individual case. This has helped to give developers added confidence to develop sites speculatively, knowing that a joined up approach between development and investment ensures a strong match between supply and demand for developed sites.

As part of the Liverpool City Region, Knowsley has access to significant financial resources to support development.

Knowsley offers:

- **Comprehensive support in identifying sites for development.**
- **Support in developing schemes and taking them through the City Region's assessment process (if required).**
- **Step-by-step guidance through the planning process to obtain site planning permissions.**
- **Guidance to access financial incentives, loans, grants and funding opportunities.**
- **Local business knowledge and networks to identify tenants and act as an intermediary to speed up occupation of sites.**
- **Advice on scheme content, mix and market demand.**

If you would like to discuss the opportunities and support Knowsley can offer to businesses, investors and developers please contact a member of the team:
Business@knowsleygrowthhub.co.uk or 0151 477 4000

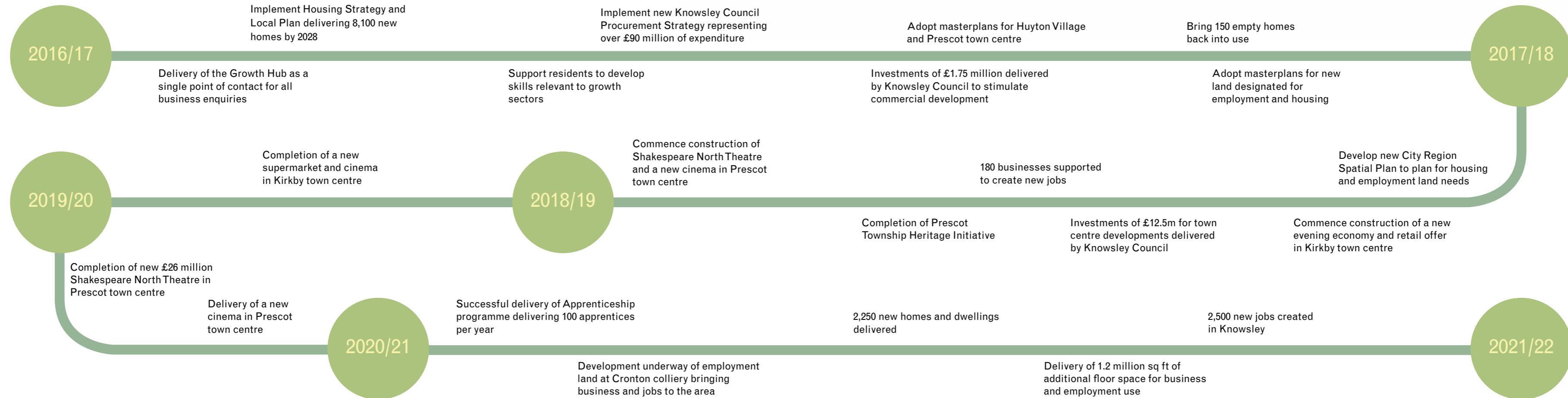


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GROWTH ROUTE MAP



Moving forward it is essential that Knowsley's private and public sector partners continue to support one another to invest in Knowsley, and create the best possible environment for businesses to thrive. This route map outlines Knowsley's ambition together with clear delivery milestones over the next five years:





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Knowsley's Economic Growth Plan is supported by the following bodies and organisations:

KNOWSLEY

