

Strategic infrastructure, housing and transport

Overview and key messages

Knowsley's strategic approach to growth and regeneration has **benefitted from establishing strong policy foundations** including the Local Plan, Housing Strategy, Economic Growth Plan, Town Centre Masterplans and a catalogue of Supplementary Planning Documents and Masterplans for major development sites.

This in turn allowed the development of **a robust pipeline of investment schemes** that ensured Knowsley was well placed to access and capitalise on funding opportunities as they have arose within a competitive funding environment within the Liverpool City Region over recent years.

Knowsley's innovative approach has since been mirrored across the City Region, with each authority now having in place a prioritised list of local schemes, coupled with a list of schemes at a scale to have significance to the Liverpool City Region.

To ensure capacity was in place within the Council to meet additional investor and developer demand, and to accelerate the pace of development, a cross functional Major Development Team has been established. Further work has since been undertaken to create **a 'single front door' for providing support to investors, developers and businesses under the banner of 'Invest Knowsley'**, an approach which is now recognised as the blueprint for local authorities elsewhere (*see case study below*).

Knowsley has had considerable success in accessing external funding for major developments. This includes successful Liverpool City Region Single Investment Fund infrastructure bids to support the delivery of Shakespeare North Playhouse and Halsnead Garden Village, with further bids in the pipeline for 2019/20. A range of additional major residential and employment developments continue to progress, including Earlsfield and East of Halewood. This will complement the **significant numbers of new houses built on brownfield land** in the last few years, exceeding Knowsley's Local Plan housing targets.

The Council is being proactive in developing its town centres in the face of national decline. The ambitious plans for all of the Borough's town centres continue to progress, but there will be a particular focus on Kirkby where the Council is working with the private sector and local businesses to develop a vital and sustainable way forward.

A Social Value Supplementary Planning Document has recently been introduced which requires all developers on major schemes to prepare and implement a Social Value Strategy as part of their development proposal. In addition, the Council is producing an **'Inclusive Growth Statement' to capture the range of activity undertaken by local services to promote inclusive growth** in the Borough through connecting local people to economically viable opportunities, supporting in work progression and using investment and procurement to grow local markets and supply chains.



Housebuilding has accelerated in recent years, but **the ‘new build premium’ has increased markedly** alongside this. A wide range of factors mean there is a risk that some residents can’t access the type of homes they need.

Affordability remains a major barrier for many residents in Knowsley, 33% households priced out of buying any type of property. Current programme aims to address this through affordable housing – but local insight is telling us that these remain unattainable for some. Access to mortgage products is a further barrier.

Knowsley has historically offered homelessness prevention beyond the statutory duty, therefore, the **sharp rise in families presenting as homeless** may also be a result of changes to the benefit system, as well as income and welfare reforms. The challenge is to the use of temporary accommodation.

Transport is one of the key enablers of the prosperity of any area.

Knowsley recognises the importance of transport infrastructure to facilitate improved access to services, amenities and employment, both in Knowsley, and across the wider Liverpool City Region.

Knowsley’s roads are becoming busier, however not to the extent seen in neighbouring districts such as Liverpool and Sefton. Stress tests identify some localised pinch points, but the **congestion around Edge Lane and Port of Liverpool will have a more significant knock-on impact** on Knowsley residents given the nature of commuter flow out of the borough.

Knowsley’s network of public transport provides a strong east to west offer for journeys made within the Borough, as well as into Liverpool, and the use of both buses and rail is increasing. **North to South connectivity for both bus and rail is particularly limited.** Whilst offering good value compared with the costs of driving, uncompetitive travel times, and poor North to South connectivity make public transport journeys unattractive for many.

Knowsley boasts some comprehensive stretches of cycle infrastructure concentrated in the main urban areas of Kirkby, Huyton, Prescot and Halewood; but continued investment is needed to increase cycling infrastructure into neighbouring districts and increasing the attractiveness of making longer journeys by this mode.

Knowsley needs to continuously invest in transport infrastructure to maintain and improve levels of connectivity and supplement strategic connectivity with strong local (last mile) solutions.

Digital connectivity is a vital part of the Boroughs infrastructure with digital technology underpinning almost every aspect of modern living across work, travel, leisure and health, and good Internet being widely viewed as the ‘4th utility’. Although **digital connectivity is a relative strength in Knowsley**, the Borough faces some challenges in terms of **digital exclusion** from a range of factors affecting some of our vulnerable and elderly residents and **ensuring sufficient capacity and speed of connectivity for businesses** to meet their needs.



Planning and Strategic Regeneration

This section of the evidence base describes the Borough of Knowsley from a spatial planning perspective; details the key aims objectives of the current strategic regeneration framework's core strategy; and covers the key issues and opportunities which affect the area in terms of planning and regeneration.

Knowsley in the context of the Liverpool City Region

Knowsley is part of the Merseyside district, between the city of Liverpool to the west and St. Helens to the east. Sefton and West Lancashire districts lie to the north while Halton district lies to the south. These areas functionally form part of the wider Liverpool City Region.

Figure 1: Knowsley's Regional Context



Knowsley forms part of the Liverpool City Region's Northern Housing Market Area. It also plays a **major role as a location for employment** and recreational opportunities within the City Region. **It has good transport links**, particularly in an east-west direction to Liverpool City Centre, the Port of Liverpool, Liverpool John Lennon Airport, Manchester, and the wider national motorway and rail networks. The Borough has **very high levels of commuting to and from the surrounding area**, particularly Liverpool.

Knowsley makes significant contributions to the City Region's economic growth ambitions through key growth sectors such as **Freight and Logistics and Advanced Manufacturing**, and is in a position to contribute to and benefit from the City Region's economic initiatives and opportunities as outlined within the [City Region Growth Strategy](#) such as Atlantic Gateway including the Liverpool Super Port concept. Liverpool John Lennon Airport's expansion plans would be advantageous for future economic investment in the Borough, particularly in freight or passenger transport related services.

The 'Policy Context' section (page 6) of this chapter outlines the key elements of the current Liverpool City Region Growth Strategy most relevant to growth in Knowsley.

Knowsley Settlement Patterns and Local Context

Knowsley comprises a belt of large suburban towns, villages and open areas. Most residents live in the suburban towns of Huyton, Kirkby, Prescot, Whiston and Halewood. The majority of development in these towns date from the 1920s onwards, with much of the growth resulting

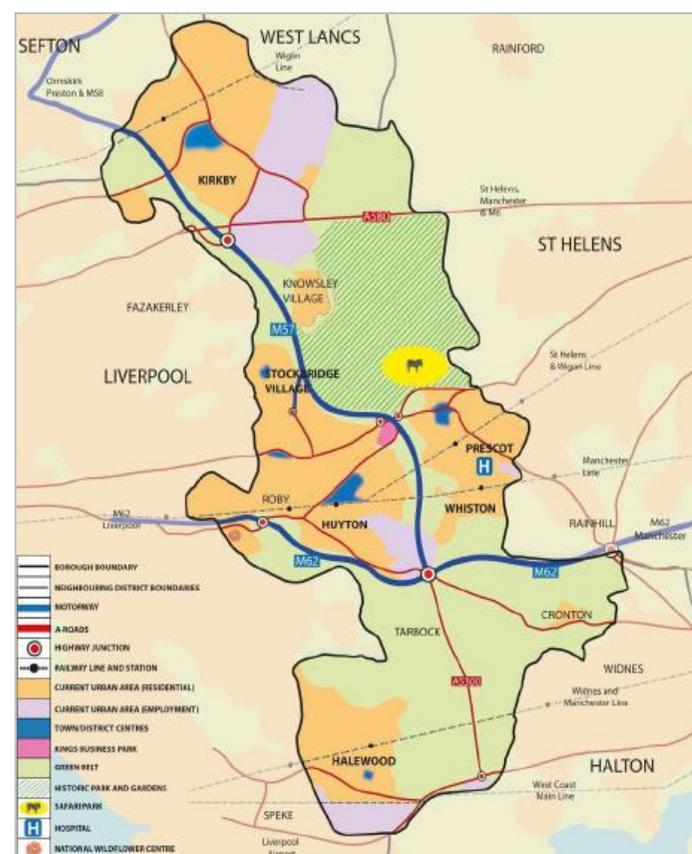
from "overspill" development from the City of Liverpool. The exceptions to this include the older historic town of Prescot and a few pockets of older development in the other towns. The suburban housing areas are served by town and/or district centres providing a range of mainly local shopping and other services.

The Borough contains a number of **large industrial and business parks** which play a crucial economic role in the City Region. These include the very large Knowsley Industrial Park and Business Park (in Kirkby), the Jaguar Land Rover car plant (in Halewood), and Kings, Huyton and Prescot Business Parks in the central belt of the Borough. Whiston Hospital is another major employer of sub-regional significance. **The employment and housing areas of the Borough are generally highly segregated.**

The countryside and urban fringe areas of the Borough are designated as Green Belt, much of which is high grade farmland, and within which the attractive villages of Knowsley, Cronton and Tarbock are located. Knowsley Safari Park (located within the historic Knowsley Hall Estate) represents a unique tourism facility, receiving over 500,000 visitors per year, while plans are now being realised for the Shakespeare North in Prescot which will significantly enhance Knowsley's cultural offer.

Knowsley's local context, including key transport links, town centres, the extent of urban areas, areas designated as Green Belt and proposed urban extensions within the current Local Plan, is illustrated in figure 2.

Figure 2: Knowsley's Local Context 2018/19



Source: Knowsley Local Plan Core Strategy

Population

Knowsley's current population is 148,560. Analysis of population data shows that population change in Knowsley has been different from England as a whole:

- Despite recent increases, there has been a long-term decline in Knowsley's population, in particular with **working age people leaving the Borough**;
- Knowsley's population is much less diverse than England, with fewer non-British born people, and **less ethnic diversity**;
- People in Knowsley have lower life expectancy, and lower healthy life expectancy than much of England.

A detailed assessment of local population demographics and trends can be found in the population chapter of this report.

Housing in Knowsley

There are an estimated 63,500 households in Knowsley as of 2018. This has increased from 61,300 households in 2011 ([ONS families and Households](#)). The average household size in Knowsley is comparatively large with **a high proportion containing dependent children and lone parent families** (see Housing section of this report for additional detail).

Although house prices are generally comparatively low within Knowsley, housing affordability is an issue as average salaries of residents are also low (see the Housing Section of this report for further detail). Since the 'credit crunch' of 2008, the **affordability issue has been exacerbated for**

those seeking to become homeowners, by the difficulty of obtaining suitable finance and mortgages.

Whilst the Borough's housing stock has improved significantly, shortages remain in some areas for some housing types, sizes and tenures, meaning **the housing market in Knowsley remain unbalanced**. Particular shortages exist for larger, executive market homes, and for smaller one- and two-bedroom units in the affordable housing sector. There is also a need to provide housing which is suitable for occupation by older people to meet the needs of the ageing population.

A full and detailed analysis of housing related issues in Knowsley can be found in the Housing section of this report.

Economy and Employment in Knowsley

Approximately 68,000 people are employed in the borough), with the total number of VAT registered businesses operating in Knowsley estimated at around 4,115 ([link](#)).

The **manufacturing sector accounts for a higher proportion of jobs** in Knowsley than it does at the national level. This reflects the borough's role in the automotive industry and its supply chain, as well as advanced manufacturing and engineering sub-sectors.

The borough has a **disparity in income levels**, with Knowsley residents having the lowest incomes on Merseyside, while those who work in the borough have the second highest. This indicates that Knowsley residents



can find it difficult to access the higher paid jobs, whilst higher income earners are generally choosing not to live in the borough.

The Council has recognised the need to broaden the borough's employment base and target growth sectors including transport and communication, distribution, finance and business services, and manufacturing, including advanced engineering and materials, automotive industry, green energy, food and drink.

There has been **significant investment in new employment opportunities** since the 1990s. Key successes have included introduction of new models and expansion at the Jaguar Land Rover car plant at Halewood, development of a high quality business park at Kings Business Park in Huyton, and high profile inward investments in Knowsley Industrial and Business Parks.

Growth since 2008 in GVA (37%), the number of businesses (30%) and jobs (14%) has been much faster compared with national and regional comparators. This is driven in part by the Manufacturing sector which provides 42.8% of Knowsley's economic output, is the third fastest growing in the UK, and sixth largest overall.

Knowsley has two main sectoral strengths in Manufacturing and Freight and Logistics, which provide a high proportion of jobs, and economic output both in the borough, and for the Liverpool City Region.

Despite successes, major challenges remain which include:

- Low business start-up rates
- Scope to improve the suitability of buildings and infrastructure in employment areas and reduce vacancy rates, particularly in Knowsley Industrial Park and
- A shortage in the long-term supply of available employment land to support economic growth

Detailed analysis of Economy and Business in Knowsley can be found in the Economy and Enterprise chapter of this report.

Transport in Knowsley

Knowsley's road network includes the M62, A580 (East Lancashire Road) and A562 (Speke Boulevard) providing **good transport links** facilitating movement of people, goods and freight between Knowsley and other areas of the Country. The M57/A5300 provides a major north to south road route through the centre of the borough.

Links by public transport to Liverpool are generally good while those in the north to south direction through Knowsley are weaker. Knowsley is crossed in a west-east direction by three railway lines, running from Liverpool Lime Street station to Manchester (via Halewood), Manchester (via Huyton) and Wigan (via Huyton and Prescot).

A fourth line from Liverpool Central to Kirkby is part of the Merseyrail electrified network. The Knowsley Rail Freight Terminal at the north end of Knowsley Industrial Park is located on a branch of the Kirkby to Wigan

line. Part of the West Coast Main Line also runs through Knowsley, near to the Jaguar Land Rover complex at Halewood.

(Detailed analysis of data and trends associated with Transport in the Borough can be found in the Transport section of this report)

Green spaces in Knowsley

Knowsley benefits from an **extensive network of open countryside and green spaces**. Many of the open and green spaces in urban areas are accessible to residents, providing opportunities for formal and informal recreation and improved health and quality of life. Certain spaces provide valuable nature conservation habitats, of which some are locally designated as Local Wildlife Sites.

The greenspaces in Knowsley's urban areas are, in many cases, multi-functional but have been categorised into different use types (for example parks and gardens, children and young people's facilities, amenity green space and allotments) in order to assess their functionality.

An audit of Knowsley's open space provision identified that, although the borough has a significant overall quantity of green space, it has an uneven distribution and therefore the quality and accessibility of green spaces vary throughout Knowsley.

(A detailed overview of Knowsley's Green Space infrastructure is provided in the Local Environment and Place chapter of this report).

Policy Context

LEP Strategic Economic Plans

The [Liverpool City Region Growth Strategy](#) seeks to achieve growth, in terms of both economic output (GVA) and jobs; to increase productivity; and to rebalance the economy. It identifies seven key growth sectors: the Superport, low carbon economy, visitor economy, advanced manufacturing, life sciences, digital and creative, and business and professional services.

The Strategic Economic Plan targets in particular closing the £8.2 billion GVA output gap, 18,500 deficit in businesses, 90,000 deficit in jobs, the gap of 46,200 working-age residents (16-64) who need to enter employment, and the £1,700 per head household income deficit. Five strategic growth priorities are identified – Liverpool City Centre; the City Region Freight & Logistics Hub; multi-modal port access; LCR2 Energy (low carbon economy); and a Capital Investment Fund.

Development of Knowsley's Strategic Regeneration Framework

Since 2014, the Council has recognised the need to prepare for a new era of competitive funding via the City Region and established a Growth Plan budget of £1.1m to develop a Strategic Regeneration Investment Plan with a view to driving forward growth in the Borough and across the Liverpool City Region.

Alongside the work to develop the investment plan, a number of core policy documents were refreshed, including the Borough's [Local Plan](#),

[Housing Strategy](#), [Economic Growth Plan](#), Knowsley Rail Strategy, emerging [Town Centre Masterplans and a catalogue of Supplementary Planning Documents](#). The strategic policy framework provides **strong policy foundations** to enable Knowsley to succeed in a new era of competitive funding across the wider Liverpool City Region and beyond.

The Investment Plan included the development of a “Pipeline” of “shovel-ready” projects to form the basis of future bids for external funding either directly from Government or via the Liverpool City Region Combined Authority. The Pipeline was subsequently developed on the basis of a strong policy framework aligned to the Borough’s growth opportunities.

The following section provides an overview of key strategic objectives across a number of the core policies:

Strategic Regeneration Framework Key Objectives

- [The Strategy for Knowsley 2016-20](#)

The current Strategy for Knowsley reiterates Knowsley’s vision to become the Borough of Choice by 2023. The regeneration framework described later in this chapter will play a role in delivering many of the Strategy for Knowsley’s priorities, but there are two specific outcomes on which Knowsley’s strategic approach to regeneration will have the biggest direct effect:

- A thriving and diverse economy.
- Attractive and sustainable neighbourhoods, towns and green spaces.

Figure 3: Alignment of Local Policy and Strategy



- The [Local Plan 2016 -2028](#)

This Plan sets out the vision, objectives and policies which will guide development within Knowsley up to 2028.

Key objectives include:

- Sustainable Economic and Employment Growth
- A Well-Balanced Housing Market
- Distinctive, Viable and Sustainable Town Centres
- A focus on Sustainable Transport, and
- Support and Strengthen Knowsley’s Green Infrastructure

The plan aims to secure an additional 8100 homes and 450 hectares of employment land by 2028.

- The [Housing Strategy 2016-21](#)

Knowsley's refreshed Housing Strategy's vision is 'by 2021 to have a housing offer that meets the needs of existing residents and attracts economically active people to the Borough'. The strategy seeks to deliver this through:

- Increasing the number of homes
 - Improving the quality of homes
 - Improve access to housing
- The [Economic Growth Plan 2016-21](#)

The Plan articulates the vision of the Knowsley Place Board to make Knowsley 'a place where people choose to invest, work and do business to achieve long term prosperity' and provides an overview of the many assets and opportunities businesses are able to capitalise on.

The Strategic Regeneration Framework also includes a number of important supporting plans and documents including:

- Town Centre Masterplans for Kirkby, Prescot and Huyton
- A recently updated Knowsley Rail Strategy, and
- A catalogue of [Supplementary Planning Documents \(SPDs\) and Masterplans](#) for major development sites.

Most recently the [Corporate Plan 2017-2020](#) pledged to accelerate business growth, new jobs and new housing. Figure 2.1 on the previous page shows how the relevant policy and strategy align to form the overarching Strategic Regeneration Framework.

Single Investment Fund

The Single Investment Fund (SIF) represents one of the biggest opportunities to draw on funding to unlock delivery of major schemes. The SIF was established by the Liverpool City Region Combined Authority to unlock the economic potential of the City Region. It comprises the Devolution Deal Investment Fund allocation of £30 million per annum and other local and national funding sources. The level of SIF funding available for the first three years is expected to be approximately £150 million, at a minimum.

The SIF will fund activities that deliver economic growth, as measured by Gross Value Added (GVA) and jobs, and that contribute to the delivery of the [Liverpool City Region Growth Strategy 'Building Our Future'](#).

Knowsley managed to secure over £26m worth of investment from SIF round one to support delivery of the Shakespeare North Playhouse (£6.5m), Shakespeare Rail Interchange (£8.16m) and Halsnead Garden Village (£12.14m), and has further bids in the pipeline for 2019/20.

Development and delivery of Knowsley's Strategic Investment Pipeline

Recognising the need to prepare and meet the opportunity presented by a new competitive funding environment, Knowsley developed a pipeline of 'shovel ready' infrastructure projects to ensure that the borough would be well placed to access and capitalise on funding opportunities as they arose over the coming years in order to realise the Borough's future growth aspirations, as set out in the refreshed Strategic Framework.

Knowsley was the first local authority in the Liverpool City Region to identify a need to undertake this work, and the approach has subsequently been mirrored across the City Region. The other local authorities in the City Region and Merseytravel have now undertaken an identical process, utilising the same methodology and assessment techniques. Each authority now has a prioritised list of schemes which can be taken forward at a local level, coupled with a list of schemes at a scale to have significance at a City Region level. The latter list is assessed and prioritised by the Liverpool City Region Combined Authority as part of the Single Investment Fund assessment process.

The pipeline consists of transport schemes, housing development sites, potential employment land sites, and regeneration of commercial spaces, taking into account a detailed examination of the local evidence base and appraisal for how the pipeline can best reflect and achieve Knowsley's established growth potential.

The pipeline of schemes ensures that Knowsley is well placed to access and capitalise on funding opportunities such as the Single Investment Fund (SIF), as they arise over the next ten years. This will help to establish the infrastructure that will be necessary to increase Knowsley's local and City Region connectivity with housing markets, employment, cultural and leisure sites.

The pipelines are reflective of the three strategic investment corridors that run across Knowsley, and take full account of interdependencies with wider strategic investment sites and areas, such as Superport, Liverpool Waters, Liverpool John Lennon Airport, Mersey Multi-Modal Gateway (3MG), and Omega.

Housing Investment Pipeline

Knowsley has ambitious plans to rebalance the local housing market by enabling the building of 8,100 additional homes by 2028. The focus is not just on building new homes, but creating high quality properties and places to meet new demands, and attract economically active people and families into the area. This will require a rebalanced local housing market that includes the delivery of more large executive homes, apartments and smaller properties to ensure that the local housing market meets the needs of existing residents and businesses, as well as those moving into the area

The Housing Pipeline was developed from underpinning data in the [Strategic Housing Land Availability Assessment \(SHLAA\)](#), which set out land across the Borough available for housing development in support of the Local Plan process. An assessment model was developed to classify



levels of intervention required to bring forward house building on these sites. Those sites requiring the highest level of intervention (e.g. no planning permission, no active construction and likely to need detailed site assessments and public financial sector support) included 9 major residential development sites adopted within the Local Plan Core Strategy. Due to the scale of these sites they will have a major impact on both the future of Knowsley and the Liverpool City Region. In total, 86 sites were assessed in detail, 10 of which were considered to be of a scale significant to the City Region. The remaining 76 have formed Knowsley's Local Housing Pipeline.

Economic investment pipeline

Knowsley's Economic Growth Plan sets out a target for 2,500 new jobs to be created in the borough by 2021. Achieving this target requires significant investment and development of new employment sites, alongside redevelopment or refurbishment of existing employment sites and premises. This will allow new businesses to move in, existing businesses to expand and for entrepreneurs to start-up.

A key priority is to enhance the quality, effectiveness and accessibility of existing employment areas, particularly within the borough's main business park sites, with a significant focus on Knowsley Business Park in the north of the borough.

Many previous major investments in Knowsley have been achieved by the Council "pump-priming" development sites and directly accessing regeneration funding. For example, securing investments from QVC and Matalan were made possible by Knowsley utilising public funding to

acquire sites, provide infrastructure, and then market the opportunity to end users. The combination of proactive development on the part of the Council and the provision of responsive and tailored public funding packages continue to be essential.

The economic investment pipeline prioritises sites across the borough that will play a crucial role in delivering the employment land needs set out by the Local Plan, and in maintaining a good choice of sites for developers (by site size, location, and type) that are available and deliverable for employment use.

There is an identified and specific need for speculative commercial floorspace across the City Region suitable for SMEs, and which specifically support new and growth businesses focussed on the City Region growth sectors. Local schemes identified in Knowsley's initial economic investment pipeline were assessed for their potential to meet the criteria, and the projects in the pipeline all sought to address this shortage.

The Economic Pipeline was developed with regard to deliverability and impact of projects. Assessment included consideration of need for public sector intervention and timescales for delivery. In relation to impact, the projects have been categorised as having either a City Region or local impact with the determining factor being the proposed scale of the development concerned. By way of example, a large distribution or manufacturing project would be classed as having a potential City Region impact, whilst a scheme aimed at small businesses of a modest scale would be classed as being of local impact.



The Economic Pipeline comprises 23 projects of which 3 were not considered to require additional public sector intervention. Of the remaining 20, 6 were considered to be of City Region significance given that they seek to address the lack of business start-up accommodation which is common across the City Region. The following table 2.2 provides a summary of the current Economic Investment pipeline:

Transport investment pipeline

Knowsley has a relatively comprehensive and accessible road network which includes the M62, M57, A580 (East Lancashire Road), and A562 (Speke Boulevard), providing good transport links facilitating movement of people, goods and freight between Knowsley and other areas. Links by public transport to Liverpool are good, while those in the north to south direction through Knowsley are generally weaker.

Knowsley has an ambitious plan to develop local transport infrastructure that is consistent with the vision set out in the [Merseyside Local Transport Plan](#) for:

“A city region committed to a low carbon future, which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice”.

In addition, Knowsley’s Long Term Rail Strategy presents the vision for the future rail network that meets future passenger needs, and consists of strategic rail enhancement packages which will improve rail connectivity in Knowsley.

The transport investment pipeline identifies a selection of transport schemes at a range of costs which address current and future transport infrastructure issues in the borough and provides a clear direction for transport investment. The pipeline builds on major schemes that have recently been successfully delivered in Knowsley, including £4m investment in the A5300 Access to Opportunity and Employment scheme, and a £5.6m worth package of measures that comprise Knowsley Business Park Access and Connectivity Improvements.

Securing Investment Case Study – Development of Invest Knowsley

In recent years, the Council has made significant enhancements to its efforts to provide bespoke services to support business growth whilst accelerating investment in the borough including the establishment of the Major Development Team and integration of the Knowsley Chamber of Commerce and Council Business Support Team to create the Knowsley Growth Hub.

The Council has also successfully progressed work with the private sector to build and enhance the profile of Knowsley ‘The Place’ which has established a strong brand and messaging to the private sector market place, namely [‘Discover Knowsley’](#).



Figure 4: Invest Knowsley at Huyton Library

Feedback from investors, developers and businesses has endorsed Knowsley's proactive commercial approach and 'can-do' attitude, which has helped to achieve significant growth for the borough.

The latest stage in ensuring the Council performs its role as facilitator and enabler of investment as efficiently and effectively as possible is the creation of 'Invest Knowsley' a 'single front door' solution for all investment, development and business support enquiries.

Co-located within Huyton Library, Invest Knowsley brings together the Knowsley Chamber of Commerce, Knowsley Growth Hub and Major Development Team to provide joined up services, advice and signposting

to further encourage and enable investment and accelerate growth across the Borough.

Invest Knowsley has taken opportunities to raise and reinforce the concept through participation at key developer and business community events including MIPIM UK London, EGEN 18 Liverpool and MIPIM 2019 Cannes.

Development of Knowsley's Strategic Investment Corridors

Achieving growth in Knowsley is ultimately linked to the performance and competitiveness of the Liverpool City Region as a whole. The Liverpool City Region economy is forecast to continue on a trajectory of growth over the next 25 years. Research conducted by Oxford Economics has forecast that the City Region's current approach could see a doubling on the size of the economy to £50billion by 2040. This would see the creation of 100,000 jobs, a net increase of 20,000 businesses, and an additional 50,000 people coming to live in the City Region.

Putting in place the right economic infrastructure to enable business and job growth within Knowsley's key growth sectors is essential, and the strategic investment pipelines have been developed to ensure that efforts to support developments are reflective of the links to wider strategic investment sites and areas. This means there is a clear emphasis on growth opportunities in Knowsley, reflected by how local opportunities interact within the wider market areas that cross Knowsley's boundaries



The borough of Knowsley is naturally aligned to three distinct east-west transport arteries that reflect the natural flow of commuters and movements of freight and goods across the borough. Three distinct Strategic Investment Corridors have been identified (north, central and south) which reflect these major transport arteries, and align with the infrastructural strengths that are common within each.

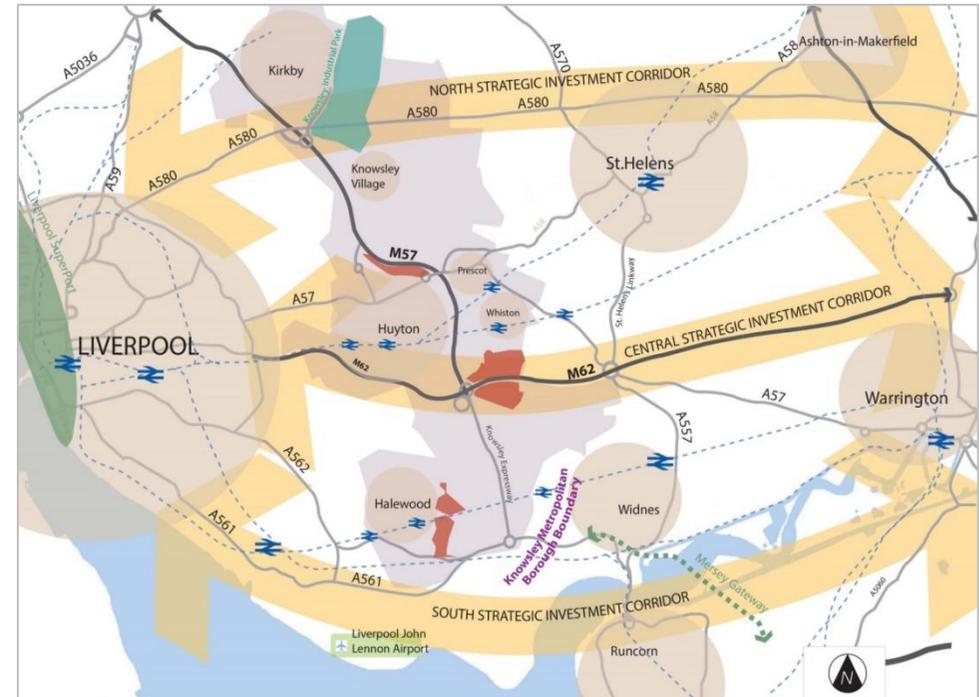
Each corridor is reflective of the distinct locations of Knowsley's urban centres, and the key road and rail infrastructure that runs across each corridor connecting, the main town centres, villages and suburban settlements. This covers the A580 in the north investment corridor, the M62 and A58 in the central investment corridor, and A562 in the south investment corridor. There are also three distinct rail routes that cross Knowsley, aligned to each corridor and served by six rail stations within the main townships of Huyton, Roby, Kirkby, Prescot, Whiston and Halewood.

A fourth line, from Liverpool Central to Kirkby, is part of the Merseyrail electrified network. The Knowsley Rail Freight Terminal at the north end of Knowsley Business Park is located on a branch of the Kirkby to Wigan line. Part of the West Coast Main Line also runs through Knowsley, near to the Jaguar Land Rover complex at Halewood.

These key transport routes serve to connect residential, commercial and employment centres within each corridor, and also to other major areas of retail and cultural significance, such as Liverpool and Manchester. They also provide vital access for people to access the main employment sites within Knowsley, and particularly those following the east-west

commuter routes through each corridor from residential locations within, and outside.

Figure 5: Overview of Knowsley's Strategic Investment Corridors



From a business perspective, connectivity is of major importance to Knowsley's economy, and specifically the key growth sectors of Advanced Manufacturing and Logistics. Movement of people and goods to and from employment locations, ports, roads and other strategic locations is vital for these sectors to thrive and grow, and attract inward investment.

The corridors are at the core of our integrated approach to urban regeneration and economic development and emphasise the links to wider strategic investment sites and areas including Port of Liverpool, Liverpool Waters, Liverpool Airport, Mersey Multi-Modal Gateway (3MG), and Omega.

The corridors have clear links to other local authority areas and assets, and have been identified to prioritise development sites for the three strategic investment pipelines for transport, housing and economic development referred to earlier in the chapter. This approach places Knowsley on a strategic footing to develop the infrastructure necessary to take advantage of the opportunities that arise in connection with wider economic developments, and bring about meaningful regeneration of towns, employment sites and residential locations.

Strengths and opportunities in each corridor are strongly connected to the business sectoral clusters that have emerged in each corridor based on the distinct qualities and assets that exist in the corridor, both in Knowsley and in the surrounding areas. This means that each corridor has developed very distinct, but not exclusive qualities from which investment priorities are being shaped to ensure the maximum benefit are accrued from regeneration.

The North Investment Corridor is strategically linked with the Liverpool Superport development, and has excellent transport links to the surrounding areas. It is home to Knowsley Business Park, which is the second largest of its kind in the North West, and strong sectoral clusters in manufacturing and logistics operations.

The Central Investment Corridor is strategically connected to Liverpool City Centre and the proposed Liverpool Waters development and has good rail and road links to Liverpool Lime Street and the north. The corridor is divided into two distinct major residential settlements located on either side of the M57 motorway, comprising Huyton and Stockbridge Village in the west, and Prescot and Whiston in the east. For this reason, the corridor is considered on a separate East/West context in this chapter.

The corridor has emerged as Knowsley's cultural centre, and houses one of the Liverpool City Region's most visited tourist attractions in Knowsley Safari Park. The development of Shakespeare North in Prescot, and the retail and night time economy opportunities in Huyton village and Prescot town Centre supplement the visitor economy sectoral strength of the central corridor. Major development opportunities for employment and housing around the M62/M57 intersection means that the central corridor is also a major housing and employment growth point for the borough.

The South Investment Corridor is strategically linked to Liverpool John Lennon Airport, Liverpool Business Park, the Mersey Multi Modal Gateway, and the Liverpool-Manchester rail line. It has a well-established strength within the automotive sector, led by the presence of Jaguar Land Rover and the associated automotive supply chain. It is therefore the location for Knowsley's main cluster of businesses in Advanced Manufacturing operations. There is however further scope for significant development of housing, extending eastwards out of Halewood.

Targeted public and private sector investment in these areas will ensure that:

- Knowsley is well connected to the City Region and is able to take full advantage of the economic opportunities provided by the Port of Liverpool, the Mersey Multi Modal Gateway (3MG), Atlantic Gateway, Liverpool John Lennon Airport, and strong links to Warrington and Manchester;
- Knowsley has the ability for trade and export-led growth and will be attractive as an inward investment location; Knowsley is able to maximise its economic growth potential by being a centre for low carbon, logistics and advanced manufacturing businesses;
- Knowsley is a competitive place to live, given its investment in major infrastructure, improved housing offer, and strong community spirit and town centre regeneration; and,
- Knowsley has competitive people, given the planned re-engagement with the labour market, through up-skilling the work force and flexibilities in delivering support to Knowsley's local economy.

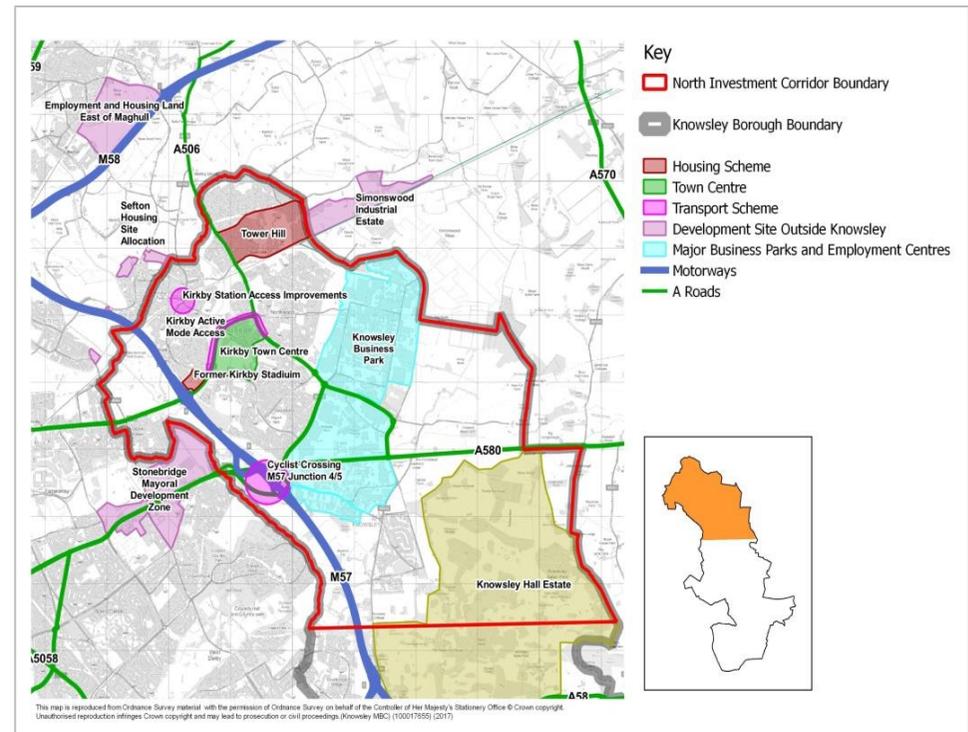
North Investment Corridor

The North Investment Corridor occupies the northern belt of the borough of Knowsley, and is centred on the intersection of the M57 motorway and

the A580 (East Lancashire) road. The corridor comprises a mix of suburban residential settlements, industrial areas, and countryside and urban fringe designated as Green Belt. This includes the northern part of the private Knowsley Hall estate.

The North Investment Corridor will define its role by capitalising on its unique identity as a key employment and retail centre, with the key priorities for growth in the area acting as catalysts for transformation, strengthening the links between Knowsley Business Park and the Liverpool City Region.

Figure 6: North Investment Corridor Overview



The North Investment Corridor has the potential to deliver over 2 million sq. ft. of new floor space for employment in the next five years, with Knowsley Business Park the key asset, and will be a key focus for development of new manufacturing and logistics sites for Knowsley.

Three areas are designated as principal regeneration areas in Knowsley's Local Plan Core Strategy, Kirkby Town Centre, Tower Hill and Knowsley Business Park. Regeneration within the north investment corridor will be primarily focussed on these areas to address weaknesses and deliver opportunities identified for housing, transport and highways, town centres and employment growth.

The strong presence of the motorway and strategic road network presents excellent road access in and out of the corridor with key transport links into Liverpool, Sefton, St Helens and West Lancashire. This also means the corridor has strong transport links to wider locations of economic significance such as the Port of Liverpool and the City Region's Superport.

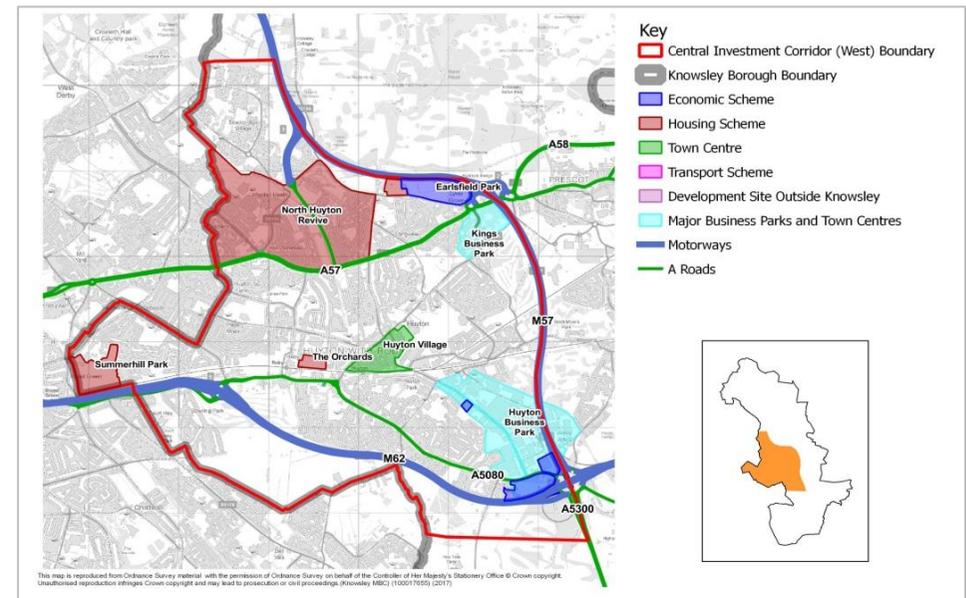
Central Investment Corridor (West)

The Central Investment Corridor (West) occupies the western portion of the strategic belt running through the middle of the borough and is focussed on the east-west running M62 and A57/58 (Liverpool Road) and with the M57 representing the eastern boundary of the corridor.

The corridor comprises the residential areas of Huyton, Roby and Stockbridge Village, which collectively form the largest of the of borough's urban areas with a population of approximately 56,800.

The Central Investment Corridor (West) will define its role by building on strong civic assets and retail development potential in Huyton Village which will play a key role to jointly stimulate major opportunities for growth in housing and employment in the area.

Figure 7: Central Investment Corridor West Overview



North Huyton and Stockbridge Village are designated as principal regeneration areas in Knowsley's Local Plan Core Strategy. Major housing renewal in North Huyton and Stockbridge Village will be prioritised with further opportunities for large scale housing at the Knowsley Lane Sustainable Urban Extension site.

The priority for employment development is to strengthen the existing successful employment locations at Huyton and Kings Business Parks, alongside delivery of a major successor business park at Knowsley Lane.

Central Investment Corridor (East)

The Central Investment Corridor (East) aims to secure competitive retail, leisure and cultural assets of a City Region scale to stimulate growth in commercial employment opportunities, and increased demand for a range of new housing from economically active residents.

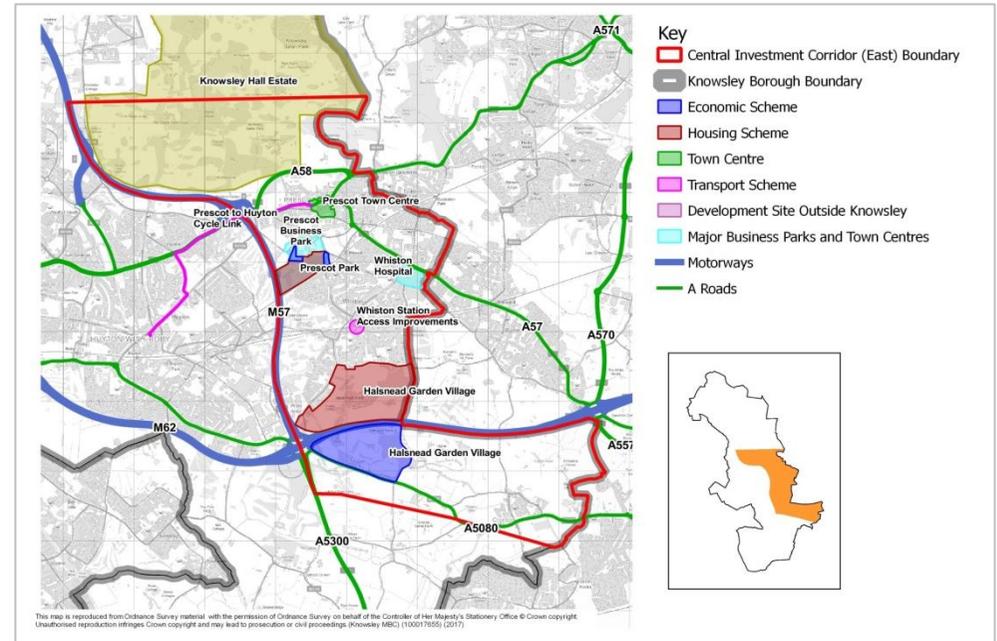
Two areas are designated as principal regeneration areas in Knowsley's Local Plan Core Strategy: Prescott Town Centre, and South Prescott. Regeneration in these areas is focussed on building on cultural and heritage assets to improve the mix of shopping recreation, employment, community and leisure facilities, complemented by an enhanced employment and housing offer in South Prescott.

There is also a key focus on developing a new employment and housing growth point of City Region significance at the new Halsnead Garden Village development south of Whiston and south of the M62. The Central Investment Corridor (East) occupies the eastern portion of the central area of the borough to the east of the M57, bordered by the A58 to the north and the M62 to the south.

The corridor is made up of the towns of Prescott and Whiston which have a collective population of around 28,800 (including the small villages of Knowsley Village and Cronton). The corridor possesses good connections to the strategic road network and two rail stations, providing direct links

to key retail and employment centres in Liverpool, Warrington and Manchester.

Figure 8: Central Investment Corridor East Overview



South Investment Corridor

The South Investment Corridor occupies the southern belt of the borough and is centred on the A562 and A5300 roads. The corridor comprises a concentration of residential settlement and industrial area, with a large swathe of countryside to the northern and eastern ends of the corridor.

The corridor has excellent transport connections, and is strategically linked with south Liverpool, Cheshire and North Wales with good transport links by air, rail and car, significantly improved by the recent completion of the Mersey Gateway project to provide a second Mersey River crossing.

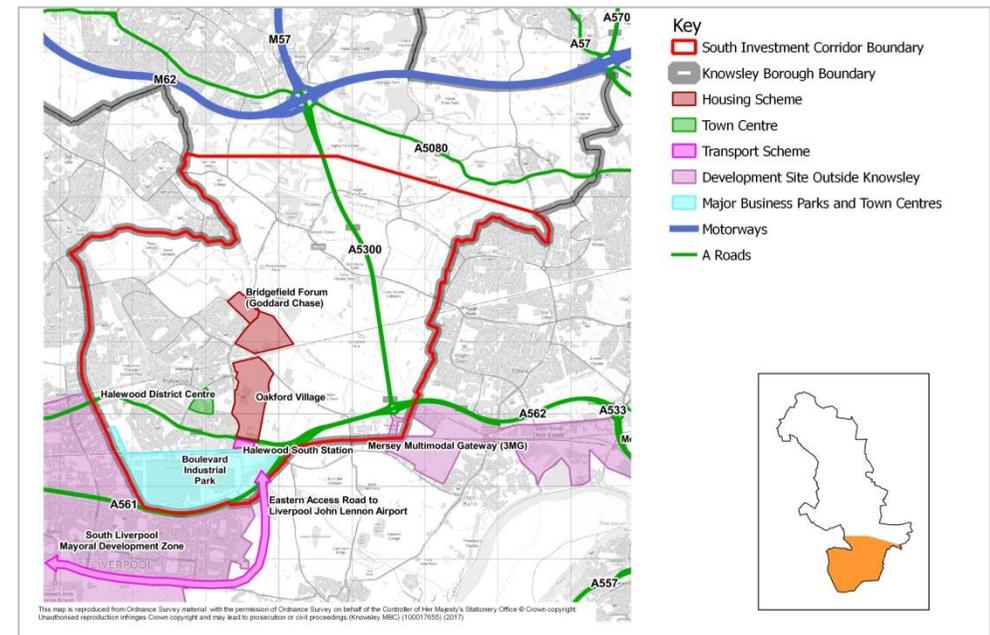
The South Investment Corridor will benefit from the commuter belt opportunities, closely linked to the strong south Liverpool housing market and access to attractions and amenities in Liverpool. Major housing development east of Halewood offers opportunities for expansion of the area.

This will be consolidated through strong access to employment in the wider Speke-Halewood area, and connections with existing areas of economic growth across the City Region, including: Liverpool City Centre, the South Liverpool Mayoral Development Zone, Daresbury Enterprise Zone South, and the growing Mersey Multimodal Gateway (3MG). Halewood is the main residential area within the southern corridor and consists of a largely residential belt expanding outwards from south Liverpool.

With a population of 20,300, Halewood is the smallest of the borough's township areas. Halewood is situated in the immediate south of Knowsley alongside the boundary with Liverpool. It has a mainly suburban character and is contiguous with the suburbs of South Liverpool to the west. To the north and east are areas of countryside which include the attractive rural village of Tarbock and substantial amounts of rural land.

A new high quality housing offer in Halewood will be delivered through development of 1,100 new units at the **land East of Halewood**. This will be supported by private sector delivery of a supplementary site at **Bridgefield forum (Goddard Chase)** and smaller scale delivery at a range of smaller sites released by Knowsley Council under its Housing Land Disposal Programme.

Figure 9: South Investment Corridor Overview



Levels of deprivation, employment and health are generally good across the South Investment Corridor compared with the rest of the borough. It also has the highest average house prices in the borough, though there are some pockets of very high deprivation.

Town Centres

Knowsley is distinct in having three town centres of similar size across the Borough; Huyton, Kirkby and Prescot. This creates the opportunity for each centre to develop a distinct role both within its immediate area, the surrounding district and the wider Liverpool City Region. Ensuring that each centre complements the others is key to ensuring the future sustainability of all centres.

The following section sets out the overarching vision for each of the town centres as detailed within core strategy documents such as the [Huyton](#) and [Prescot](#) Masterplan supplementary planning documents and the [development scheme devised by St Modwen](#), the Council's development partner in Kirkby town centre.

Huyton Town Centre

The regeneration of Huyton Village will focus on strengthening the Borough's civic centre which incorporates a large number of employers operating in the locality, along with a large employment site on its periphery. With its excellent public transport links including rail, bus and road, Huyton Village has the ability to attract many people from the wider City Region area. To ensure Huyton Village continues to cater for the needs of residents and visitors frequenting the village, it will evolve in line with recent shopping habits and trends. Its excellent connectivity and employment development sites will allow it to strengthen its role as the civic centre for the borough.

Progress to date:

Having adopted a Masterplan in June 2017 that aims to enhance the town's role as a civic centre and attract investment in the retail and leisure sectors, the town is on the brink of transition. Since the adoption of the Masterplan, the Council has been proactive in securing rights and influence on key gateways sites and has acquired a number of properties and land within the town centre. Work is now in progress which aims to turn this interest into development on the ground with the intention of ensuring high quality development in accordance with the masterplan aspirations.

The business case for the redevelopment of the Huyton Campus site and the surrounding areas is currently in development; this will be available in the summer 2019. The infrastructure projects identified include investment in:

- physical infrastructure to improve public and other transport access traffic flow, circulation and relieve congestion;
- physical infrastructure to support new housing and workspace development, and the regeneration of the high street; and
- land assembly to support the densification of residential and workspace around high streets in place of under-used retail units

Prescot Town Centre

The regeneration of Prescot Town Centre will build on the existing heritage, culture and leisure offer of Knowsley, offering residents and visitors indoor and external spaces to shop, learn, relax and unwind. It will also provide opportunities to learn about the heritage and history of Prescot and the surrounding area. With a number of prime residential and employment sites on the periphery of the town centre, the potential for Prescot to develop as the heritage, cultural and leisure centre will become stronger as these sites are developed.

Progress to date:

Prescot's unique and rich heritage is transforming the town centre into a thriving attractive destination with new cultural and leisure facilities, an independent retail offer and a successful evening economy that has attracted investment from new restaurants opening such as Pinion, Kingsmen Street Food, Down in Albion and Urbano Chiringito Tapas.

To date over £24m has been secured in external funding for investment in Prescot including over £12m being recently awarded through the SIF Round I for Shakespeare North Theatre and the Prescot Connect scheme. Any future funding secured will be used to add value and increase the activity in the town centre through the animation of spaces and places and develop a new visitor strategy that will build on the momentum being generated through the current developments.

Kirkby Town Centre

The regeneration of Kirkby Town Centre will focus its retail offer delivering a wide range of independent and national stores complemented by its successful permanent market. The provision of high quality public open space within the town centre will also offer residents and visitors a unique shopping destination. As changing retail trends such as an increase in on-line shopping place pressure on local centres, Kirkby will evolve and strengthen its role as the retail centre within the Borough. A number of residential, mixed use and employment sites within and around the town will play a vital role in allowing Kirkby to strengthen its role across the Borough.

Progress to date:

Kirkby has been identified as the Borough's retail centre and a developer partner (St Modwen) has been secured to deliver the major retail element of the town centre redevelopment. Planning approval was secured in November 2017 and the development is to be anchored by a Morrison's supermarket. The scheme will further enhance previous investment public realm improvements delivered in the town centre to date such as the Kirby Centre, Market, St Chad's health Centre and the new bus station. St Modwen has also been appointed as a development partner to deliver a cinema and 4 restaurants on the former library site. The Council has also led on a wider programme including a number of completed / planned demolitions of obsolete buildings to improve the overall appearance of the town centre and provide sites for further investment.

Current data on Town Centre Vitality

There is limited data available to evidence town centre vitality. The Council has only recently begun monitoring trends in areas such as footfall and voids after a gap of many years, and data is not yet established to the extent that robust trends can be identified.

A limited data set shows evidence of the positive effect of regeneration activity in stabilising Prescott town centre between 2011 and 2018. Over this period the number of businesses increased (by 1), which is in sharp contrast to current national trends in high street vitality.

Table 1: Independent business in Prescott TC 2011-2018

Category	2011			2018		
	total shops	Indpt. Shops	% Indpt.	Indpt. Shops	Indpt. Shops	% Indpt.
Convenience Retail	20	15	75%	21	17	81%
Comparison Retail	25	16	64%	19	14	74%
Service Retail	21	17	81%	32	28	88%
Leisure	15	10	67%	16	11	69%
Financial / Business	22	8	36%	16	8	50%
Total	103	66	64%	104	78	75%

Source: Knowsley Council town centres service records

A further key point to note is the increase in the overall proportion of independent businesses rose from 64% in 2011 to 74% in 2018, again significantly better than the national average.

Local Plan monitoring of retail permissions granted across Knowsley shows a significant increase in 2018, which will be underpinned by the permission for the major retail and leisure regeneration scheme in Kirkby town centre.

Table 2: Town Centre retail planning permission 2011 - 2018

	2018	Last five years	Plan period	Previous years			
		2014–2018	2011–2018	2014	2015	2016	2017
Town centre	14,298	17,192	70,129	2,453	337	157	-53
District Centre		1,824	6,630	1,824			
Major LC		290	365		-14	319	-15
Medium LC		-92	-92			-43	-49
Minor Parade							
Out of Centre		4,775	5,870	1,437		2,971	367
Retail Park		-279	1,129		-279		
Total	14,298	23,710	84,031	5,714	44	3,404	250

Source: Knowsley Local Plan Monitoring Report 2019

Knowsley's Public Health and Planning functions have worked closely over the years to include health considerations in policies

[‘Spatial planning for health: An evidence resource for planning and designing healthier places’](#) illustrates the links between planning design principles and the health impacts on key health challenges such as obesity, mental health, physical inactivity, the needs of an ageing population and how to promote healthy, sustainable communities.

Recent joint working between Planning and Public Health has seen the inclusion of policy guidance to restrict the concentration of both fast food/take away outlets and Gambling establishments in Knowsley. Knowsley Town Centre Uses Supplementary Planning document (June 2016) includes guidance for applications seeking planning permission for hot food take away use within Knowsley centres. The Council recognises the need to ‘go further’ with this approach as stated in the council’s Healthy Weight Declaration and Healthy Weight Plan (2018-21), and will give consideration to embedding health considerations into the Local Plan Core Strategy upon the next refresh currently due for 2021.

Ensuring Inclusive Growth as part of Knowsley’s approach to strategic Regeneration

Insight gathered as part of the 2030 evidence gathering process suggests that whilst recent regeneration in Knowsley is broadly welcomed, there is a perception amongst some residents and stakeholders that the benefits are not always being felt in local communities, and that some areas of the Borough were being ‘left behind’ as the pace of delivery often differs

between areas and townships due to the varying opportunities and challenges each area presents. The development in Kirkby in particular was noted during insight gathering, with a general feeling that regeneration of the town centre has been left behind other areas. :

“People do perceive that other areas are “getting all the money”; frustrations at being left behind”

“Kirkby quite isolated in terms of shops and local facilities – transport, regeneration”

“The demolition of Kirkby is terrible without having anything in place to replace this / no further building work”

It is apparent from this insight that the Council and its Partners have work to do to effectively communicate the benefits of the extensive programme of regeneration in the Borough, and to ensure that all parts of the Borough are seen to be benefitting equally from the benefits of local development.

In practice, Knowsley has recognised the importance of generation social value and ensuring economic development benefits the local population through ensuring sustainable employment opportunities via major development programmes and ensuring the Council’s operates progressive procurement practices that actively support local supply chains.



A key recent policy development within the Local Plan policy framework is the introduction of the **Social Value Supplementary Planning Document** (“Social Value SPD”), which is driven by the Council’s aspiration to see additional benefits incorporated into its housing and other development opportunities. Social value is defined within the SPD as the additional economic, social and environmental benefits that can be created as part of a development. By seeking to capture social value from major developments, whilst such schemes are at the planning stage, the Council can achieve significant added value benefits for the people of Knowsley, particularly in the area of employment and skills.

The Council has also sought to capitalise on the opportunities brought about by the 2013 Social Value Act by producing a Social Value Statement and Framework, and by the development of social value criteria within the Council’s Procurement Framework. The council has strengthened its approach towards social value in procurement in the following ways:

- It is now a requirement contained in Contract procurement Regulations (CPRs) for consideration in ALL contracting (not just within the EU requirements, but including services under the financial threshold as well as goods and works).
- CPRs also require low value (less than £5k) and intermediate value (£5k to the EU threshold) to firstly consider approaching local suppliers, hence retaining the pound (£) locally.

Consultation has taken place with the Chamber of Commerce and some local businesses and the voluntary sector to inform the deployment of

the new framework, which is now more simple and comprehensible than the previous model.

The proportion of procurement contracts containing a social value element has subsequently increased in Knowsley from 19% in 2013 to 61% in 2018. Of 152 contracts awarded since January 2017, 87 have been used local suppliers (57%). This spend has a total contract value of £38m and a total economic value of £61m. In total 177 contracts have been won by local suppliers since 2013, valued at £108m with a total economic value of £174m.

The development of an emerging ‘Inclusive Growth Statement’ begins to define the Council’s expectations for developers and investors who work with Invest Knowsley and articulates to residents and stakeholders how the Council and Invest Knowsley are ensuring the wider benefits of economic development are being shared across our local communities.

Evaluation of future Liverpool City Region SIF bids will likely place significant emphasis on generating social value and promoting an inclusive approach to economic development. Therefore, in addition to demonstrating the wide ranging approaches to inclusive growth currently in place in Knowsley, the Inclusive Growth Statement will be critical element of future bids to the Liverpool City Region SIF programme.

Housing

Overview and key messages

There are around 63,500 households in Knowsley as of 2018, with projections predicting continuous growth in the borough up to 68,500 households by 2041. Overall, the housing stock in the borough is generally good, with fewer hazards than the English average. However, in comparison to social rented housing stock, privately owned housing stock performs poorly.

In comparison to national averages, Knowsley's housing market is unbalanced as it is skewed towards three bedroom dwellings, with a smaller proportion of larger (four bed or more) and smaller (two bed or less) than elsewhere. Alongside this, semi-detached and terraced homes make up three quarters of the housing in Knowsley, with a smaller proportion of detached houses and apartments than the North West average.

Knowsley has experienced a steady increase in overall average house price in recent years. Despite this, house prices remain comparatively low, although for one third of residents in the Borough, purchasing a house is still unattainable. Housing affordability is an issue for many residents as average salaries of residents are also low.

It is therefore important that future housing developments incorporate affordable housing, alongside also "balancing" the housing market by building a greater proportion of four plus bedroom detached houses, as well as more apartments and smaller homes to meet the needs of households seeking to downsize.

Similar to national population trends, Knowsley has an ageing population. The number of people aged 65 and over in Knowsley is expected to increase by a third between now and 2030. This cohort of the population has significant implications for housing, as older people are more likely to have particular accommodation needs and demands, to accommodate specific physical or mental health requirements. This also provides the opportunity to incorporate assistive technology solutions into the design of future housing developments.

Other key messages from the evidence base about housing in Knowsley are:

- Knowsley has 15% more properties in Council Tax Band A compared to the North West average.
- Owner-occupiers make up 62% of the housing market.
- The 'new build premium' in Knowsley has increased markedly in the last four years from 38% in 2014 to the current rate of 50%.
- The market rent value for a 2 bed private sector property is 30% higher than for the equivalent housing association property.
- Changes to the benefit system has led to a sharp rise in families presenting as homeless.
- Knowsley currently has 2854 empty homes. The majority of these are privately owned, particularly those that have been empty for 2 years and over.



Housing profile

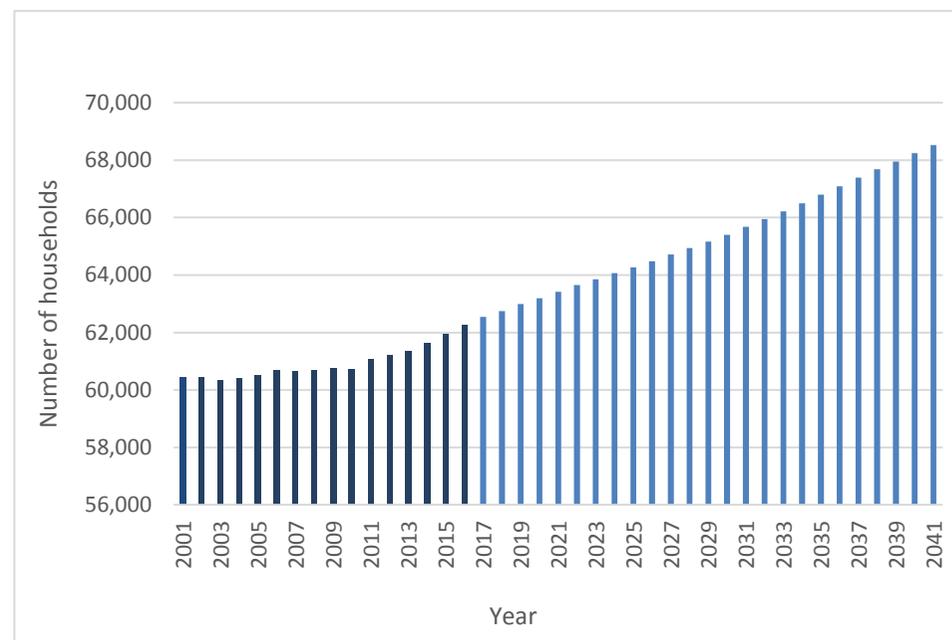
This section describes the current housing stock and profile in Knowsley.

Knowsley has 63,500 households, with household growth predicted to continue.

Most of Knowsley residents live in the suburban settlements of Huyton, Kirkby, Prescot, Whiston and Halewood. These suburban centres are complemented by the rural villages of Knowsley village, Cronton and Tarbock.

Projections predict continuous household growth in the Borough up to 68,500 households by 2041. Much of this growth is expected to be caused by an increase in overall population, whilst some of the growth is due to changes in household structure – such as a rise in households headed by persons aged 65 and over who require smaller household sizes.

Figure 10: Household growth projections



Source: ONS Household projections, mid-2016 to mid-2041.

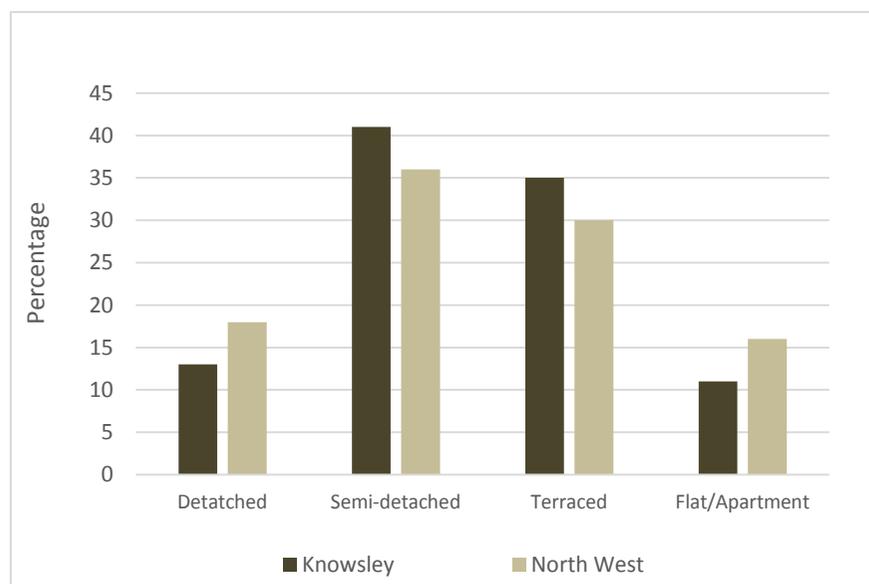
Knowsley is meeting its housing targets

According to the 2018 stock survey (based on 2017 data) by the Building Research Establishment, there are 67,000 houses in the Borough. Knowsley's Local Plan Core Strategy was adopted in 2016, setting housing growth targets up to 2028. Our annual housing target of 450 new homes is in excess of the baseline annual housing projections; this is to rectify past under delivery, and supports the Borough's growth aspirations.

Housing types: over representation of semi-detached and terraced homes

The most common type of house in the borough is semi-detached, which make up 41% of all housing. This is followed by terraced, then detached properties, which make up 36% and 13% respectively. In comparison to the North West average, Knowsley has a smaller proportion of apartments.

Figure 11: Housing types

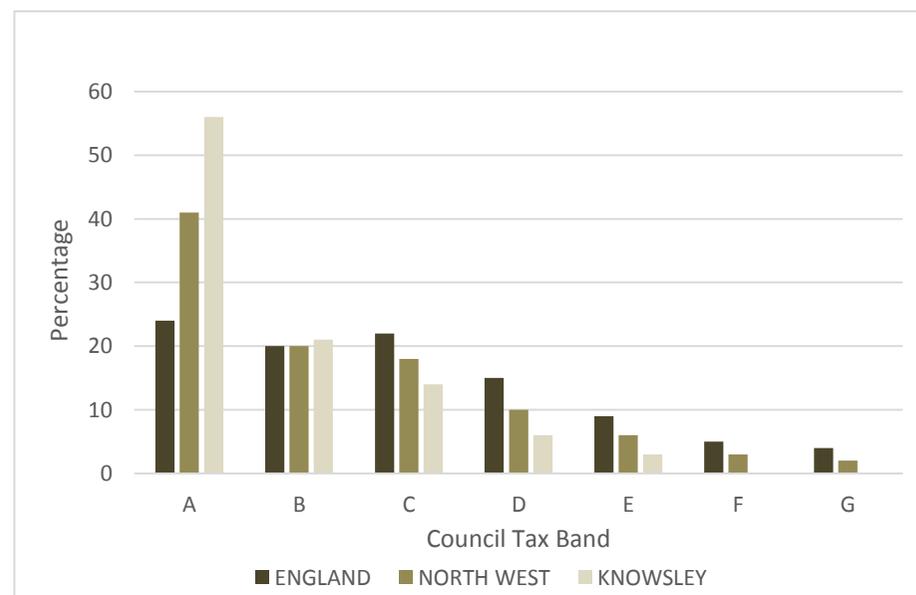


Source: Hometrack Housing Intelligence System

Over half of all the properties in Knowsley are in Council Tax Band A

Knowsley has a high proportion of homes in the lowest Council Tax bands compared to the national and regional average, and a small number of properties in higher council tax bands. Compared to the North West average, Knowsley has 15% more properties in Council Tax Band A. Rebalancing the housing market to provide more, larger detached homes, as identified in Knowsley’s Housing Strategy 2016 – 2021, will help to address this disparity.

Figure 12: Council Tax bands of residential properties



Source: Valuation Office Agency



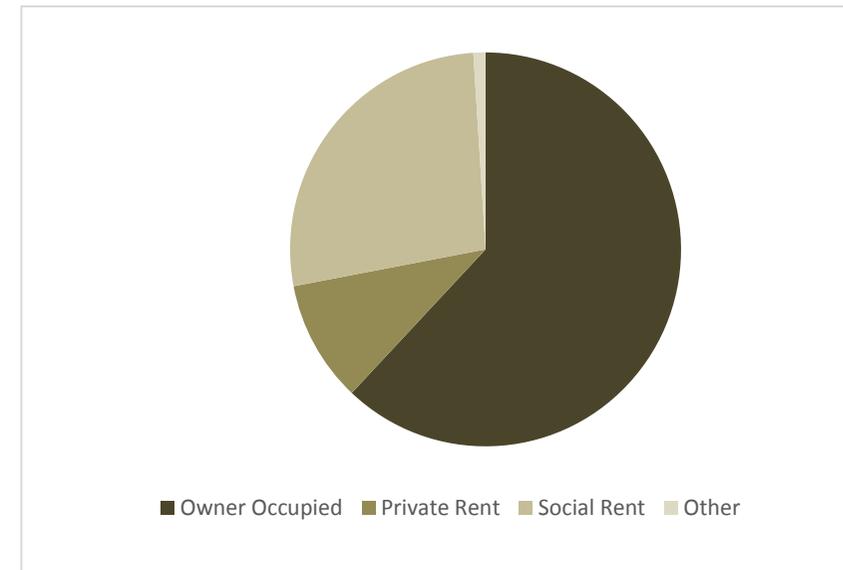
Owner-occupiers dominate, but more social rent than the average

Owner occupiers make up the majority of the housing market in Knowsley (62%), however, it also contains a higher proportion of social rented properties than the North West average (27%). Knowsley also has a much smaller proportion of private rented dwellings than the North West average (10% in Knowsley compared to 16% North West average), reflecting in part the infancy of this sector in comparison to other areas of the region. Other factors to be taken into consideration when comparing Knowsley to elsewhere in terms of private rented sector include:

- Fewer than average Homes of Multiple Occupation (HMO) and
- Fewer than average student population in comparison to neighbouring areas such as Liverpool.

For the purposes of this evidence base report, tenure breakdown is based on data taken from Census, which is now 7 years old. A recent Building Research Establishment stock survey of the borough suggests that housing tenure is changing, in particularly with an increase in the private rented sector and a corresponding decrease in the owner occupied sector.

Figure 13: Tenure of residential properties in Knowsley



Source: Hometrack Housing Intelligence System

The English Housing Survey 2016-17 reports that across the country, the private rented sector is growing rapidly (from 17% in 2010 to 20% in 2016), whilst the percentage of owner-occupied properties has (since 2013) remained stable at 63%. Knowsley's Housing Strategy 2016 – 2021 acknowledges the role that the private rented sector can play in providing flexibility, in terms of living conditions, to a mobile workforce, and promotes purpose built private rented sector housing.

As part of phase 1 of the Housing Land Disposal Programme, Countryside Properties were given permission to build a number of private rental

properties across three sites in Halewood, Prescot and Kirkby. To date Countryside have developed several sites across the borough, which have included properties for both sale and private rent. Countryside have partnered with Sigma Capital Group who take on ownership and ongoing management of the private rented properties and have joined the Landlord Accreditation Scheme.

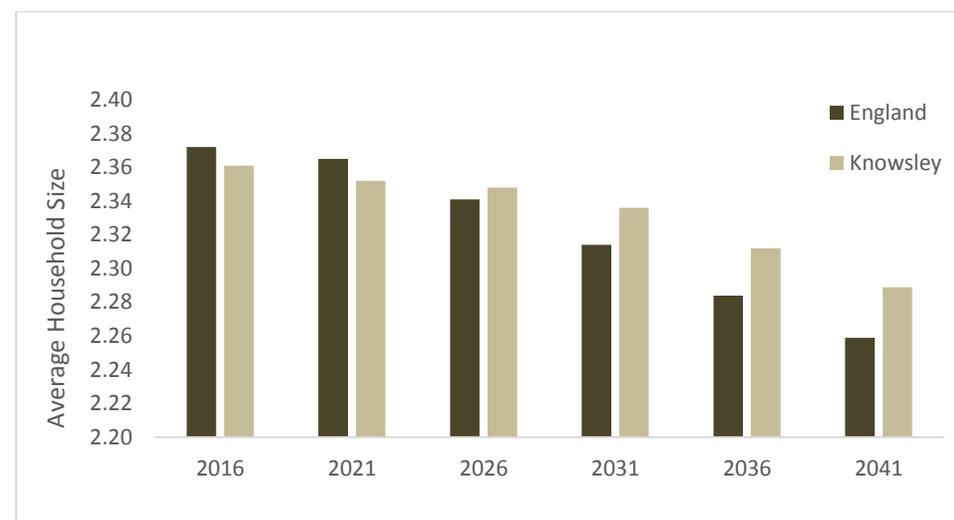
This model provides an increase in good quality housing stock for the private sector whilst ensuring the rented properties continue to be well managed. Stringent criteria are set for applicants giving the assurance that the properties are affordable and attract economically active people into the borough.

Almost 60% of the properties in the borough are three bedroom dwellings

Knowsley has an extremely high proportion of three bedroom dwellings, with a smaller proportion of larger (four bed or more) and smaller (two bed or less) than elsewhere. This shows the Knowsley market is skewed towards small family sized accommodation. It also reflects the smaller proportion of detached houses and apartments found in Knowsley.

By 2041 the average household size in Knowsley is expected to decrease from 2.36 persons per household (in 2016) to 2.29 persons per household. The continuing downward trend is reflective of national trends, towards increasingly small average household sizes in the longer term. Changes in household size continue to be a significant driver for projected changes in household growth.

Figure 14: Projected change in average household size



Source: Office of National Statistics

Insight from stakeholders showed some concern about the general quality of existing housing stock in the borough. Some positives were noted, such as the mix of houses and the security provided by social rented providers.

“There aren’t enough 2 bedroom properties – for those looking to downsize (this isn’t just an issue about bedroom tax)”

The number of people aged 65 and over in Knowsley is expected to increase by a third between now and 2030.

The number of households headed by persons aged over 65 is projected to increase by 8,000 households between mid-2016 and mid-2041. There are projected to be corresponding decreases in the number of households headed by younger people (under 65).

This is reflective of the ageing population, and it has significant implications for housing, as older people are more likely to have particular accommodation needs and demands, to accommodate specific physical or mental health requirements, such as adapted or extra care properties. Assistive technology should be factored into the design of future housing developments to reflect rise in the number of people who may require this additional support. This cohort is also more likely to require smaller/ single person's households.

Knowsley's Sufficiency Strategy 2016 demonstrates the need for 557 new Extra Care places across the borough by 2040. The Sufficiency Strategy sets out how this increased demand for supported living in the borough will be addressed through the development of Extra Care and other housing solutions to reduce the potential burden on social care services.

Meeting the needs of the ageing population was discussed during insight gathering, such as the types of housing that older people may require, including residential homes, assisted living and extra care. There is a need to provide options that are more viable for older people to downsize, and consider the future needs of the population in the design and build of new developments by incorporating aids and adaptations.

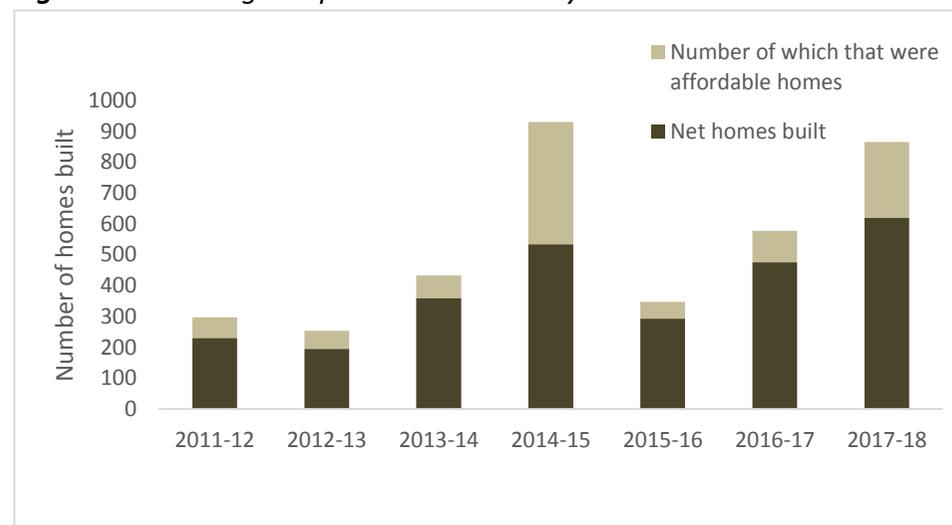
"Aids and adaptations in the home – housing developers need to consider designing houses that accommodate the needs of people with disabilities."

Housebuilding completions

The number of houses built has increased in recent years

Between 2011/12 and 2017/18, 2,706 new dwellings were built in Knowsley. The graph below shows that the number completed has increased significantly during this period, with just 195 new homes built in 2012/13, compared to 620 in the last year (2017/18). Of these, 36% were affordable homes.

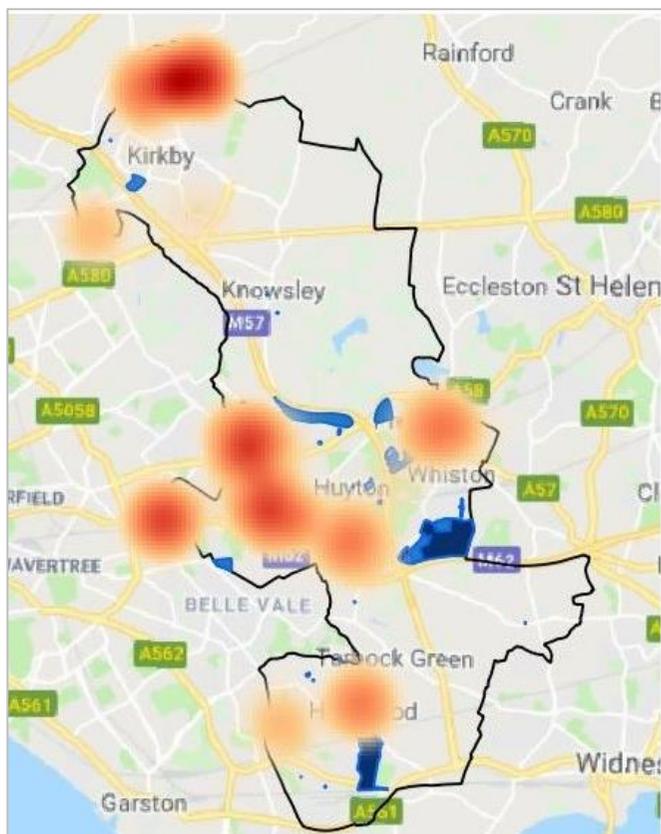
Figure 15: Housing completions in Knowsley



Source: Knowsley Council strategic housing records

Over the last two years, the number of dwellings completed each quarter has increased at an average of 133 per quarter. In 2018/19, a total of 833 dwellings were completed. The map below shows the areas of the highest numbers of housing completions in Knowsley.

Figure 16: Hotspot map of housing completions



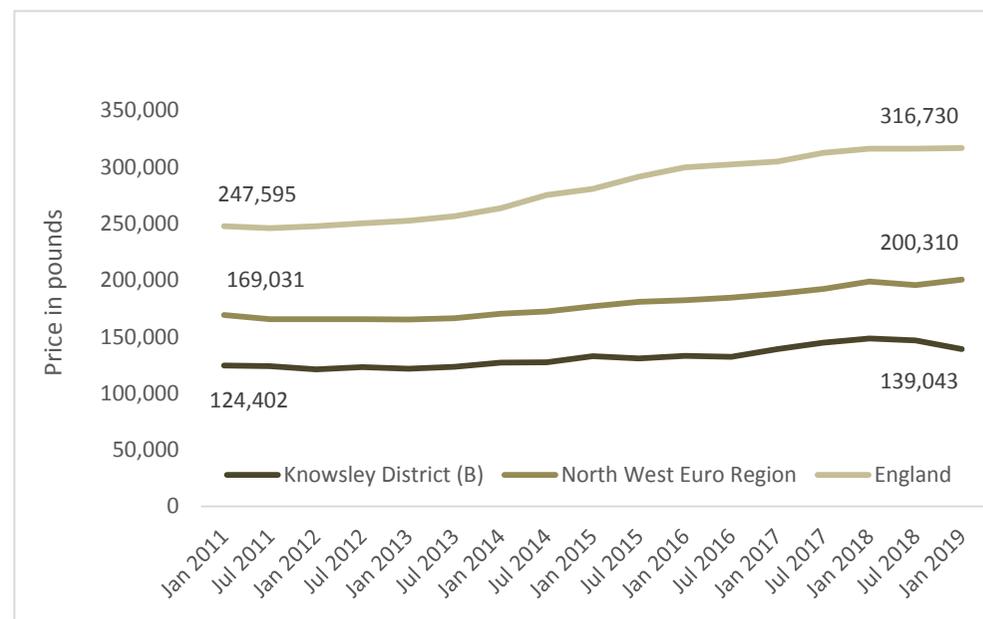
Source: Knowsley Council strategic housing records

House prices

The ‘new build premium’ in Knowsley has increased markedly in the last four years from 38% in 2014 to the current rate of 50%

Knowsley has experienced a steady increase in overall average house price in recent years. The average house price (based on sales and valuations) is now £139,043. This is significantly lower than the English average house price of £316,730, and the North West average of £200,310.

Figure 17: Average house prices based on sales and valuations



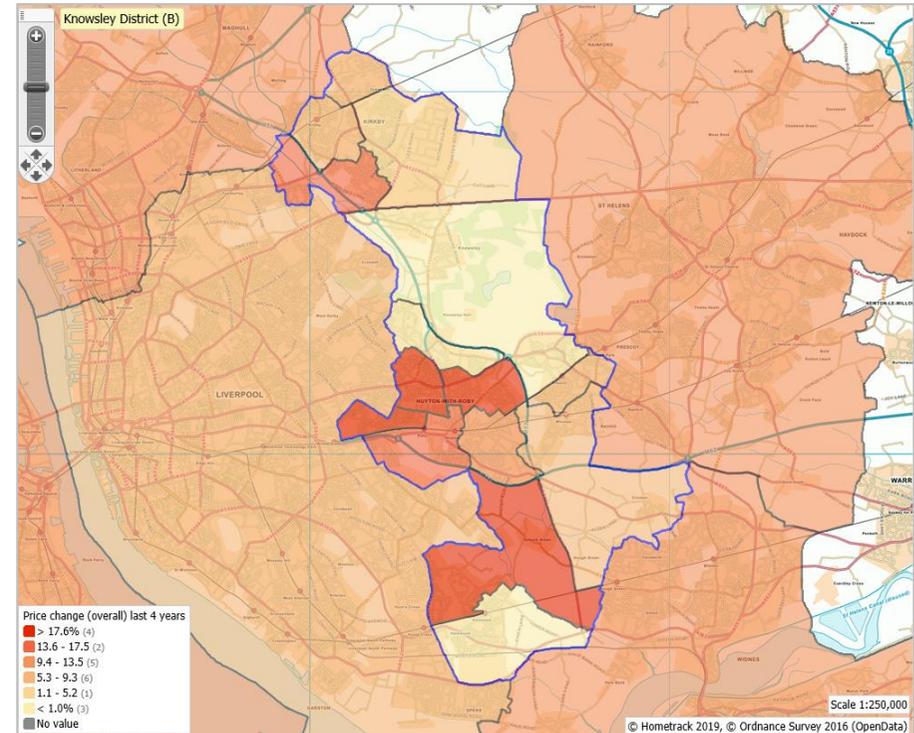
Source: Hometrack Housing Intelligence System

Since 2011, house prices in Knowsley have increased by 11.8% compared with a national increase of 27.9%. Over the last 12 months, the average house price has decreased by 5.2%, whereas the regional and national average house price has remained largely the same. Looking specifically at new build house prices in Knowsley, they have increased by 27% since 2014, compared to an increase of just 11% in previously occupied houses.

New build houses sold for an average of 50% more than a previously occupied home in 2018. This is known as the 'new build premium'. In comparison, the new build premium across all of England is much lower at 12%. This reflects Knowsley's historical housing stock being much lower in value compared with new builds, coupled with diversification of the housing stock.

Looking in more detail at house prices across wards in Knowsley, there is a wide variation in average house prices - from £197,453 in Halewood North to £89,671 in Northwood. All but two Wards have seen a positive change in house price in the last four years, and four Wards have seen an average house price increase greater than the England average of 19% over the period.

Figure 17: Change in average house prices since 2015 (by Ward)



Source: Hometrack Housing Intelligence System

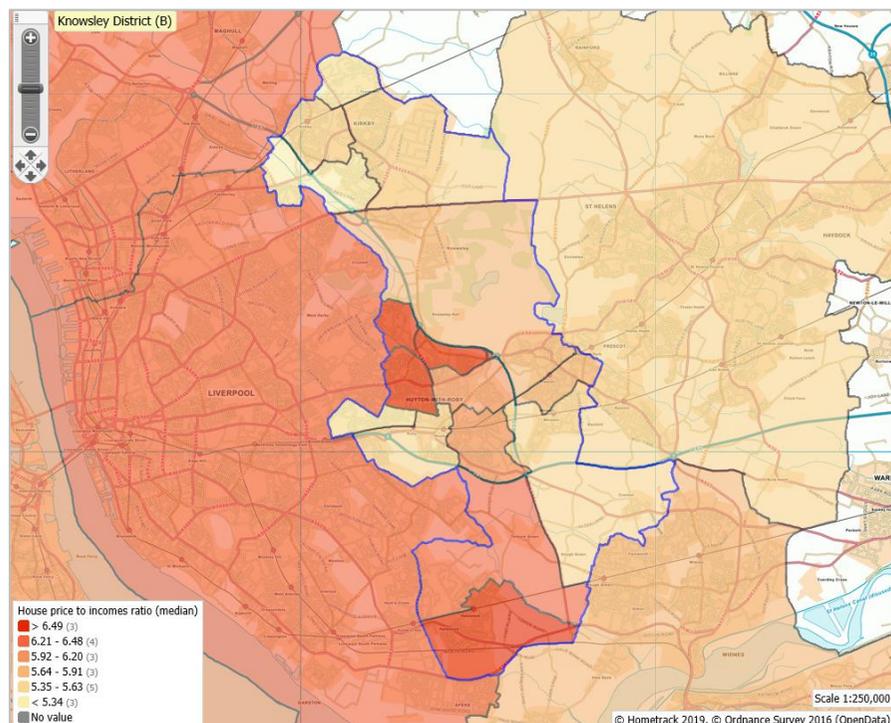
The number of bedrooms is also a key determinant of price. Current average prices in Knowsley by bedroom count and property type are:

- 1 bedroom flat - £47,000
- 2 bedroom flat - £72,400
- 2 bedroom house - £99,200
- 3 bedroom house - £135,800
- 4 bedroom house - £193,200

One third of households in Knowsley are priced out of buying any type of property in the Borough

Whilst average house prices in Knowsley are low in comparison to nearby areas, and substantially lower than the national averages, comparatively low earnings within Knowsley and hence low household incomes mean that affordability is a major barrier to home ownership for many local residents. Other factors such as the ability to access to credit can also make home ownership unattainable to some residents.

Figure 18: Average house price to income ratio (by Ward)

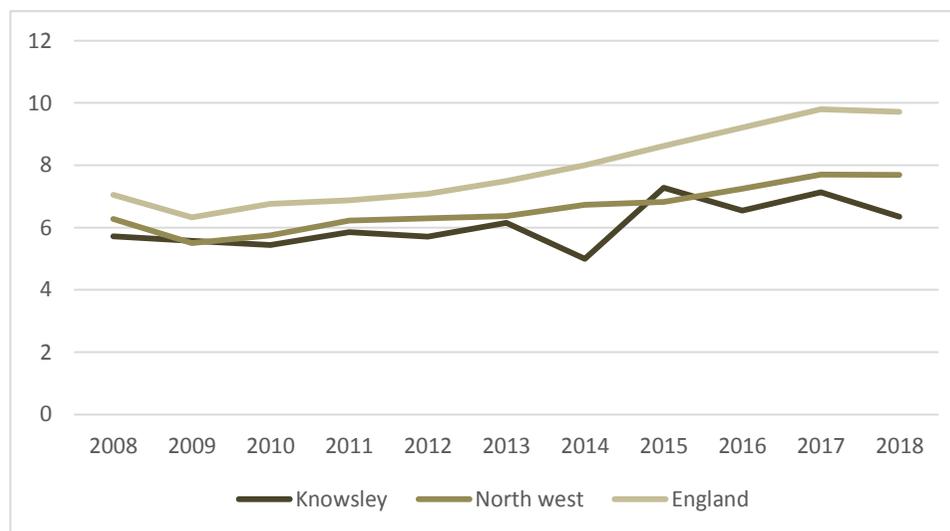


Source: Hometrack Housing Intelligence System

This theme shows the relative affordability of different areas based on all types of houses, using a ratio of median house prices and median incomes. The higher the value, the less affordable an area is.

In 2018, residents in Knowsley could typically expect to spend around 6.35 times their median gross annual earnings on purchasing a newly built property. Purchasing an existing dwelling is significantly more affordable, with house prices of existing dwellings being on average 3.77 times earnings. This equates to the affordability of purchasing a newly built property being 40% higher. Compared to the average for England and the North West, Knowsley is more affordable for both dwelling types.

Figure 19: Affordability ratios for new dwellings based on median quartiles of house prices and earnings

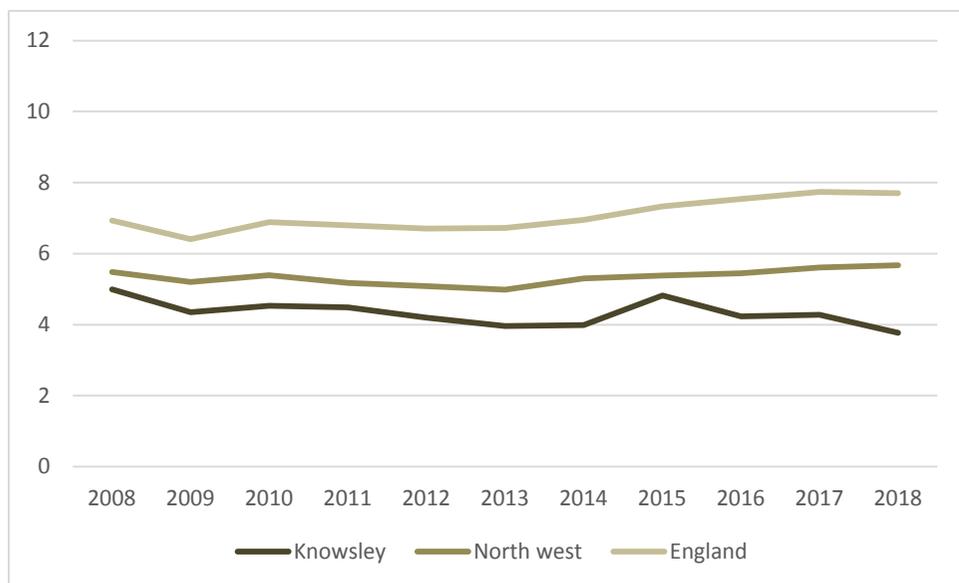


Source: Office of National Statistics



Whilst the affordability of previously occupied dwellings has remained steady across the North West and England, affordability of this dwelling type of dwelling in Knowsley has improved over the last 10 years by around 25%. However, newly built dwellings have become 10% less affordable over the same period, with a peak of 7.28 times earnings in 2015.

Figure 20: Affordability ratios for previously occupied dwellings based on median quartiles of house prices and earnings



Source: Office of National Statistics

One third of households in Knowsley are priced out of buying any type of property in the Borough, and over three quarters of the local population are priced out of the market for detached homes. This places greater

emphasis on the importance of delivering affordable housing, including new social rent and products that allow access to the housing market for those struggling to afford to buy, such as shared ownership and starter homes.

Insight gathered as part of the Knowsley 2030 project, illustrates that the shortage of affordable housing across the borough is a concern for many. In particular, people spoke about the quantity of affordable homes delivered as part of the new housing developments.

“New affordable housing supply has not met demands – waiting list remains, demand is high for 1-bedroom homes”

Alongside this, it is evident that there is some disparity about what constitutes as ‘affordable housing’, and respondents questioned whether the new affordable housing that was being built was affordable for existing residents.

“We were surprised at the % of affordable housing and we were unsure what we classed ‘affordable’ as”

Insight is telling us that this is a concern for local residents. Based on this, an action to take away from this would be to further explore the proportion of new build dwellings which are sold to existing residents, compared to out of borough residents.

Rental values

The market rent value for a 2 bed private sector property is 30% higher than for the equivalent housing association property.

Private rental has seen the highest growth over the past 10 years across the UK in any housing sector since the post-war social housing rise.

Whilst this growth is reflected in Knowsley, the sector still only accounts for 10% of the overall total, which is around 5% lower than the average across the North West. From the approximate 6,000 privately rented properties in Knowsley, around 400 are rented from relatives or friends.

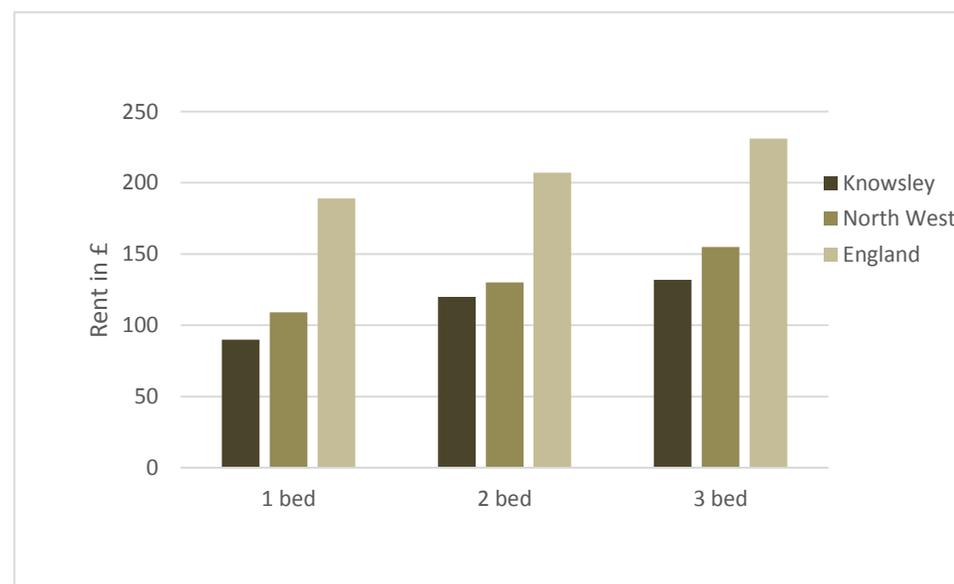
There are a number of reasons for the rapid growth of private renting, and a number of reasons that it is expected to continue. These include:

- social change as people co-habit later in life and renting and house-sharing become ever more socially acceptable;
- high house prices and lack of availability of mortgage credit; the promotion and use of the sector by local authorities to house those in housing need or who are homeless; and
- restricted access and long waiting lists for social housing.

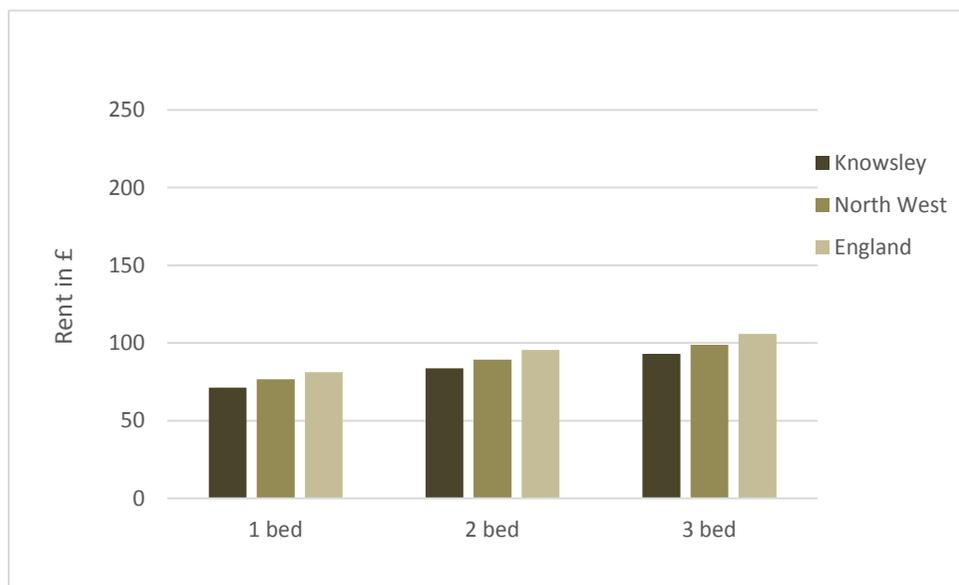
Private rented homes meet the needs of many tenants, particularly those requiring flexibility and mobility for their work. However, less than half feel that private renting is a good type of housing tenure and for many households private renting is not a choice but the only type of housing they can realistically access.

The average private sector rental value for a 2 bed property in Knowsley is £115 per week, compared to a regional average of £123 and a national average of £178. The market rent value for a 2 bed private sector property is 30% higher than for the equivalent housing association property. For residents renting in this sector who receive Local Housing Allowance, this is not enough to cover the full cost of the rent. Across the borough the weekly payment of Local Housing Allowance, and the resulting shortfall between the average rent in the area and the housing benefit received, varies greatly.

Figure 21: Private rented property median rent



Source: Hometrack Housing Intelligence System, March 2019

Figure 22: Housing association property median rent

Source: Hometrack Housing Intelligence System, March 2019

Social housing in Knowsley is provided by a number of housing associations, also known as Registered Providers. In the early 2000s, Knowsley Council housing stock was transferred to Knowsley Housing Trust. A number of other registered providers are based within the Borough, their housing stock has been acquired from the market or purpose built.

The cost of social rented accommodation has traditionally been more affordable than renting privately. In Knowsley, there are a large proportion of dwellings within this tenure, meaning that consideration of average social rent costs is a good reflection of what a large number of Knowsley households outlay in terms of housing costs, whether this is

through their income or through full or part housing benefit. Social rent levels are fixed according to local government and central restrictions.

Homelessness

The number of households approaching Knowsley Council for help has risen by 24% between 2017/18 and 2018/19

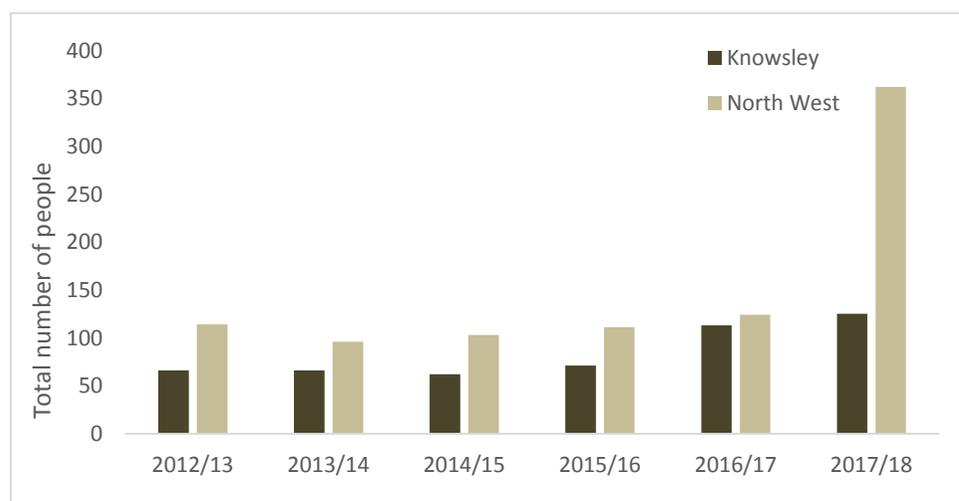
Changes to the benefit system, as well as income and welfare reforms, has led to a sharp rise in families presenting as homeless. Amendment to the Housing Act 1996 has meant that local authorities must offer help and advice to families under threat of homelessness at a much earlier stage than was previously required. However, in Knowsley we have historically offered prevention beyond the statutory duty.

In 2018/19, the number of households approaching the Council for help was 2,274. This is a rise of 24% on the previous year. Out of these, 188 were accepted as being homeless. In 2017/18, there were 233 applications, 125 of which were accepted as being homeless and in priority need; this is the highest figure since 2009-10. This is equivalent to 1.98 per 1,000 households in the Borough. This figure is the worst in the Liverpool City Region, with Liverpool second with 1.36 per 1,000. The average number of households in temporary accommodation per week has also increased from 13 in 2017 up to 24 in 2018.

In addition to this, in 2017/18, 517 households were prevented from becoming homeless, compared to 663 households in 2018/19.

In 2018/19, there were 621 households accepted as being threatened with homelessness in the next 56 days. Prior to the amendments to the Act, a homeless application was opened for any person who believed they were homeless or threatened with homelessness in the next 28 days. Therefore, comparisons to previous years following this criterion do not always provide an accurate picture.

Figure 23: Number of people identified as homeless and in priority need



Source: Ministry of Housing, Communities & Local Government

Insight gathered shows that homelessness is a concern for a number of groups. Changes to the benefit system, lack of available funding for support, as well as instability in the job market with an increase in zero hour contracts, are perceived as factors leading to a rise in homelessness. Many stakeholders raised the impact of homelessness on an individual's mental health as a concern.

Amongst the people we have spoken to to-date in the Knowsley 2030 project, young people also raise a concern about homelessness. Year 1 pupils used maps to explore and express their ideas of what is important in their communities, in the future. The artists then took part in group interviews, to explain their illustrations and why these features are important to them.



"We need more houses so we can stop people living in bins and tents"

Other stakeholders discussed the importance to providing enough homes in the borough, including building a variety of sizes and tenures.

Housing condition

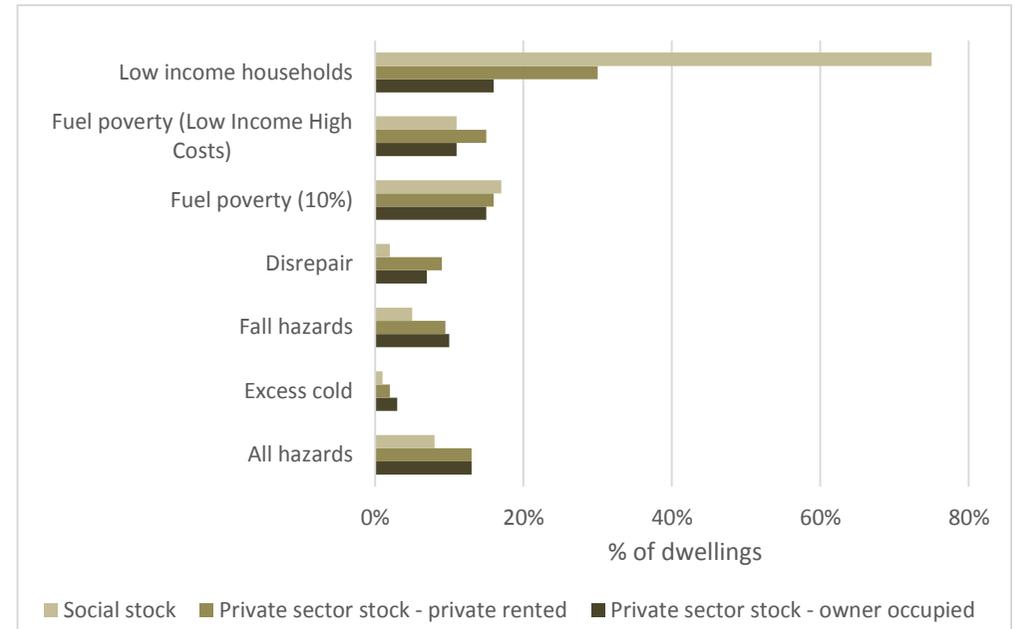
Knowsley's housing stock has fewer hazards than the England average

Housing Stock Model data shows that across all dwelling types, Knowsley performs better than the England average for all hazards (11% compared to 15%), excess cold (3% compared to 6%), and fall hazards (6% compared to 9%). Knowsley performs the same for disrepair (5%) and fuel poverty (LIHC, 11%) and slightly worse for fuel poverty (10% definition, 16% compared to 15%) and low income households (35% compared to 33%). However, there are a greater number of people in Knowsley on a low income compared to the national average (35% compared to 27%), which directly affects the fuel poverty rate

The graph below shows that for several property and household indicators there is little difference between Knowsley's private rented and owner-occupied stock. Yet, in comparison with the social stock, the private stock performs poorly. Owner-occupiers make up the biggest proportion of housing tenure in Knowsley, and their costs can be hugely different based on their mortgage costs if they have one, and how energy efficient their properties are.

There is a contingent of households who own their properties but do not have the money for the upkeep so the cost of running the property is high. Owner occupiers are also more likely to be older persons (over time this will increase) and they are less likely to have savings to invest in repairs so the gap between social and private properties is likely to grow.

Figure 24: Housing condition indicators for all stock in Knowsley



Source: Building Research Establishment, annual report for Knowsley 2018

Local insight recognises the importance of housing on a person's health and wellbeing was recognised.

"Low quality housing has detrimental impact on the mental health of residents"

"Issue of houses no longer fit for the needs of occupants or for purpose e.g. limited options for bedrooms"



Empty homes

Knowsley currently has 2854 empty homes. The majority of these are privately owned, particularly those that have been empty for 2 years and over.

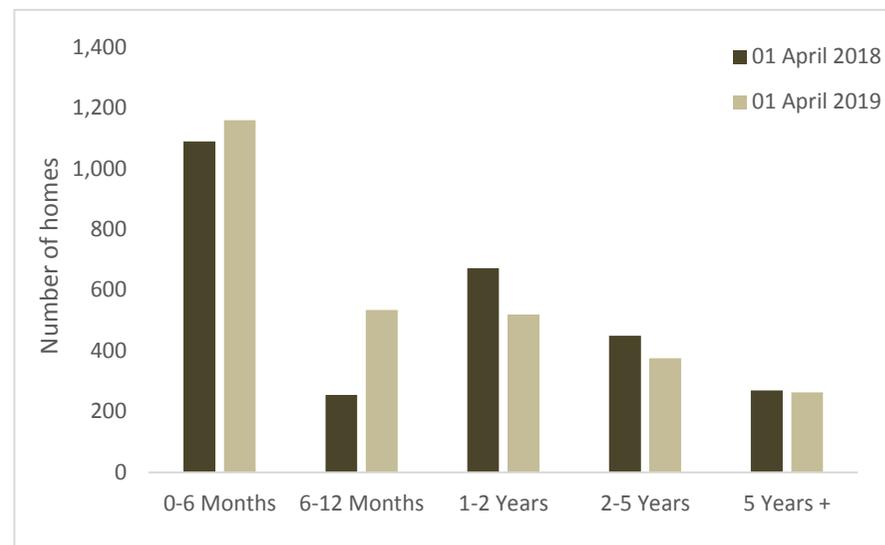
Knowsley's Empty Homes Strategy was refreshed in 2016. As part of the Strategy there is an aim tackle empty homes based on the length of time they have been empty, whilst also establishing why a property becomes empty. There is a range of possible reasons why empty homes remain unoccupied and this engagement process aims to understand those reasons, which then informs what tailored support the Council may be able to offer.

A key issue for empty home owners is a lack of funding to complete necessary works to their property and many owners state this as their reason why the buildings remain empty. Other potential reasons include:

- time for renovation works to take place;
- issues with Probate;
- owner waiting for the right time to sell;
- difficulty sourcing tenants;
- legal issues;
- owners expectations of the property's value;
- owner not living locally and having inadequate management arrangements in place.

Knowsley currently has 2854 empty homes. The table below shows the breakdown of properties based on the length of time they have been empty in 2018 and 2019.

Figure 25: Length of time empty homes have been empty

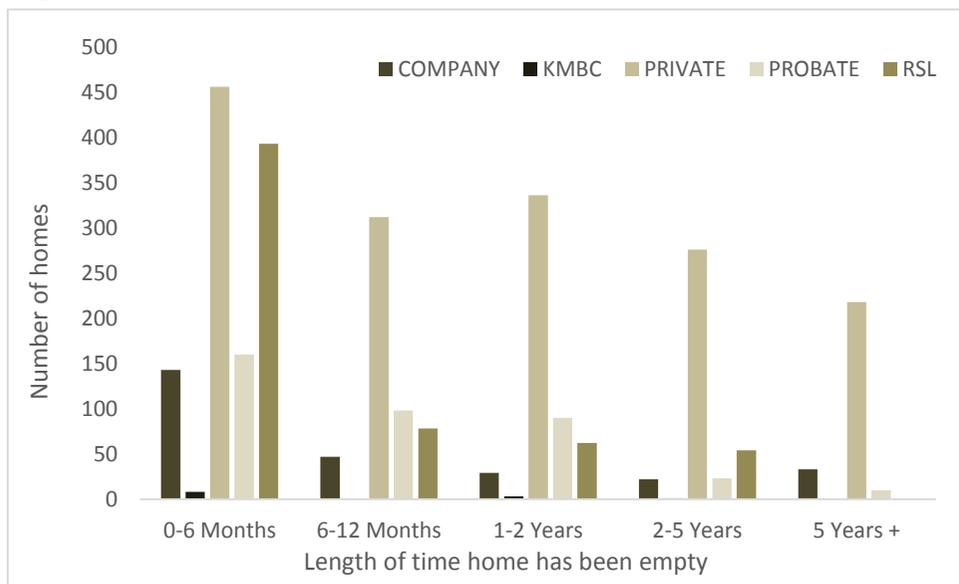


Source: Knowsley Council, Council Tax records

The majority of homes are empty for a period of 12 months or less, with the lowest number of homes being empty for a period of 5 years or more. The number of properties empty for over 1 year has reduced between 2018 and 2019, however, the number of properties empty for a year and under has increased.

Looking in more detail into the breakdown of tenure, the majority of empty homes are privately owned, particularly those that have been empty for 2 years and over.

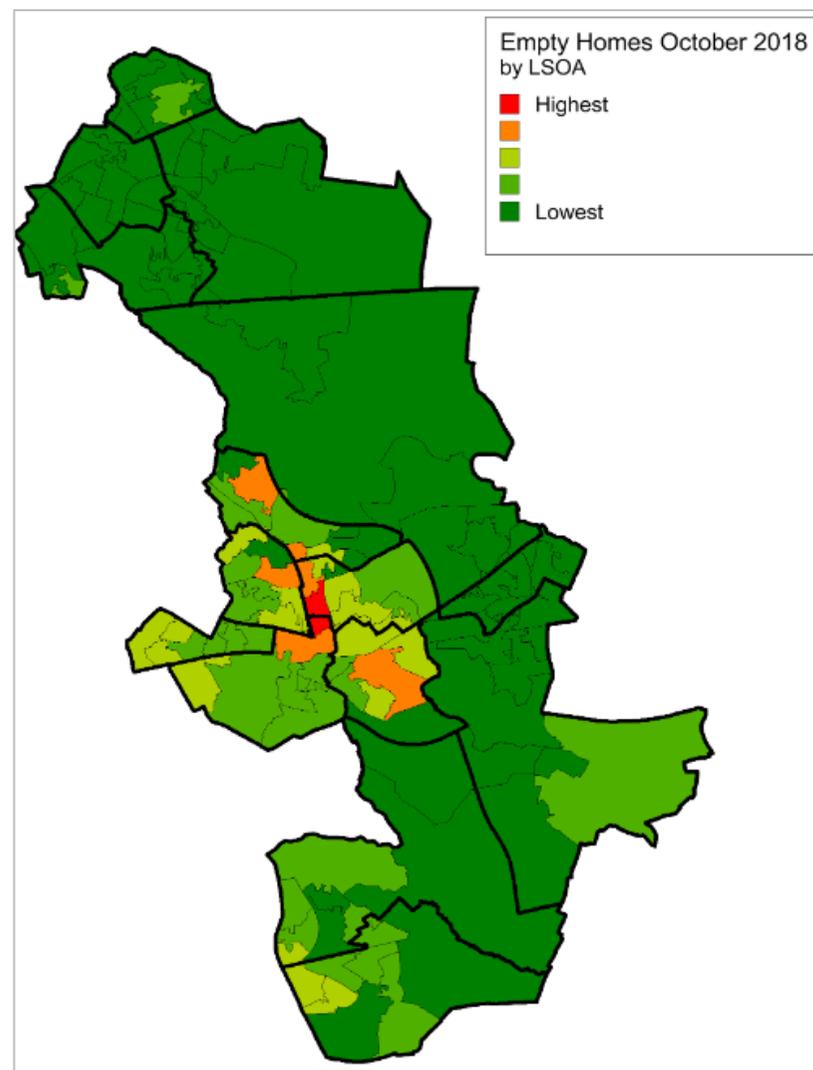
Figure 26: Breakdown of empty homes



Source: Knowsley Council, Council Tax records

The thematic map opposite shows that the highest concentration of empty homes is in the wards of Roby and St Michaels.

Figure 27: Number of empty homes by Lower Super Output Area



Source: Knowsley Council, Council Tax records

Housebuilding projections

Knowsley Council has developed a housing investment pipeline through a combined assessment of land available for residential development, which identifies sites with potential to deliver around 10,220 new homes by 2035. The future pipeline is also now much stronger, as the interventions that have been put in place to encourage and stimulate the market are coming to fruition.

There are two specific major developments that will deliver significant numbers of new homes and have a transformative impact on their local areas. Halsnead Garden Village is a 174 hectare site in south Whiston that is expected to deliver up to 1,600 new homes by 2035. East of Halewood comprises of 82 hectares of land to the east of the Halewood urban area and has the potential to deliver up to 1,500 new homes by 2030.

As part of the housing investment pipeline, there are also two further developments, which will deliver a significant number of new homes in the borough. Comprehensive regeneration of Tower Hill will be underpinned by private sector delivery of 359 new dwellings (both affordable and market housing). In conjunction with this development, land to the immediate west of Tower Hill has been released from the Green Belt for development of up to 193 new dwellings. Furthermore, North Huyton Revive will deliver 650 new homes over five phases of development.

In the meantime, the Council will maintain its assessment of the supply of land for housing in line with the requirements of the National Planning Policy Framework (NPPF).

The Council's housing land supply position is currently set out within the Strategic Housing Land Availability Assessment (SHLAA), which has a direct impact on Knowsley Council's housing projections. The latest version of the SHLAA, published in 2016, reveals that the borough has an oversupply of 641 dwellings relative to the Council's housebuilding target of 450 dwellings per annum.

The Council therefore has a healthy five year supply of land for housing, and the SHLAA will be updated in 2019.

Local insight gathered as part of the Knowsley 2030 project, shows that more so than the number of homes being delivered in the borough, building the right type of homes in the right places is important. Alongside this, the issue of community cohesion was raised, in particular the need to ensure that new housing developments are integrated with existing communities.

“Focus on housing choice within communities – don't force people to leave their communities in order to access housing choice, Housing scales of larger units have surpassed market expectations”

Some recognised house building as a positive, in that it improves the wider area; however, it was also seen as unsustainable and not responding to local need. Responses commented on the supporting

infrastructure and services (schools, transport, doctors, amenities etc.) not being sufficient to cope with this higher capacity. In this way, housebuilding was discussed as being a double-edged sword - bringing in new residents means more council tax vs. impact and overstretching of resources and infrastructure, which needs to keep pace with housebuilding.

“House building is concerning when there doesn’t appear to have the infrastructure to match”

“Housing building is good in that it builds lifestyle up”

Creating an appropriate mix of private and social housing was also a priority for stakeholders, as well as providing more 1 and 2 bedroom dwellings for first time buyers and those wishing to downsize.

Transport

Overview and key messages

Transport is one of the key enablers of the prosperity of any area. Transport drives not only the business of a location but good transport links ensure residents can move freely both within local areas and also wider afield for education, employment and leisure. Strong transport links connect businesses to trading partners, workers to jobs and people to the places where they live, socialise and build communities. An effective public transport network not only widens people's access to a range of employment opportunities, it also frees up some space on the road network for other journeys and reduces the burden to business from congestion, traffic delays and unreliability.

Knowsley recognises the importance of transport infrastructure to facilitate improved access to and from its town centres, principal regeneration areas and other key employment and housing sites within the borough and across the wider Liverpool City Region. The promotion of public transport together with sustainable modes of travel, such as walking and cycling, also form a central part of the Borough's future transport vision.

Knowsley benefits from unrivalled connectivity to the North West's key transport arteries. Knowsley's excellent transport connections underpin significant development opportunities which present a unique offer within the region, providing an attractive opportunity for businesses and developers to invest.

Knowsley has been successful in recent years in securing LCR level funding for investment in its priority schemes including for the development of Shakespeare North Playhouse and wider connectivity improvements in Prescott town centre and Kirby Business Park.

Through support and investment, the Council has managed the network and the asset to a good standard, which is reflected in both road condition surveys and in a national customer satisfaction survey.

Knowsley's roads are becoming busier, however not to the extent seen in neighbouring districts such as Liverpool and Sefton. Stress tests identify some localised pinch points, but the congestion around Edge Lane and Port of Liverpool will have a more significant knock-on impact on Knowsley residents given the nature of commuter flow out of the borough.

Road safety has improved over recent years and collision and casualty data shows Knowsley is comparable to National and Regional averages.

Knowsley's network of public transport provides a strong east to west offer for journeys made within the Borough as well as into Liverpool. North to South connectivity for both bus and rail is particularly limited, as is connectivity to regional destinations outside of Knowsley, including Liverpool John Lennon Airport, Halton and Warrington, making public transport journeys to surrounding boroughs unattractive for many.



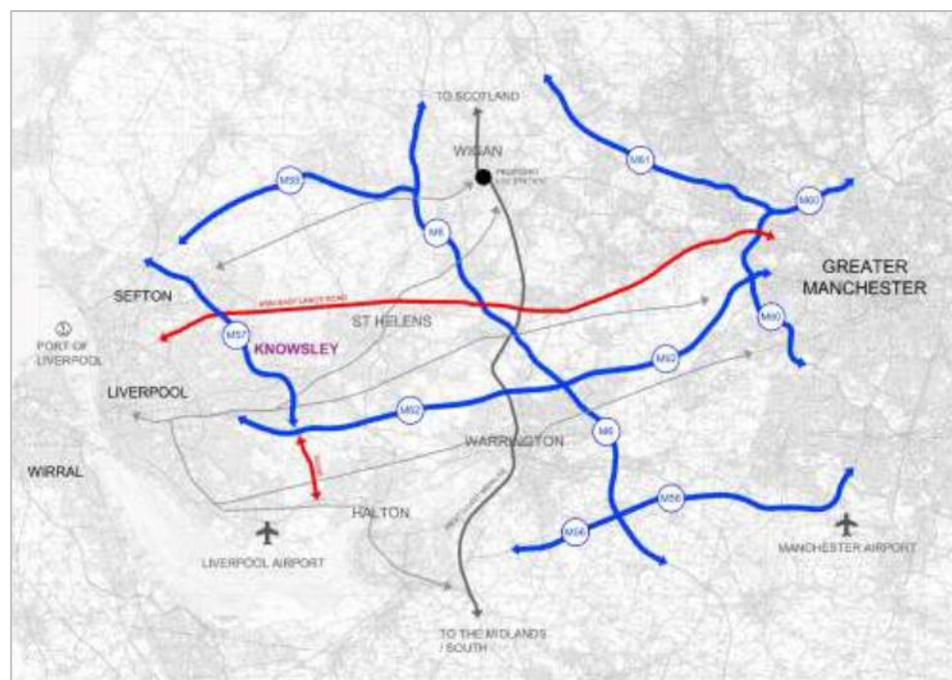
Knowsley boasts some comprehensive stretches of off-road cycle infrastructure concentrated in the main urban areas of Kirkby, Huyton, Prescot and Halewood; however cycling infrastructure across Knowsley as a whole and into neighbouring districts remains disconnected, reducing the ability or attractiveness of making longer journeys by this mode. External funding secured via the Combined Authority Single Investment Fund will continue to improve connectivity for sustainable transport and active modes of travel routes across key areas of the borough.

Knowsley's transport context

Knowsley's geographic location is a key strategic strength

Knowsley benefits from unrivalled connectivity to the North West's key transport arteries, as shown in figure xx below. These deliver direct links to the region's largest urban areas, providing excellent education, employment and leisure opportunities for Knowsley's residents.

Figure 28: Knowsley's strategic road context



Source: Mott MacDonald

The M57 and A5300 Knowsley Expressway provide a high capacity north-south link across the whole of Knowsley, with the M62 and A580 East Lancashire Road providing direct east-west links into the heart of Liverpool and Manchester. The M6 can also be accessed within a 15-minute drive time of many areas of Knowsley, supporting onward access to national destinations in the north and south. Direct access to the national motorway network supports drive times of less than five hours to reach the majority of UK destinations including Glasgow, Edinburgh and London, making Knowsley attractive for the logistics and distribution sector.

Knowsley also benefits from strong east-west rail links between Liverpool City Centre and Manchester, St. Helens, Warrington, Wigan and onward destinations. Knowsley has close proximity to the global Port of Liverpool and direct links to two international airports, facilitating easy and efficient long distance, international journeys.

Knowsley recognises the importance of strategic transport infrastructure to the Borough's growth aspirations

Knowsley's excellent transport connections and unrivalled development opportunities present a unique offer within the Liverpool City Region, providing an attractive opportunity for businesses and developers to invest. The appeal of Knowsley is evident in the number of start-up businesses over recent years, complementing the already well-established business base which exists.

Since Knowsley's first transport investment pipeline was published in 2015, the Borough has seen a sustained increase in the number of investments and land enquiries and the rate of economic growth has accelerated accordingly. Between 2015 and 2017, the number of land and business unit enquiries has doubled, with existing businesses continuing to invest and grow and new businesses moving in from neighbouring boroughs and further afield. More than 80% of investment in new employment land comes from businesses already situated in Knowsley which is testament to the growing reputation of the borough to the business community.

Economic growth over recent years suggests that further accelerated sustainable growth can be anticipated for Knowsley, and the current pipeline of economic and housing development also looks healthier than at any time in the last ten years.

Knowsley's four main business parks, Huyton Business Park, Kings Business Park, Prescot Business Park and Knowsley Business Park are continuing to experience high levels of interest and investment, alongside major schemes in development to create two new employment parks at Knowsley Lane in Huyton and Halsnead Garden Village in Whiston. This makes it more important than ever to ensure that a high capacity and well-connected transport network enables new development to be supported.



Strategic context

Delivery of the Northern Powerhouse will be critical for transformation of transport in the North

Knowsley is a vital component of the Northern Powerhouse which seeks to integrate the North's towns and cities to pool their strengths and address barriers to growth. Central to Northern Powerhouse Strategy is transformational improvement to the transport infrastructure of the North. Supporting the aspirations and objectives of the Northern Powerhouse Strategy is Transport for the North (TfN), the UK's first sub-national transport body. TfN represents an unprecedented number of opportunities for transport in the North, and for delivering transformational schemes.

TfN has published the Strategic Transport Plan for the North which outlines and formalises how up to £70b billions of investment up to 2050 could deliver the North's transport ambitions, and formalises the transport infrastructure that will be prioritised for investment across the North. Co-operating with partners at TfN is vital to ensure a strong transport future for Knowsley, and ultimately delivery of Knowsley's transport vision and transport investment pipeline.

Alignment with the Liverpool City Region Growth agenda is key to securing additional investment

[The Liverpool City Region Growth Strategy \(2016\)](#) presents the City Region's single, 25-year strategy to deliver new jobs, opportunities and prosperity across the City Region. To help achieve this, over £458m is being invested in the City Region to March 2021, presenting a large number of investment opportunities for Knowsley.

The Liverpool City Region Combined Authority is currently developing the first Local Industrial Strategy for the City Region that will set out a refreshed long-term economic vision. It will articulate how the City Region will build on distinctive economic strengths, tackle challenges, and develop transformational policies to unlock growth and address barriers to an inclusive economy.

The Liverpool City Region's current transport priorities are set out in the [Combined Authority Transport Plan](#) which provides a single source of information on adopted transport policy, and provides a non-statutory update of the Merseyside Local Transport Plan and Halton Local Transport Plan. In particular it seeks to guide commissioning of activities and allocation of funds, such as the Transforming Cities Funding programme, which is a part of the Strategic Investment Fund.

Aligning the strategic priorities of Knowsley with those of the City Region is key to securing funding for transformational growth. The Borough has already received commitments for financial support of the Strategic

Investment Fund, most recently with investment secured for development of the Shakespeare North Playhouse, improvements to transport connectivity in Prescot town centre, as well as funding to deliver transport infrastructure at the new Halsnead Garden Village housing development. Knowsley continues to work closely with the Combined Authority to ensure transformational schemes like this continue to be delivered across the Borough.

Knowsley continues to benefit from strategic alignment with City Region transport priorities

Knowsley has a well-established 'Transport Investment Pipeline' which was developed in anticipation of the competitive funding environment following the formation of the Liverpool City Region Combined Authority's 'Single Investment Fund'. It consists of a range of current and planned transport schemes which address existing and potential issues for the Borough, and provides clear direction for transport investment in Knowsley which will underpin current economic growth as outlined within the current City Region Growth Strategy and Knowsley's strategic regeneration framework.

Knowsley was the first of the City Region areas to develop a transport pipeline in 2014/15. The process identified 47 proposed interventions for future transport investment, 14 of which were put forward for consideration and prioritisation at the Liverpool City Region level. Considerable success has been made in accessing the LCR Single Investment Fund Round 1 (SIF1), including key transport connectivity schemes for Halsnead and Prescot, in addition to Shakespeare North.

This followed on from the successful delivery of previous schemes such as A5300 Access to Opportunity and Knowsley Industrial Park Access and Connectivity Improvements.

The current Knowsley Strategic Transport Vision objectives underpin the development of the pipeline, and can be summarised as follows:

- Connecting our potential opportunity sites: High quality well connected links; enhancing Knowsley's reputation as a great place to invest, work and do business.
- Strengthening our setting: Delivering an attractive environment; creating distinctive high quality places with first class public realm.
- Supporting our communities: Connecting our residents to jobs, education and leisure; reducing barriers to movement across Knowsley.
- Preparing for the future: Futureproofing our transport connections to support long term economic prosperity; enhancing links to neighbouring places and towns.

Highways

Knowsley's Highways assets have been maintained to a good condition

The Borough's highway network comprises many diverse assets. Table xx shows a summary overview of the current primary assets by type. Through support and investment, Knowsley Council has managed the network and the asset to a good standard, which is reflected in both condition surveys and in national customer satisfaction surveys.



An annual survey conducted by the National Highways and Transport Network (NHT) shows that 52% of those surveyed in Knowsley in 2018 were satisfied with the level of local highway maintenance. This compares with 49% satisfaction across all other NHT areas and has remained at the broadly the same level from the previous year.

Table 3: Summary of Knowsley’s Highway Assets

Asset type	Quantity
Carriageway	584km*
Footway	717km
Structures	141
Street lighting**	19,762 columns
Drainage	27,700 gullies
Traffic Signals	75 signalised junctions
Variable message signs	16

* includes 8km of motorway

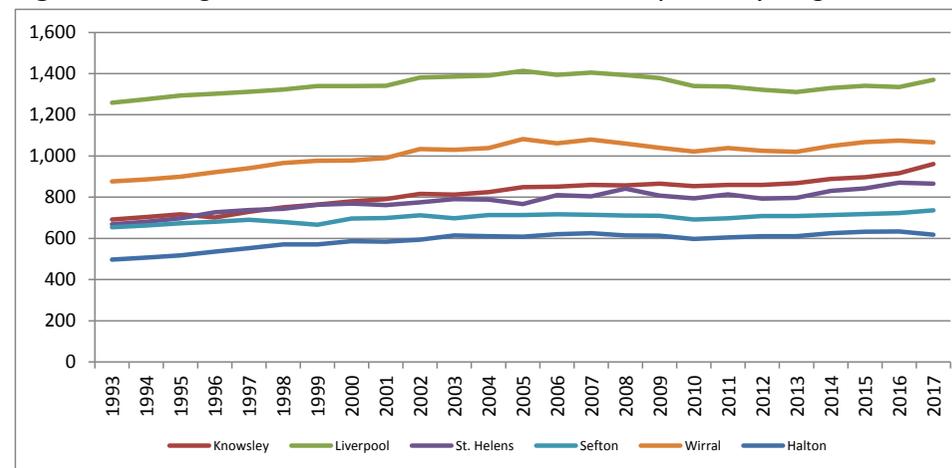
** Managed via PFI

The network is highly available, widely accessible and provides a good level of service. However in the last two years, reductions in funding for maintenance coupled with a new methodology for determination of highway condition have shown increases in the amount of carriageway reported as functionally / structurally impaired. Due to the new baseline, it is difficult to assess comparative condition of the network until data from other City Region areas is made available.

Local congestion levels are not a major concern, but congestion in neighbouring areas could have a significant effect on commuter flow to and from Knowsley

Since 1993, the total number of miles driven by motor vehicles on Knowsley’s roads has increased by 28% (269 million miles more in 2017). This increase is higher than any other local authority within the Liverpool City Region. Dependency on the strategic road network remains critical as there are currently limited viable alternatives for longer distance travelling by public transport or active modes for radial routes across the Borough. This is challenging for some network sections, especially motorway junctions and key access routes in and out of the Borough.

Figure 29: Long term road travel trend in the Liverpool City Region



Source: Department for Transport Road Traffic Statistics



Figure 29 shows each of the local authorities within the Liverpool City Region and changes in miles travelled by road since 1993.

Although each local authority shows an increase, Knowsley has shown an increase of almost 100 million miles more than the nearest area of St. Helens. This can be partly attributed to significant investment made in major road infrastructure since 1993, including the Knowsley Expressway linking the Borough to both South Liverpool and the M62 and M57.

The M57 Motorway has the highest traffic volumes with 41% of all vehicles on Knowsley roads; the M62 is the second highest however with much less traffic at only 27%. The main shift in traffic patterns since the year 2000 has seen an increase in more cars by 48% and a reduction in Buses and Coaches on the main 5 roads by 28%. Table 4 shows the main five roads in the Knowsley and the traffic flow by vehicle type on an average day in 2000 compared with 2017.

Table 4: Traffic flow by vehicle type 2000 vs 2017

Road	Cars and Taxis		Buses and coaches		HGV's		LGV's	
	2000	2017	2000	2017	2000	2017	2000	2017
A5300	56,588	127,236	345	338	10,147	15,726	8,102	26,792
A562	88,155	92,348	607	286	7,862	7,641	11,190	15,459
A580	92,635	80,577	1,098	701	9,184	9,201	16,213	20,568
M57	239,939	372,353	1,322	943	38,786	42,732	37,692	76,799
M62	146,449	249,999	790	722	16,410	1,9872	20,837	55,179
Total	623,766	922,513	4,162	2,990	82,389	95,172	94,034	194,777

Source: Department for Transport Road Traffic Statistics

Using the Liverpool City Region Transport Model (LCRTM), stress tests have been undertaken to show forecast stress on the highway network in 2030. This gives an indication of volumes of traffic compared to available capacity, enabling identification of potential future hotspots for congestion. It is forecast that in the main, Knowsley's road network will continue to operate efficiently with forecast growth. In contrast to Knowsley, Liverpool and Sefton show considerably more forecast stress on their road networks, including in more concentrated areas and over longer links particularly around the Port of Liverpool and Edge Lane, which is likely to have an impact on commuters entering or leaving Knowsley.

Future localised 'pinch points' in Knowsley include:

- M57 Junctions 2-6;
- M62 east of Junction 6 and west of Junction 5, Huyton;
- M62 Junction 6;
- A5300 Knowsley Expressway;
- County Road/Moorgate Road North roundabout, Kirkby;
- A506 County Road/Hall Lane junction, Kirkby;
- A506 Bank Lane running north from Kirkby into Sefton and connecting to the M58;
- A506 Valley Road at the Coplehouse Lane junction and Coplehouse Lane link, Kirkby;
- A57 Liverpool Road at M57 Junction 2;
- Stockbridge Lane, running from the M57 J3 east to Knowsley Lane;
- A5080 Tarbock Road and B5199 Archway Road, Huyton;

- A562 Higher Road, Halewood; and
- Church Road, Halewood.

All of the above represent localised areas of stress. It should be noted that the LCRTM network does not take into account some areas of proposed transport investments including the upcoming works at the M62 Junction 6 'Tarbock Island', a component of the Access to Halsnead Garden Village scheme, and Local Growth Fund round 3 investments in the Kirkby area.

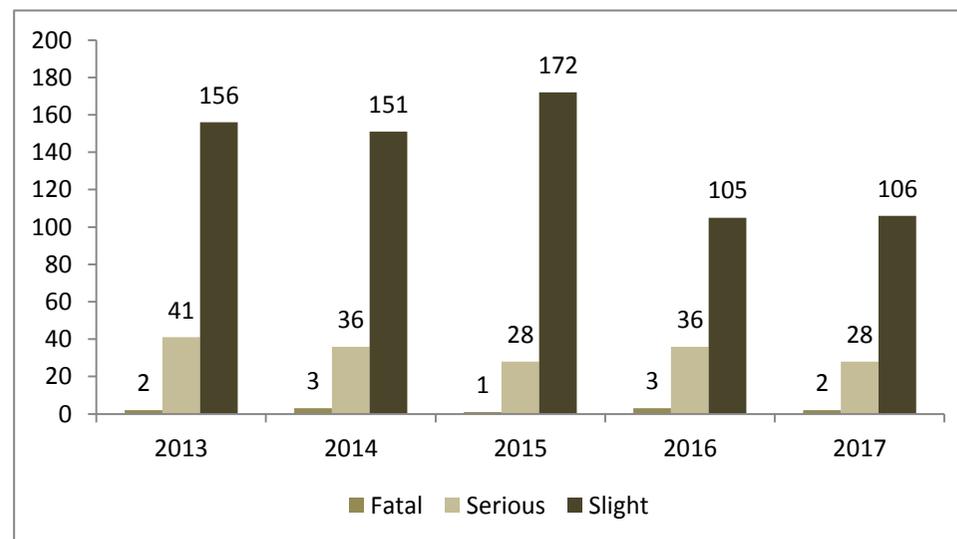
The NHT satisfaction survey in 2018 shows that 54% of those surveyed were satisfied with local efforts to tackle congestion. This compares with 47% satisfaction across all other NHT areas and has remained at the broadly the same level from the previous year.

Knowsley's road safety is improving and rates are comparable with national and regional averages

The numbers of people killed or injured on roads remains too high. In reported road traffic accidents in the UK in 2018, road deaths increased by 4% compared with 2013, rising to 1,775. The number of people seriously injured in the UK increased by 5% to 22,807.

Overall there has been a 45% reduction in all collisions between 2013 and 2017 in Knowsley, a marked difference when compared to the national picture. Figure 30 shows the severity of injuries due to collisions on Knowsley's roads from 2013 through to 2017.

Figure 30: Trends in casualty severity in Knowsley 2013-17



Source:

There were 11 fatalities during this period which accounted for just over 1%, with slight injuries (whiplash, minor breaks and sprains) accounting for 80% of all road injuries. As of 2017, Knowsley is showing a slight reduction (3%) for all Killed and Seriously Injured casualties compared to the 2010-14 average.

Knowsley's 2015-17 three year average rate for all Killed and Seriously Injured casualties is comparable to the national average (Knowsley 0.37 per 1000 population compared to 0.38 per 1000 for Great Britain).

Environmental impact of transport

Road traffic is a significant contributor to greenhouse emissions

Road transport accounts for 22% of total UK emissions of carbon dioxide (CO₂) a major contributor to climate change. The EU has agreements with motor manufacturers that aim to reduce average CO₂ emissions from new cars. Colour-coded labels, similar to those used on washing machines and fridges, are now displayed in car showrooms showing how much CO₂ new models emit per kilometre. However, as traffic levels are predicted to increase, road transport will continue to be a significant contributor to greenhouse gas emissions.

Vehicles have a major impact on the environment through their construction, use and eventual disposal. It is estimated that of the CO₂ emissions produced over a car's lifespan 10% come from its manufacture and 5% from its disposal, with the remaining 85% coming from fuel use and servicing operations. In addition to these emissions of carbon dioxide and other air pollutants, the vehicle and related industries (e.g. fuels) consume large amounts of raw materials, and produce significant quantities of waste.

Air quality related to transport is generally good in Knowsley

Air pollutants from transport include nitrogen oxides, particles, carbon monoxide and hydrocarbons. All have a damaging impact on the health of people, animals and vegetation locally. Air quality in the UK is slowly improving, but many areas still fail to meet the health based national air quality objectives and European limit values; particularly for particles and

nitrogen dioxide. In town centres and alongside busy roads, vehicles are responsible for most local pollution. Vehicles tend to emit more pollution during the first few miles of journey when their engines are warming up. Although new technology and cleaner fuel formulations will continue to cut emissions of pollutants, the increasing number of vehicles on the road and miles driven is eroding these benefits.

The City Region faces a significant air quality problem, with impacts from transport across all local authority areas. Reliance on cars for many short journeys plays a significant role in the City Region's poor air quality outcomes.

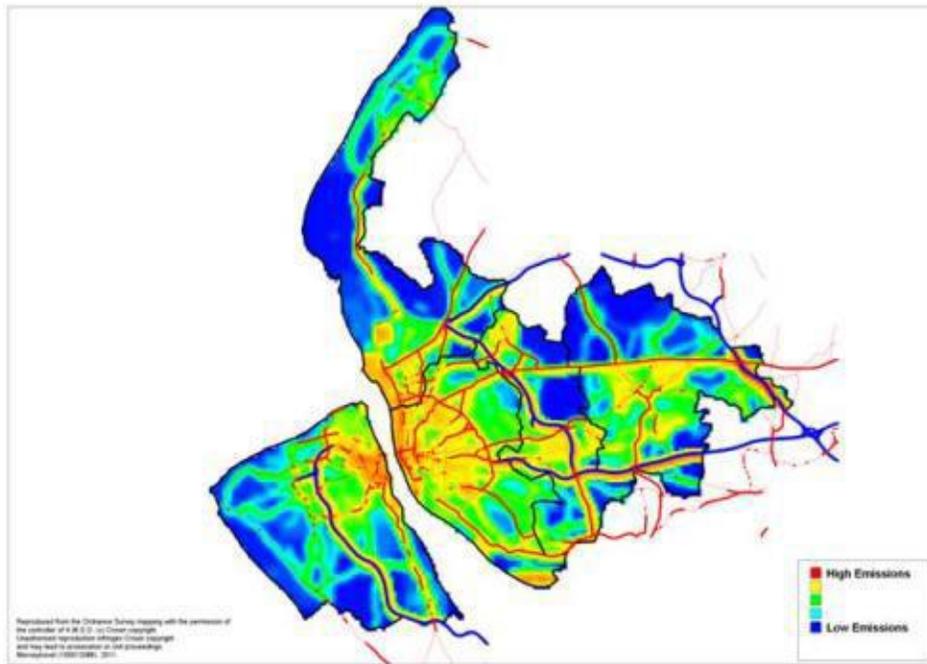
Air pollution differs across the City Region and figure 31 shows the distribution of air pollution across the area. It is clear that (once the motorway network is discounted) that Knowsley has much better air quality than many of its immediate neighbours with the majority of the borough showing relatively low levels of pollution.

Air quality (England) Regulations 2000 & 2002, set out quality air objectives for a number of pollutants and in Knowsley is checked from a site in Northwood in Kirkby which collects the data on a real time basis.

Data from 2013 shows that Knowsley have met the objectives for air quality and the data from the Monitoring report can be accessed via the Knowsley website. As such, there are not currently any Designated Air Quality Management Areas within Knowsley, though there is a risk that continued housing and economic development could change this in specific hotspot areas such as Tarbock Island at Junction 6 of the M62.



Figure 31: Distribution of air pollution across the city region



Source:

The impact of poor air quality on health is covered in more detail in the Live Well chapter of this evidence base report.

Road traffic is a significant contributor to noise pollution

It is estimated that noise from road traffic affects 30% of people in the UK. Sources include engine noise, tyre noise, car horns, car stereos, door slamming, and squeaking brakes. Vehicles have been subject to noise standards for many years through EU legislation. The sound of engines is

a problem in towns and cities, while in more rural areas tyre noise on busy roads, which increases with speed, is the main source. Low-noise road surfaces, effective noise barriers in sensitive locations, and low noise tyres can all help reduce noise levels. Meanwhile, encouraging people to close car windows when playing loud music, and discouraging the use of 'boom box' car stereos would significantly reduce noise impact.

Commuting patterns

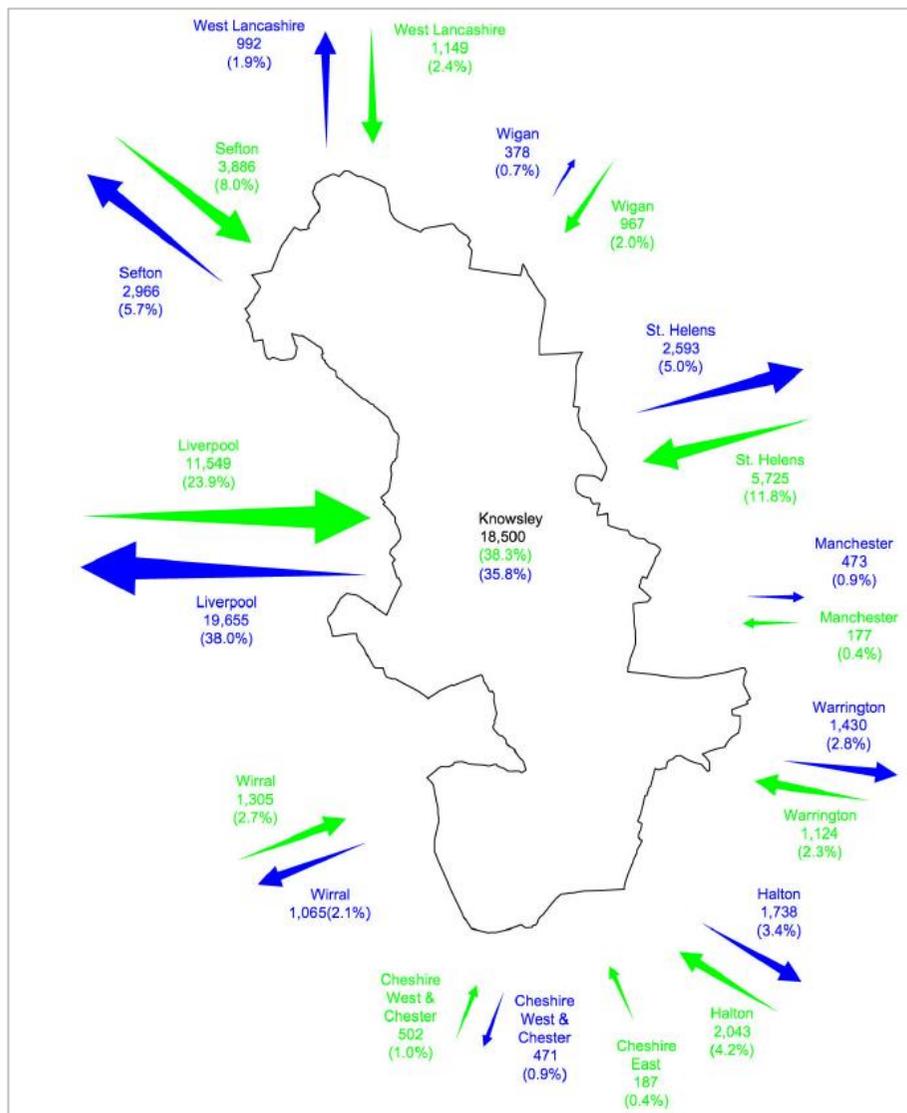
60% of people working in the Borough live outside Knowsley

Figure 32 provides an overview of the journey to work trips between Knowsley and key employment locations. The green arrows show inbound travel to work trips, while the blue arrows show outbound travel to work trips. Total numbers of people travelling are shown as well as the percentage share of the total incoming and outgoing trips.

These commuter flows indicate:

- There is a broadly comparable number of trips coming into Knowsley (30,439) and going out of Knowsley (26,781).
- 18,500 trips are internal trips where both origin and destination are located within Knowsley.
- The strongest external links is with Liverpool, although outbound flows are significantly larger than inbound.
- Links to St. Helens and Sefton are also important, especially for incoming trips.

Figure 32: Commuter flows to and from Knowsley

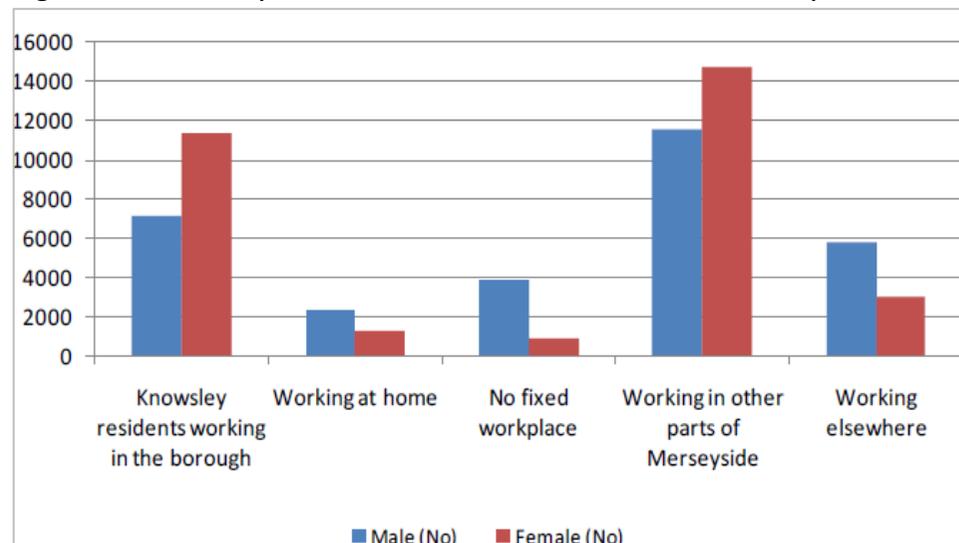


Source: Mott MacDonald

Key conclusions from the travel to work data are that significantly more inbound travel to work trips are made into Knowsley from neighbouring areas (including Sefton, St Helens and Wigan) compared to outbound trips. For Wigan and St Helens, over twice as many trips are made into Knowsley compared to trips into these authorities. This is indicative of issues some residents face when trying to access employment opportunities.

The highest age bracket for Knowsley residents who outward commute into other boroughs in Merseyside is the 16-24 year olds where almost 70% work outside of Knowsley. Almost 25% of 25- 34 year olds work outside of the Merseyside region. Only the 50-64 age bracket has over 30% of people who both live and work in Knowsley.

Figure 33: Knowsley residents travel to work location summary



Source: ONS UK Census 2011



It is clear from the data that the largest proportion of workers in Knowsley travel to work locations outside the Borough and elsewhere in Merseyside. If this is combined with those who travel to work even further afield in the UK, this accounts for almost 60% of working residents. This compares with only 29% of residents who both live and work within the Borough.

According to Census 2011, most residents (59%) travel less than 10km to their place of work, and a further 21% travel between 10 and 30km. The distance that Knowsley residents travel to work has remained broadly stable between 2001 and 2011. There was a very slight increase in those residents that travel between 10 and 30km to work but aside from this there has been no movement in how far residents travel to work.

In general, public transport and active modes are used less for inbound work journeys to Knowsley than for outbound commuting. This may be influenced by the more diverse spread of Knowsley employee origins and there being insufficient public transport and green links to offer attractive connectivity between Knowsley and more distant areas.

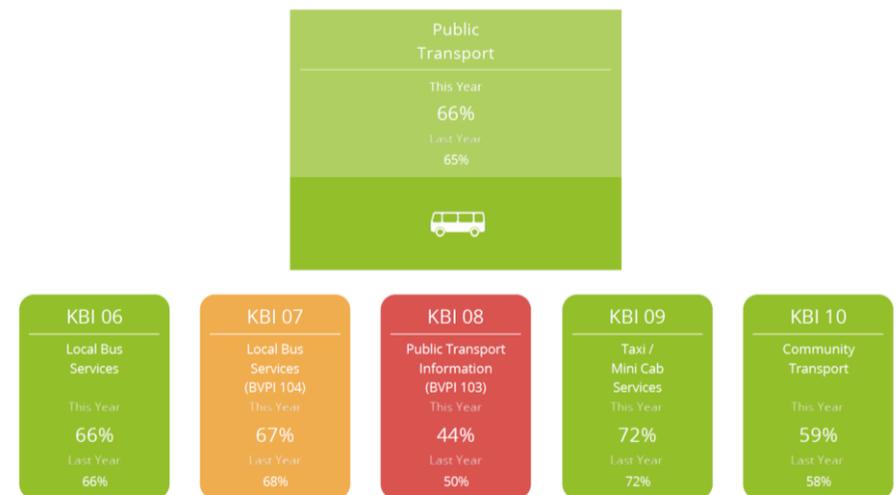
The lowest car share is for trips within Knowsley and for trips to Liverpool. This is attributable in part to high levels of walking to work within Knowsley, while Liverpool bound trips benefit from a relatively good rail and bus provision. The highest car modal share is recorded for journeys from West Lancashire and Warrington, even though the latter has regular direct trains scheduled to Huyton and Halewood district centres.

There is a noticeable difference between the proportions of rail journeys originating from Knowsley to Liverpool compared to the reciprocal routing. Rail mode share reaches 50% for journeys between some Knowsley origins and Liverpool city centre. However, this success is not replicated for commuters to Knowsley, probably due to a combination of the starting point of their journey not falling within the Liverpool city centre rail station catchment and/or their employment location in Knowsley not being accessibly located relative to Knowsley rail stations.

Public transport, walking and cycling

Increasing the use of bus, train and cycling journeys in Knowsley, particularly for local journeys of 5km or less, can play a key role in reducing vehicle pollution, and relieving potential future stress on the highway network.

Figure 34: 2018 public satisfaction survey – public transport element



Source: National Highways and Transport Network



In addition to physical activity health benefits associated with public transport and active modes of travel, the energy consumption of public transport is less than that used by cars, when at average occupancy. This means the emissions produced by public transport are proportionally less than those emitted by cars, which benefits health directly, and mitigates transport's contribution to climate change.

The latest data from the National Highways and Transport Network annual survey in 2018 shows broad satisfaction with public transport in Knowsley. Figure 34 provides a summary overview of the last 2 years performance for a range of public transport related perception measures.

Accessibility of public transport limits access and opportunity for some

There are significant inequalities in access to public transport, in particular in relation to disabled people and the elderly. Disabled people often face issues in accessing public transport, in terms of their ability to reach services and gain access to them. Many public transport services are inaccessible to wheelchair users.

There are also difficulties in obtaining information regarding accessibility options which can also act as a significant barrier to the uptake of public transport by disabled people. Many disabled people are restricted in their travel options and in turn their access to services. Research conducted by Leonard Cheshire Disability in 2018 has found that around a third (35%) of people with a disability had experienced problems as a result of their disability when travelling by train, and approaching half (43%) when travelling by bus. In addition 20 per cent of people with a disability find it

either difficult or impossible to access healthcare with the public transport options available to them.

Of those surveyed, around 7% had turned down job offers or interviews due to lack of accessibility to public transport. The same survey found that 26% felt that transport problems had limited accessing an education facility, and 21% reported difficulties in attending a hospital appointment.

Ease of access to public transport is equally important for older people. As people age and operating a car becomes impractical, they become increasingly reliant on public transport. Research from 2016 estimated that around 40 per cent of 65 to 84 year olds use public transport.

Among older generations, the use of public transport is affected by a number of barriers. These include concerns about personal safety, difficulty in carrying heavy loads, problems with reliability, and the behaviour of transport staff as well as other passengers. Fears about safety, such as the fear of falling, can also become a significant factor.

Public transport offers comparative value compared with driving

Transport is one of the main day to day costs for families both in Knowsley and across the UK. Any fluctuations in transport costs can radically change finances for families.

Data from the latest Liverpool City Region Household Travel Survey in 2018 indicates that around three quarters (77%) of all journeys made by Knowsley residents from home to work were in a car, van or taxi. Compared with this, just 7% travel to work using a bus whilst 4% take a

train. In terms of sustainable transport, around 11.4% travel to work using active modes of transport (walking and cycling).

The type of transport used can have a significant impact on household finances and table 5 illustrates the average weekly cost of different modes of transport to travel to work based on a daily return journey from Huyton to Liverpool city centre.

Table 5: Average costs of travel to work (Huyton to Liverpool)

	Car/van/taxi	Bus	Train	Bicycle	Foot
Mode share (%)	76.7	7.1	3.9	3.2	8.2
Average cost	£42.40 per week (fuel and parking)	£15.00 per week Arriva (weekly ticket)	£16.70 per week (Railpass)	None	None

Source: Liverpool City Region Household Travel Survey 2018 (Mott Macdonald), www.merseytravel.gov.uk, www.arrivabus.co.uk and www.ncp.co.uk

The estimates indicate that bus and train options are extremely competitive compared with car based modes of transport. The average weekly cost of a daily return journey made by car from Huyton to Liverpool city centre is £42.40 (based on an average fuel consumption of 36 miles per gallon and a median priced weekly NCP car parking pass). In

comparison, the cheapest weekly bus and rail season tickets available from Arriva Bus and Merseytravel cost £15 and £16.70 respectively.

Bus services patronage is increasing

Despite a longer term trend of passenger decline on the bus network across the Liverpool City Region, bus patronage figures in recent years show an increased number of trips, with a 16.2% increase in patronage over the period March 2014 to March 2017.

There are a number of factors that have influenced this, including introduction of a better ticketing offer for young people (such as single price ticket products like 'My Ticket') leading to a 142% growth in journeys for young people up to aged 18. Introduction of the Liverpool City Region Bus Alliance in 2016 (between Arriva, Stagecoach and Merseytravel) has also helped to deliver investment in bus services and increase standards of services available to passengers on buses (such as improved smart ticketing, Wi-Fi and USB charging on all new buses).

A reduction in the cost of bus operators' weekly tickets is believed to have contributed to boosting the number of adult users. Figures from the Liverpool City Region for 2018/19 show a nine per cent increase in fare-paying passenger bus journeys compared with 2017/18, with adult patronage driving overall growth in bus journeys for the first time.

The number of journeys made by young people has driven passenger growth since 2014, due in part to the introduction of the £2.20 'My Ticket', which allows under-19s unlimited day travel on any bus across Merseyside and Halton.

Residents are generally satisfied with bus services

National Bus Passenger survey data released by Transport Focus has shown 91 per cent of paying Merseyside bus users are satisfied or very satisfied with services, the joint highest of any metropolitan area. The survey also has Merseyside services topping the table for best value outside of London, with 75 per cent of paying bus passengers in the region saying they were satisfied or very satisfied with the value for money offered. There has however been a decrease in satisfaction with punctuality, but this is an area that remains a priority in the City Region with a Bus Alliance work stream overseeing delivery of improvement to tackle this.

Bus travel is uncompetitive for radial journeys in Knowsley

Locally, Knowsley's bus network provides a strong east to west offer for journeys made within the borough as well as journeys into Liverpool. However, north to south bus connections are limited with a total of three separate buses needed to make a journey between Kirkby and Halewood as well as from Whiston to Halewood. Consequently, journey times by bus for these trips are uncompetitive compared to the journey time by car. A comparison of bus and car journey times between key urban areas of the Borough is displayed in table 6.

This demonstrates that for a number of journeys, travel by bus is currently at least three to four times slower than if the same journey was undertaken by car.

Table 6: Travel times comparison for car and bus in Knowsley

	Halewood		Huyton		Kirkby		Prescot		Whiston	
	Car	Bus	Car	Bus	Car	Bus	Car	Bus	Car	Bus
Halewood			12m	34m	17m	1h41m	15m	45m	13m	55m
Huyton	12m	36m			13m	30m	6m	15m	6m	18m
Kirkby	18m	1h14m	12m	31m			12m	43m	14m	48m
Prescot	16m	41m	7m	21m	13m	29m			6m	10m
Whiston	12m	60m	6m	18m	15m	37m	5m	10m		

Source: Mott MacDonald

It is also important to note the lack of public transport direct from Halewood, Cronton and Prescot to Whiston. This will have affected attendance for hospital appointments from residents who cannot use other transport means.

At the more strategic level, Knowsley's bus network provides extremely restricted connections to regional destinations outside of Knowsley, including; to Liverpool John Lennon Airport, Halton and Warrington. These locations are also served poorly by rail services from some areas of Knowsley, making public transport journeys to surrounding boroughs unattractive for many.

Longer term decline in patronage over the last ten years has led to a decline in overall network coverage and following the Liverpool City Region Bus Service Review (2017/18), the bus network in Knowsley has shrunk further.

Significant investment is being made to improve sustainable travel

The [Liverpool City Region Local Journeys Strategy](#) indicates that 66% of all trips made in Merseyside are less than 5k, and 83% are less than 10km. Of the trips that are less than 5km (defined as 'local journeys'), 50% are undertaken by car.

The latest data from the Liverpool City Region Household Travel Survey (2018) shows that around 60% of journeys in Knowsley are less than 5km, and 76% are less than 10k, indicating that residents in Knowsley tend to travel further when they make journeys. Despite this, 65% of all journeys

undertaken are by car, and around 22% by active modes of travel (walking and cycling).

According to the Liverpool City Region Household Travel Survey, walking is the mode of choice for 20% of all trips in Merseyside; Knowsley is slightly above this trend with 22% of all trips undertaken on foot. In terms of travel to work trips however, only 8% of all travel to work trips in Knowsley are on foot, equal to the City Region average of 8%. This could be attributed to a number of factors including distribution of employment and the fact that a number of jobs in Knowsley are located on edge of town business parks, further away from urban centres where employees may walk from to get to work, as well as the fact that walking routes to a number of employment sites are unattractive or non-existent.

In terms of cycling, just over 2% of all trips in Knowsley are made by bicycle, slightly higher than the 1.9% average across the City Region. The picture for travel to work trips undertaken by bicycle is more positive however, with over 8% of all trips made by bicycle.

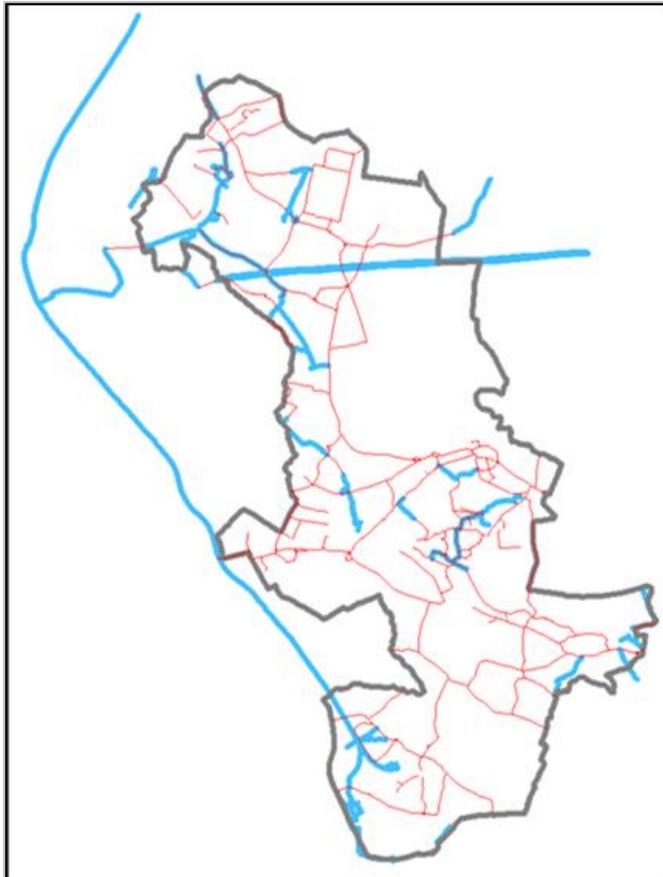
The relatively high propensity to cycle to work in Knowsley is indicative of low car ownership levels in some parts of the borough as well as 30% of the working population in Knowsley living and working in the borough, with some shorter distance trips suitable for undertaking by bicycle.

Knowsley benefits from some comprehensive stretches of off-road cycle infrastructure, concentrated in the main urban areas of Kirkby, Huyton, Prescot and Halewood. Key routes include National Cycle Route 862 which provides a link south from Kirkby, running parallel with the M57 before turning west through Stockbridge Village and into Liverpool,



connecting with National Route 62 in West Derby. On road sections of the route are signed, including at Ribblers Lane and School Lane, adjacent to Knowsley Business Park. The map below shows the existing cycle routes in blue and proposed cycle routes in red.

Figure 35: Existing (blue) and proposed (red) cycle routes in Knowsley



Source: Knowsley Council

The strategic road network in Knowsley creates severance issues for both walking and cycling. Roads such as the A580, M57 and M62, amongst others, act as a deterrent to walking and cycling as they are difficult if not impossible to cross other than at dedicated crossing places which increases journey times. They are also unattractive to travel alongside for both walkers and cyclists.

Knowsley has secured significant investment from the Liverpool City Region to expand cycle networks. Programmes include the Local Sustainable Transport Fund, which has delivered around £4.5m of investment to upgrade Knowsley's sustainable travel infrastructure including new and improved cycle ways and footways of 20km in Kirkby, 5km Huyton and 7.6km of cycle network to improve access to Jaguar Land Rover in Halewood.

The Sustainable Transport Enhancement Package (STEP) is a six-year programme (up to 2020/21) which has already provided a range of sustainable transport developments to improve cycle connectivity across the borough, and will continue to develop further infrastructure focussed on the 'Connect Kirkby' (Stonebridge/Kirkby Industrial Park), 'Huyton/Prescot Gateway', and 'Connect Whiston' improvement schemes.

There are also plans in progress to deliver over 55km of cycling and walking upgrades across the City Region utilising investment from the national Transforming Cities Fund (distributed via the City Region Strategic Investment Fund) and the national Sustainable Urban Development Fund. Within Knowsley, £0.798m of the Transforming Cities

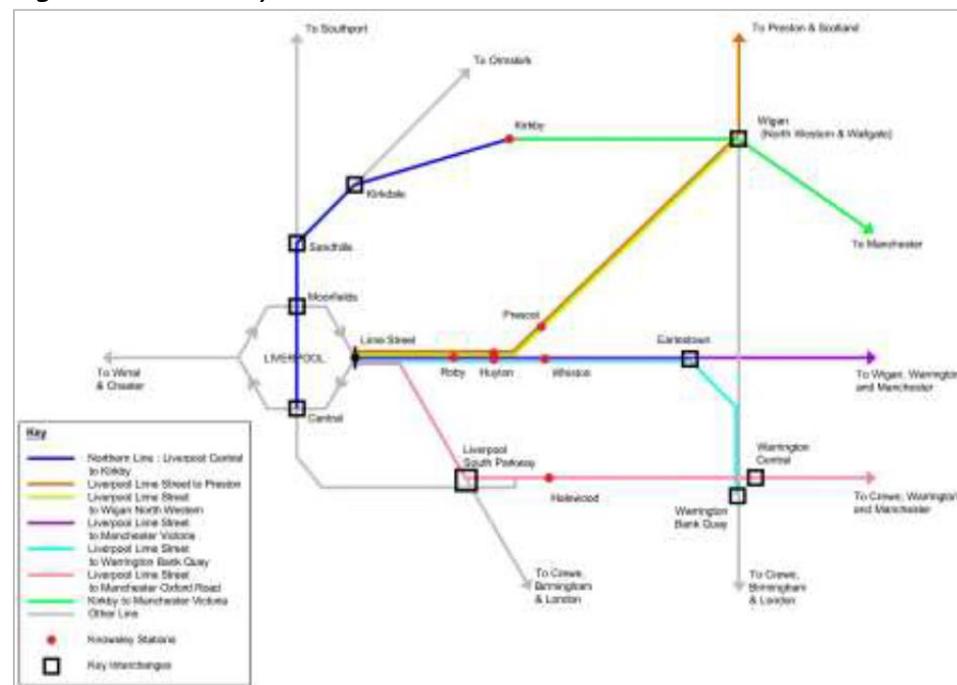
Fund monies will be aligned with £1.459m of Sustainable Urban Development monies and £0.661m of local authority match funding to deliver the 7.4km Prescott to Runcorn cycleway. This is a key transport scheme which has been identified within the local transport investment pipeline.

Knowsley prioritises a holistic approach to the development of the borough's walking and cycling network, ensuring the network is able to facilitate longer distance journeys to strategic destinations. There is a significant potential for better, joined up cycling routes through Knowsley, including through connections to public transport hubs to support multi modal journeys. These cycle routes will continue to be promoted, whilst enhancing other cycle routes which are fragmented at present.

Knowsley is well connected by rail

Knowsley has six rail stations, with services operated by both Merseyrail and Northern Rail. Kirkby station is located on the Merseyrail-Northern Line and provides connections north-east to Wigan and Manchester. Roby, Huyton, Prescott, Whiston and Halewood stations are all located on different branches of the City Line. Knowsley accommodates a large number of rail services per hour which pass between Liverpool City Centre and destinations including Manchester, Wigan, Warrington and Blackpool.

Figure 36: Knowsley's rail network



Source: Mott MacDonald

Figure 36 above illustrates the extent of Knowsley's rail network, highlighting the number of direct and onwards journeys across the country which are possible using the network. It demonstrates the strength of Knowsley's east-west rail connections, benefiting four of Knowsley's key rail stations: Roby, Huyton, Prescott and Whiston. However, it can also be seen that north-south rail connectivity across the borough is not as strong. Kirkby is a key urban centre within Knowsley and is well connected to the City Centre via Merseyrail services. However, connectivity to the south of Knowsley to areas such as Halewood is

limited, reducing the attractiveness of the rail network for north-south journeys.

Rail patronage at stations in Knowsley is increasing

Table 7: Entries and Exits at Knowsley stations

	Entries and Exits 15/16	Entries and Exits 16/17	Entries and Exits 17/18	Percentage change (%)
Huyton	1,002,732	1,008,362	1,150,124	14.7
Kirkby	2,356,170	2,428,340	2,427,784	3.0
Prescot	391,294	418,228	449,942	15.0
Whiston	370,380	367,130	411,222	11.0
Roby	283,018	303,922	338,272	19.5
Halewood	117,560	118,494	135,832	15.5

Source: Office of Rail and Road

The figures show that Kirkby is Knowsley's busiest rail station and has seen a 3% rise in rail passengers in the three years since 2015/16. Due to its location near to Kirkby Town Centre, and its potential connectivity via the Wigan-Kirkby line, Kirkby station is considered a strategic station, which would benefit from further connectivity improvements.

Prescot rail station has also seen a significant increase in passenger numbers, potentially linked to several large housing development sites within the area at Prescot Park and on Scotchbarn Lane. This will be expected to continue to rise following the completion of the Shakespeare North Playhouse, repurposing Prescot from a more localised rail station to a potential rail hub on Knowsley's network.

Roby rail station has seen the biggest increase in passenger numbers (+19.5%), possibly due to the ongoing delivery of residential developments near to the station. The station has also benefited from capacity works associated with the Northern Hub project, widening the track at Roby to four sets and introducing electrification on the Liverpool to Manchester line.

Whiston rail station did experience a decline in passenger number between 2015/16 and 2016/17, but this has since increased substantially in the most recent year. This could be connected to the growing number of employment opportunities at Whiston Hospital and increasing utilisation of the station as a commuter facility for those travelling to the hospital. Demand at Whiston Station is expected to increase further due to the nearby Halsnead Garden Village development.

Current rail provision will not be able to meet future demand

One major factor for passengers using rail travel is being able to travel safely and comfortably and being able to access a seat for journeys to and from work. Table 8 shows the number of occupied seats for journeys from each station in Knowsley.

It is clear that Kirkby already has an oversubscription of passengers due to the number of carriages on many of the routes being under capacity for the number of passengers. If the trend continues this will mean that by 2033 almost all routes from all stations in Knowsley will not be able to cope with passenger demand, with the most critical pressures forecast at Kirkby station.

Table 8: Projected seat occupancy from Knowsley stations arriving in central Liverpool (am peak)

	Huyton	Kirkby	Prescot	Whiston	Roby	Halewood
2013	62%	104%	55%	61%	58%	56%
2033	112%	191%	99%	110%	104%	99%
2043	126%	213%	112%	123%	118%	114%

Source: Mott MacDonald Knowsley Rail Strategy

Demand on the rail network can be improved through both short and long-term improvements

The Knowsley Rail Strategy (January 2016) identifies a number of rail developments that can be progressed both through the City Region Combined Authority to improve the quality of the rail network and the quality of rail travel in the borough. Identified schemes include the delivery of new stations close to the strategic network to serve as new Park and Ride stations including at Headbolt Lane and Tarbock.

Further priorities include exploring opportunities for enhanced services on the rail network, as investment in high speed rail comes forward, releasing capacity on the network. Knowsley's refreshed Transport Investment Pipeline identifies a suite of strategic transport schemes across and beyond Knowsley to capitalise on scheme funding opportunities that emerge over the coming years. For example, extension of the Merseyrail network from Kirkby to Skelmersdale, increasing Liverpool to Wigan rail connectivity, transformation of Kirkby station to

A number of the shorter term priorities within the Rail Strategy (including improved sustainable access for Knowsley's rail stations) are given new emphasis within this transport pipeline. This includes improving station connectivity at Huyton, Whiston and Kirkby stations.

Investment of £8 million has been secured from the Liverpool City Region Strategic Investment Fund to deliver improvements to Prescot train station as part of a wider package to make major upgrades to the station and transport connections in the town centre, and to construct the Shakespeare North playhouse in Prescot town centre.

High Speed 2 (HS2) and Northern Powerhouse Rail has the potential to have an enormous benefit for Knowsley's stations

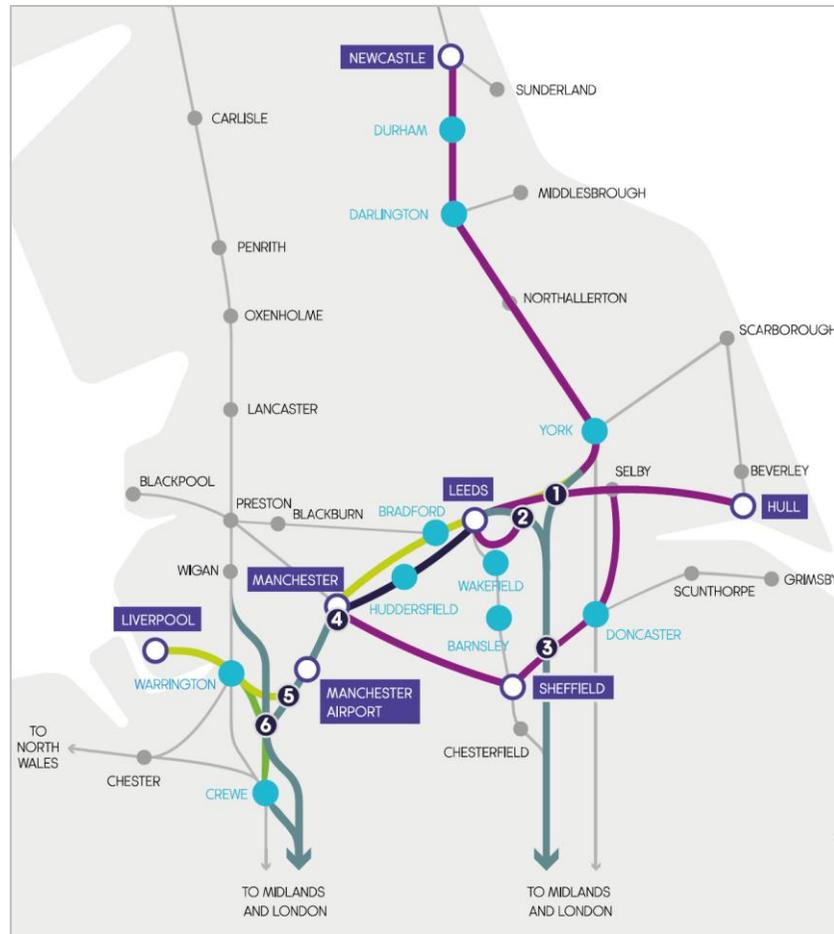
High Speed offers significant potential benefits for Knowsley. Economic evidence commissioned by the Liverpool City Region Combined Authority in 2018 puts the economic benefit to the region of direct connection to both west-east and north-south full high speed rail at over £15 billion, with over 24,000 new jobs, 11,000 new homes and 3.6 million extra visitors.

Northern Powerhouse Rail (NPR) is a programme of work to develop a new pan-North rail network to transform connectivity across the whole North of England. NPR has been identified as a key way of achieving much improved passenger connectivity between cities and emulate the levels of frequency and journey time achieved in economically successful areas elsewhere in the world.

NPR is also seen as completing and complementing High Speed 2 (HS2).

There are a number of synergies between both schemes, not least that some of the emerging options for NPR entail shared use of HS2 infrastructure.

Figure 37: Vision for the Northern Powerhouse Rail network



Source: Transport for the North Strategic Transport Plan

Current HS2 proposals are for two trains an hour to Liverpool leaving the new line at Crewe and using the existing conventional railway to reach Liverpool. This therefore does not provide a separate high speed branch into Liverpool City Centre. Whilst this provides significant time savings over the current Liverpool to London journey time, it does not relieve any capacity on the existing network within the Liverpool City Region.

A key ask from the Liverpool City Region Combined Authority is the provision of a dedicated high speed rail line into Liverpool City Centre. This could be used by HS2 services, and future Northern Powerhouse Rail trains (a high speed rail line linking the six northern City Regions across the Pennines). The most recent proposals for this new combined dedicated high speed line include a new east-west link between Liverpool and the Manchester Airport HS2 branch.

The benefit of this to services around the City Region and, in particular, in Knowsley, is the valuable released capacity on the classic network that could be realised. At present two fast services per hour travel through Roby, Huyton and Whiston stations without stopping on their way between Liverpool and Manchester.

A further three Liverpool to Manchester trains per hour travel through Halewood station without stopping. With a high speed line in place between Liverpool and Manchester stopping at or near Warrington, some or all of the Liverpool – Warrington – Manchester market could be taken away from these lines providing room for additional services and additional stops on existing services (in combination with capacity

enhancements in the case of the Cheshire Lines Committee route through Halewood).

The released capacity from a direct combined dedicated high speed rail line into Liverpool City Centre has the potential to have enormous benefit for each of Knowsley's stations.

Freight

Freight has been identified as a key priority for Knowsley and opportunity for economic growth. The creation of a Post Panamax (deep water) container terminal at the Port of Liverpool, and the expansion of rail freight operations to and from the terminal at Seaforth are seen as major drivers of economic growth. The owner of the Port of Liverpool (Peel Ports) also has aspirations to increase the number of freight paths via the Bootle Branch and Chat Moss Line (via Newton-le-Willows) to access the West Coast Main Line.

Knowsley is well positioned to be at the forefront of the City Region's investment in freight. Knowsley is home (at Knowsley Business Park) to a key rail freight terminal, currently used by SITA UK logistics (under contract from Merseyside Recycling and Waste Authority) to transfer household waste from across the City Region to Teesside.

This facility has significant potential to put Knowsley at the forefront of freight and logistics movement, given that the terminal, currently owned by Potter Logistics, may be used for wider rail transfer and processing responsibility in the future, providing the right infrastructure is present.

The City Region has some 1.36 million sq. m of 'large warehouses' (over 9,000 sq. m), which is the threshold recognised by the freight and logistics industry as being significant for ambient goods for modern distribution requirements). Knowsley holds the biggest proportion of the City Region's large warehouses and is the perfect location to accommodate additional distribution centres of the scale required for the growing freight and logistics industry.

Knowsley must ensure that it can continue to provide the land and supporting infrastructure to benefit from the growing freight sector within the City Region.

Implementation of High Speed 2 within the City Region offer substantial potential benefits through more freight trains using capacity released by the new line. Taking into account Knowsley's strengths in the freight and logistics sector, this could have potential benefits for logistics companies through increased access to the rail freight terminal at Knowsley Business Park or rail freight at 3MG in Halton.



Digital Connectivity

Overview and key messages

Digital technology underpins almost every aspect of modern living across work, travel, leisure and health, and good Internet access is now widely viewed as the '4th utility'. Fast, reliable connectivity is vital to support business growth, help communities to thrive, improve health and well-being, and make it easier for people to get online and access public services.

89% of Adults in Great Britain used the internet at least weekly in 2018, up from 88% in 2017 and 51% in 2006. Since 2006, the percentage of adults who use the internet daily has grown from 35%, to 86% in 2018, while weekly use has declined, from 16% in 2006 to 4% in 2018. Furthermore, the proportion of those who had not used the internet in the last three months has fallen from 40% in 2006, to 9% in 2018

In 2018, of all households in Great Britain, 90% had access to the internet. This has started to level off over the last few years, rising by only 1 percentage point since 2016. However, household internet access has increased by 33 percentage points since 2006.

Fixed broadband has continued to be the most popular type of household internet connection since 2015, with 98% of households with internet access having this type of connection in 2018.

Households with one adult aged 65 years and over had the lowest proportion of internet access, at 59% in 2018. However, these households had the largest growth in internet access, up 23 percentage points since 2012, compared with growth of 10 percentage points in all households.

The most important Digital Connectivity challenges facing Knowsley at the moment include:

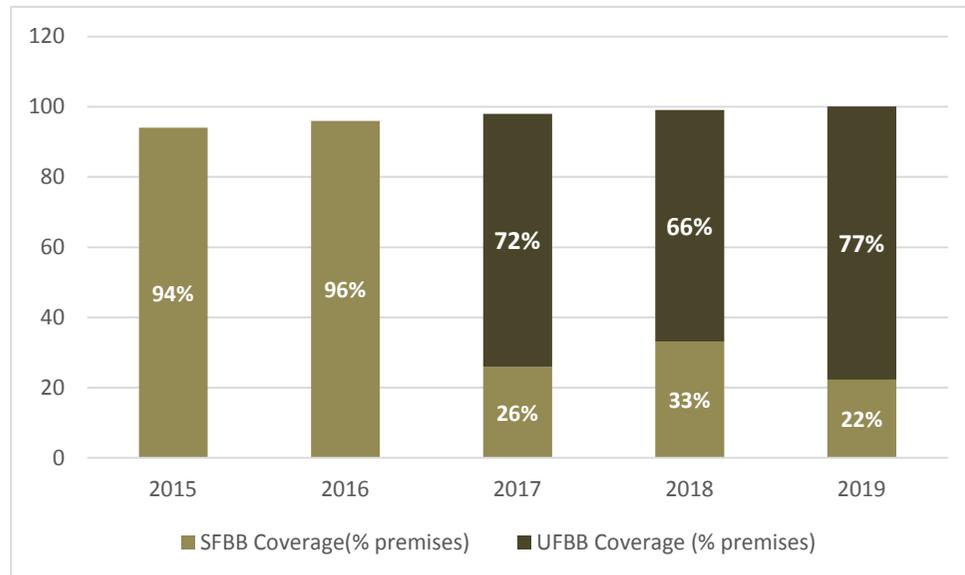
- Ensuring residents and service users are able to access council and other service online channels as part of the channel shift and the introduction of universal credit 'digital by default'.
- Providing access to superfast services for residents at an affordable cost.
- Ensuring that business at key locations are able to access commercially viable Ultrafast (Fibre based) broadband services in order that they can compete with businesses in other locations.
- Impact of digital by default on the community voluntary sector: One Knowsley note as a challenge in their own analysis as well as something picked up on nationally.

Digital Connectivity

Knowsley performs comparatively well for the provision of superfast broadband and 4G mobile coverage across the borough.

Knowsley has 99% coverage of either Superfast or Ultrafast broadband, compared with 96.6 England average. Approximately 5.5% of premises have access to full fibre compared with 6% nationally. This equates to 4,116 premises in Knowsley. Only 0.2% of premises in Knowsley are unable to get download speeds faster than 10Mbps whilst the national figure is 2%.

Figure 38: Take up of Superfast and Ultrafast Broadband in Knowsley



Source: Ofcom Open Data



The borough has good Virgin Media coverage across most residential and business communities with the exception of Stockbridge Village (the cable provider faced restrictions to installation when services were originally rolled out in the 1990's).

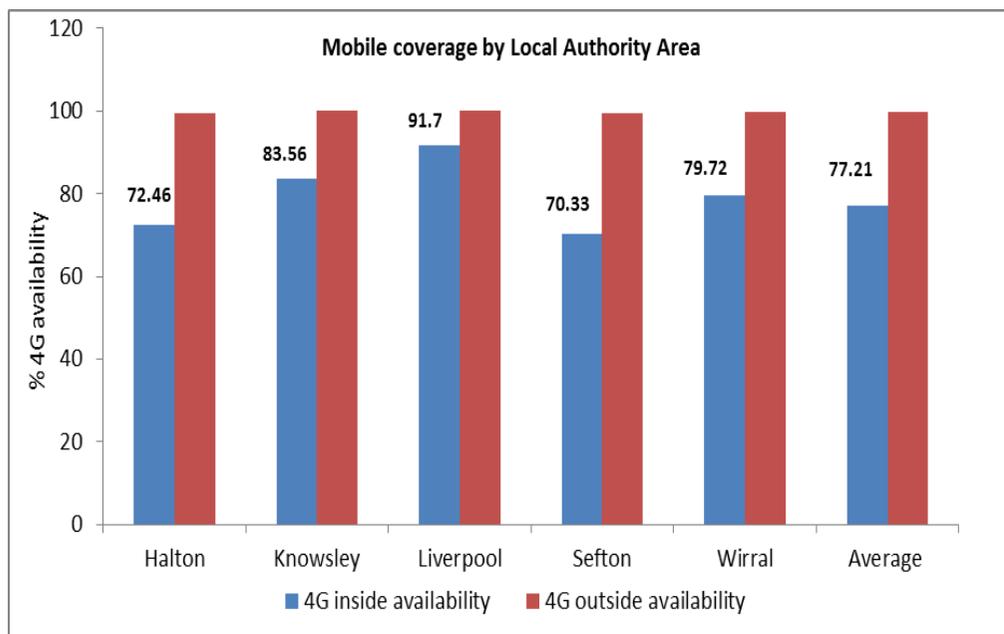
In addition the borough has excellent coverage of BT superfast connectivity both as a result of the BT commercial deployment and also the government / ERDF funded Building Digital UK programme.

Previous local surveys have shown that the vast majority of people go online via an internet connection at home whilst the second most popular means of online browsing is 'anywhere using a mobile phone'.

Data compiled by Ofcom shows that 9% of UK landmass does not have 'good' 4G coverage from any operator. This is reduced from 21% of the landmass a year ago but rural areas are still badly affected.

Knowsley's mobile data coverage compares well to both the Liverpool City Region and national averages. Figure 39 below shows 4G data availability by City Region local authority for both inside and outside locations across all main providers.

Figure 39: Mobile coverage by local authority area



Source: Ofcom Open Data

Business Connectivity in Knowsley can be improved

Whilst connectivity needs to be considered at the individual level to ensure Knowsley residents are equipped with the requisite skills to facilitate their inclusion in the digital world, business connectivity is also a policy area which is gaining increasing traction at a regional and national level.

A survey of businesses conducted by Knowsley Chamber in 2018 showed that 21% of respondents saw poor broadband connectivity or speed as a major barrier to business growth in Knowsley.

Although Knowsley has 99% coverage of superfast broadband, some of this coverage is only reaching download speeds of 10mb. Whilst this is likely to be sufficient for domestic internet use, such speeds are insufficient for businesses that require greater internet capacity to meet their needs.

Within the business community, some businesses have struggled to purchase cost effectiveness broadband services. Organisations are sometimes tied into lengthy connectivity contracts using high cost leased lines. In addition most of the commercial improvements in the last few years have been in superfast service provision when major businesses will increasingly need ultrafast connectivity in order to compete with businesses operating in other locations.

It is clear from insight gained by talking to businesses in Knowsley that they attribute their growth and development potential as being dependent on access to high quality broadband, a perception linked to a wider shift in consumer expectations and business demands. Demand from consumers to interact electronically with commercial providers (including 24 hour e-commerce) is increasing. This is coupled with business being increasingly reliant on digital interaction with external organisations and their supply chain in respect of order processing and fleet management and logistics.

Digital Infrastructure in the Liverpool City Region

Evidence suggests a direct causal link between digital infrastructure investment and economic growth and competitiveness. The UK ranks 27th out of 28 in the EU league table of fibre deployment, with just 2% of premises having a fibre connection compared to 85% in Portugal.

In response to this, the UK government has devised the Local Full Fibre Networks (LFFN) programme as part of its £740million National Productivity Investment Fund. In the City Region, developing world class digital infrastructure has been identified as a mayoral priority.

Work to develop a Digital Infrastructure Action Plan (DIAP) is ongoing, led by the Combined Authority (CA) and Local Enterprise Partnership (LEP), and working collaboratively through a Core Group involving officers from each of the six city region districts, Merseytravel, the LEP, and relevant Combined Authority Policy Leads. In doing so, officers are ensuring active integration with other major City Region policies and investments, including Energy, Planning, Housing, Skills Strategies and Transport, e.g. the Merseyrail rolling stock replacement programme and Key Route Network upgrades.

Initiatives and programmes in the City Region such as LCR Activate and LCR 4.0 are examples of the Liverpool City Region's commitment and passion in supporting digital and creative business growth. Stimulating digital innovation within the manufacturing sector and creating sustainability will build on the City Region's reputation as a world leading digital and creative economy.

The Combined Authority's Digital and Creative Strategy 2018 – 2020 sets out current trends in the digital and creative economy across the City Region and projects the likely changes in technology and the jobs market.

In 2017, there were 22,000 employee jobs in the Digital and Creative sector across the Liverpool City region producing an output of £1.8bn. In the decade between 2006 and 2016, output from the Digital and Creative sector grew by 77% compared with a 48% growth in England.

Demand for digital skills is likely to grow

Analysis of future trends highlights several key skills areas upon which the jobs market will be increasingly reliant. The use of artificial intelligence is predicted to become endemic across industries, from healthcare to education and retail and there is potential for jobs (such as call centre operators) to be replaced as development in AI increases.

Nano technology represents a growing technological trend in which chemistry, biology and physics and material sciences disciplines begin to converge. Harnessing nanotechnology is leading to a multiplication of digital technology across sectors in computer chips, medical diagnosis, energy, biotechnology, and security.

Finally, as the workforce becomes increasingly comprised of the millennial generation, social media is likely to become embedded within jobs practices with the ability to reach out to wide audiences by unconventional means being a particularly valuable asset.

The growth of the Digital and Creative sectors as a driver for the regional economy will require a workforce equipped with the necessary digital skills. Currently around 8% (4.3 million) of the UK population have zero Basic Digital Skills and 10% of the UK workforce does not have what are considered 'Basic Digital Skills'.

As a result this group tends to earn £13,000 less than those who have all five Basic Digital Skills:

- Ability to manage personal information;
- Being able to communicate online;
- Managing financial data;
- Solving problems (like using a YouTube tutorial video); and
- Create things with imaging tools.

This importance of digital skills is acknowledged by the Liverpool City Region's Skills Strategy 2018 – 2023 which prioritises this as key outcome. The adult education budget (now devolved to the City Region) sets out a number of statutory entitlements for learners across the region, one of which includes a fully funded digital qualification up to level two for individuals aged 19 and over who have not previously attained a A* - C GCSE.

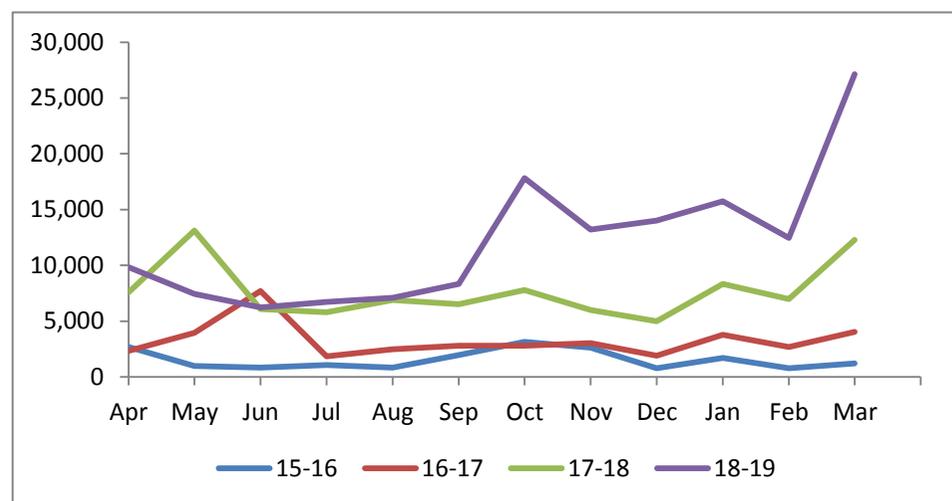
In response to growing digitisation across industry and business, there are numerous future career opportunities available to residents that are dependent on building up portfolios of skills for the future.

This is set out in more detail in both the *Employment and Skills* chapter of this evidence report, and the [Liverpool City Region Skills for Growth Digital and Creative Action Plan](#).

Success of digital services is linked to digital inclusion, particularly for public services

The increase in demand for digital service can be attributed to many local and national factors. On a local level, Knowsley Council has pursued a programme of digital transformation linked to behaviour change initiatives aimed at enabling residents to access services online rather than in person.

Figure 40: Number of public enquiries made online to Knowsley Council



Source: Knowsley Council Customer Services

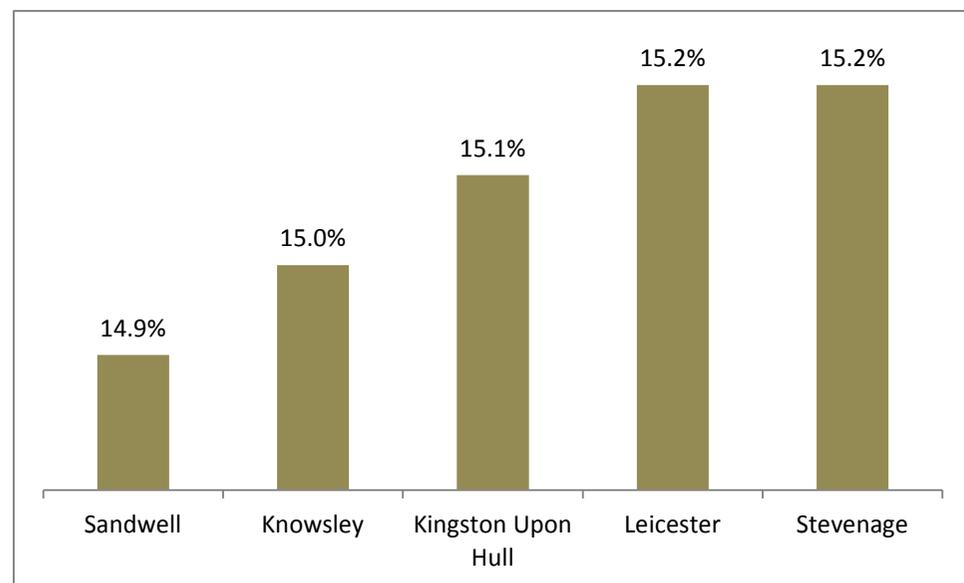
Table 9: Average monthly enquiries made online to Knowsley Council

	2015-16	2016-17	2017-18	2018-19
Enquiries	1,548	3,276	7,698	12,170

Source: Knowsley Council Customer Services

As a result, the number of enquiries received by Knowsley Council through online platforms has increased markedly in the last four years, from an average of 1,548 in 2015/16, to 12,170 per month in 2018/19.

This is something shared with local public sector partners, and in keeping with a national trend to design public services that are 'digital by default'.

Figure 41: Areas with communities least likely to research local government services online

Source: CACI (2014)

Previous evidence suggested that shifting to digital channels in Knowsley would be challenging. Research published by CACI in 2014 suggested that Knowsley represents one of the top 5 local authority districts with communities least likely to research local government services online.

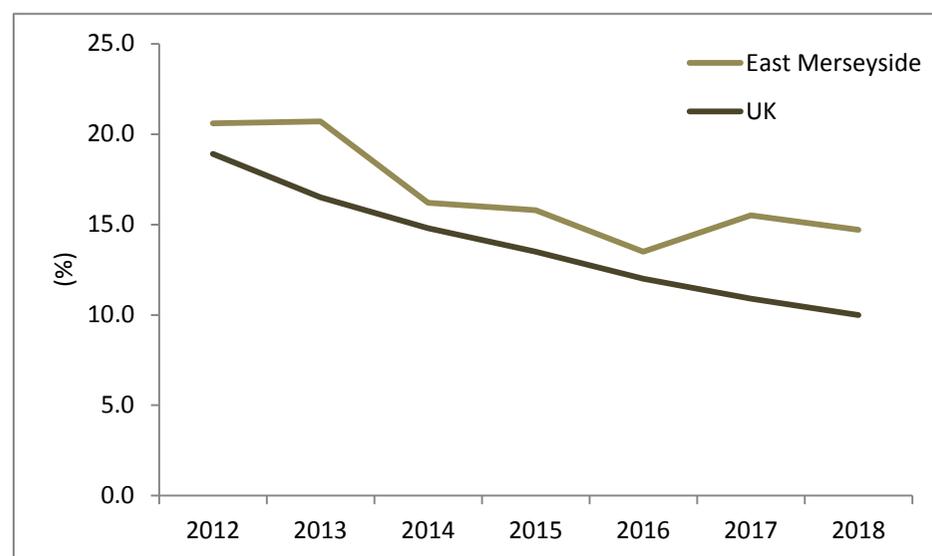
This finding was reinforced with feedback from a recent survey of customers at Knowsley Council's One Stop Shop. This found that over half of residents still prefer to talk to a person rather than contact Knowsley Council online when it comes to seeking advice, making a complaint or paying a bill. Feedback from a focus group held with Knowsley Council front line staff on digital inclusion indicates that older people in particular express a preference to speak to somebody. This can be linked to increased loneliness experienced by older people due to factors associated with this age group, such as retirement.

Digital literacy amongst residents is likely to become increasingly important given the ongoing roll-out of the Universal Credit managed migration programme moving claimants of legacy out of work benefits onto Universal Credit Full Service. Universal Credit is claimed and managed online only. There is potential for this to pose considerable barriers for those without access to internet at home or vulnerable groups, and insight from the community so far suggests that this is creating problems for some residents. This is covered in additional detail in the Live Well chapter of this evidence report.

Figure 42 below shows the percentage of people who have never used, or not used the internet over the last three months, comparing East Merseyside and the UK. There has been a decrease between 2012 and

2018 in East Merseyside in the proportion of residents that have never used the internet (or used it over three months ago), demonstrating that more people are online compared with seven years ago. Despite this, the proportion in 2018 remains five percentage points higher than the UK average, and the gap appears to have widened since 2016.

Figure 42: Proportion of residents that last used the internet over three months ago or have never used it



Source: Office of National Statistics Internet Users (2018)

Although digital connectivity is a relative strength, there are factors that limit accessibility in Knowsley

Health issues can contribute significantly to digital exclusion and results from previous local surveys have reflected this. Local data shows that

around 8 adult residents per 1,000 in Knowsley are known to Knowsley Council as having a learning disability. This is considerably higher than both the North West and England average figures which stand closer to 4.5 per 1,000 adult population. Knowsley residents are therefore more likely to face barriers in access to internet and digital resources.

Challenges can include difficulties in using equipment and problems in understanding computer screens and keyboards as well as digital skills. Accessing online health services, such as access to GP and pharmacy online prescription services, or information and advice, can help to support healthy living and maintain people's independence. Therefore residents experiencing digital exclusion due to health needs are at risk of experiencing further health inequalities.

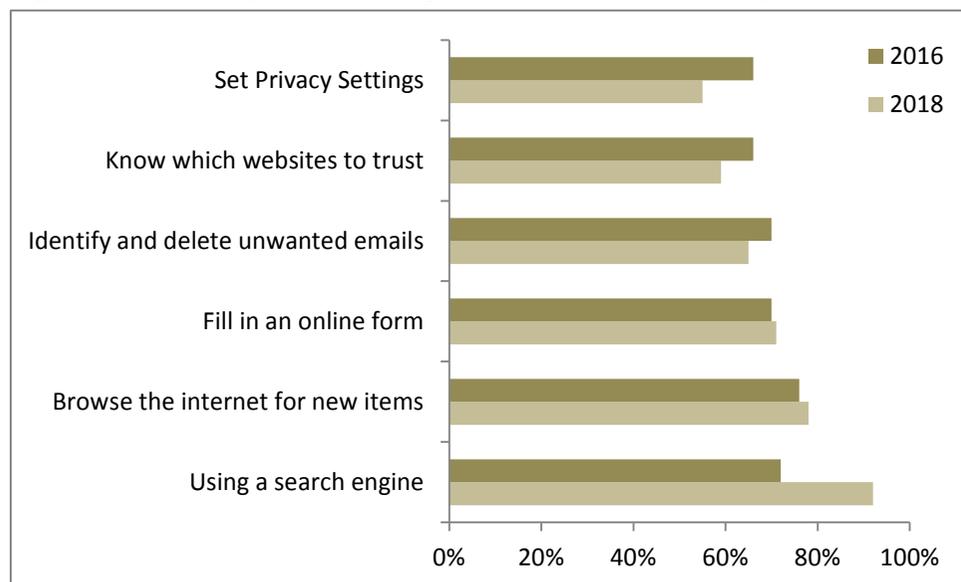
Older adults are disproportionately affected by digital exclusion. Previous local surveys have found that a lack of digital skills and a general disinterest in getting online can be attributed to this. More recent insight from older people in 2018 confirmed these findings and also found that there are concerns around internet safety, including scam emails and fraud, which may also help to explain the reluctance amongst older people to get online.

In Knowsley, older adults represent 17% of the local population, but the number of older people is expected to increase by a third between now and 2030. As such it is important to work with older people across Knowsley in order to encourage and support them to get online so that they are able to benefit from the opportunities that the internet can offer.

It is important to recognise and support residents who are unlikely ever to embrace the technology on offer. This can be achieved by ensuring alternative contact routes are always available, and that online platforms are regularly reviewed to ensure that they are inclusive. Knowsley’s Older People’s Voice developed a position statement on access to digital services (2017) which recognises the importance of this.

A ‘Get Digital Knowsley’ partnership led by First Ark has been looking at the issues affecting residents and service users for a number of years. An initial benchmarking survey was carried out in 2016 and repeated in 2018 to give a greater understanding of the distance travelled since 2016.

Figure 43: Which of the following basic computer skills do you have?



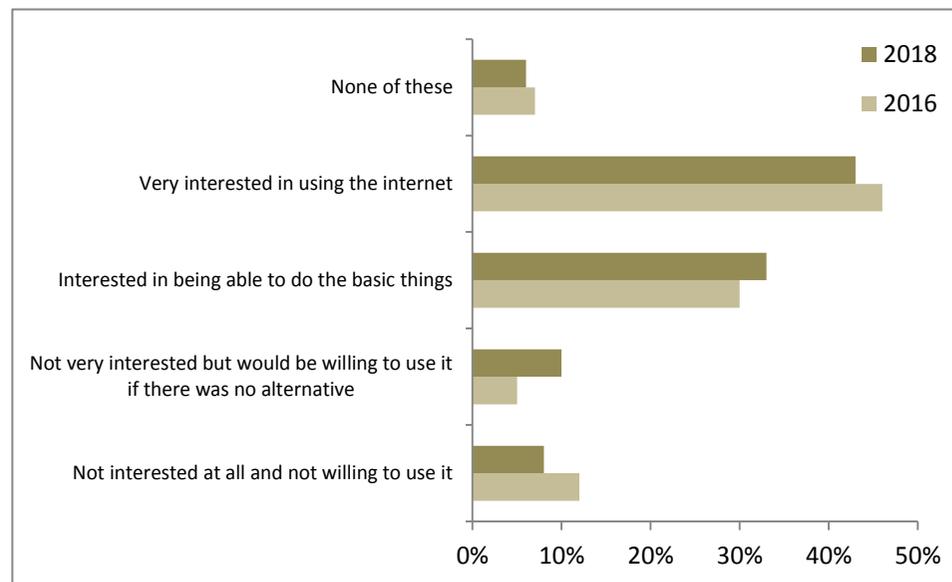
Source: ‘Get Digital Knowsley’ Resident Digital Inclusion Consultation

The findings show that there have been improvements in several key areas:

- 20% increase in those who are able to use an online search engine;
- 6% drop in those who have never used the internet and subsequently a 6% increase in those who have used it at least within the last year.

There are however some areas for concern, mainly around the understanding of online privacy and security with an 11% drop in those understanding how to set privacy settings and a 7% drop in those knowing how to identify which websites to trust.

Figure 44: How would you describe your level of interest in using the services provided by the internet?



Source: ‘Get Digital Knowsley’ Resident Digital Inclusion Consultation



There has been some growth in the number of Knowsley residents who have at least some interest in using the internet, as evidenced by a 4% drop in the number of residents with no interest at all in using the internet.

Despite this, the number of people who only have 'minimal interest in using the internet if there was no other option' has doubled since the first survey in 2016 to 10%. This could suggest that people are being directed into using the internet as more and more services move online.

However the survey findings indicate that some Knowsley residents are still unable to see the benefits of being online, and therefore more work around motivation could be required to show the benefits of being online.