



Knowsley Council

**Draft Spatial Profile Technical Report
– Knowsley and its townships**

**Knowsley MBC
June 2011**

Draft Spatial Profile Technical Report – Knowsley and its townships

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Executive Summary

This Draft Technical Report is one of a number of reports produced by Knowsley MBC to help ensure that the Borough's Local Development Framework's Core Strategy is properly backed by robust and credible evidence. It outlines the background data that has been considered in producing the Preferred Options Report. It describes the Borough of Knowsley and the key issues and opportunities which affect the Borough and each of its communities. It will be used to inform the Core Strategy of the Local Development Framework (LDF).

Historical Context

The Metropolitan Borough of Knowsley came into being on 1 April 1974. The communities within Knowsley are, probably more so than almost any other metropolitan area, a creation of the 20th century. With the exception of Prescot and a few other smaller older settlements, the majority of the existing development in the area now known as Knowsley took place between the 1920s and the mid 1970s. Much of this expansion was as a result of Liverpool overspill development. From 1945, the Borough's employment role also developed, primarily through the growth of the Borough's Industrial and Business Parks and the Ford (now Jaguar / Land Rover) car plant at Halewood.

The Borough experienced a large population decline in the 1970s and 1980. In the ten years from 1981 to 1991 the population fell by 10% (from 173,600 to 155,100). An ambitious "stabilisation strategy" reduced the fall to 2.5% between 1991 and 2001 and then to 1.2% between 2001 and 2009.

The fall in population between 1981 and 2009 masks a significant change in the structure of the Borough's population. The number of persons aged 60+ rose by 24.5% while the number of persons aged under 20 fell by 35.8%. In 1981, 34.6 % of the population was aged under 20; by 2009 this had fallen to 25.8%. The proportion of persons aged 60 plus rose from 14.4% to 20.7%.

Population projections indicate what will happen if past trends continue. The Borough's population is expected to increase by 4,100 between 2008 and 2027. This is due to it being projected that there will be 10,700 more births than deaths and that there will be a net migration loss of 6,500 people.

Population loss can severely hamper the regeneration of local communities. It makes services such as schools, health services etc. less viable and makes it more difficult to attract new employment, shops and leisure facilities. The most mobile people are the young, skilled and qualified and it is these types of person who have left in the past. The high levels of out-migration are considered to be a threat to the future stabilisation of Knowsley's communities and future workforce.

Deprivation

The Index of Multiple Deprivation (IMD) is produced for the Government to identify the distribution of deprivation across the nation. Information is analysed at Super Output Area (SOA) lower level. SOAs are subdivisions of wards. In order to identify different types of deprivation, six measures of deprivation have been produced.

Knowsley is ranked high in all measures of deprivation and is among the most deprived Boroughs in the Country. An important measure of deprivation is the percentage of the population who live in SOAs ranked in the upper ten percent most deprived nationally. In Knowsley's case, 44.6% of the Borough's population live in the country's 10% worst deprived SOAs.

Knowsley is making progress in raising educational attainment but its performance still lags significantly behind performance at the national level. It has the second highest proportion of working age population in the North West that do not have any qualifications. In 2010 Knowsley was ranked 151 out of 151 local authorities nationally for the proportion of students achieving 5+ A*-C grades, including English and maths, at GCSE level.

Housing

In 2010 there were 64,570 dwellings in Knowsley. Since 2002/3 over 3,800 dwellings have been built and over 1,700 have been demolished. Many of the demolitions have been in North Huyton where the Council, with the support of the Government's New Deal for Communities programme, has been promoting the comprehensive remodelling.

Development to replace the demolitions in North Huyton commenced in 2008 but the house building rate has been at a slower than anticipated due to the economic climate. Once economic conditions allow, the Council intends to promote the remodelling of Tower Hill in Kirkby. This will include the construction of about 300 new dwellings.

National policy requires Local Planning Authorities to maintain a rolling five-year supply of deliverable (available, suitable, and achievable) land for housing. The Regional Spatial Strategy requires that 450 dwelling be built each year. The Borough has a land supply for 3,522 dwellings. It therefore has least a five-year supply of residential sites that are deliverable

A Strategic Housing Land Availability Assessment (SHLAA) has been produced to identify land that will be required for housing for the next 15 years. The study confirmed that the Borough has in excess of a five-year supply. It also found, however, the Borough has less than 10 years supply. This is well short of the 15 year supply that the Council is required to identify to support the Local Development Framework Core Strategy.

Affordable Homes

House prices in March 2010 ranged between £69,745 for a terraced house and £174,036 for a detached property. In general, pay levels for Knowsley

residents are low. In July 2010 the average price for an entry-level house was 4.9 times the average annual pay for a full-time worker.

At the time of the drafting of UDP policies, it was not considered necessary to include a policy requiring the provision of affordable housing. A renewed buoyancy in the North West's housing markets changed this position. The Borough's Strategic Housing Market Assessment (SHMA) found that the Borough has a major housing affordability issue.

Household Projections

The number of households in Knowsley is projected to rise by 7,000 between 2008 and 2028. This is due, in the main, to an increase in the number of single-person households caused by elderly people living longer, higher rates of separation and divorce, and more young people forming single households of their own.

Economy, Employment and Skills

Workforce

The Borough plays an important role in the Liverpool City Region. It contains several major industrial and business parks including one of the largest in Europe (Knowsley Industrial Park) and provides employment for 56,000 people. It is therefore a major location for employment in the City Region. In 2001, around 49,000 of the Borough's residents worked in the City Region; it is therefore also an important source of workforce.

Over the last decade the main growth sectors have been in public services with, in 2008, the Public Administration, Education and Health sector accounting for over one third of all employment. New investment has also expanded the employment base in the business services, ICT, creative, tourism, leisure, financial services, communications, logistics and distribution sectors.

The manufacturing sector (which accounts for 10% of businesses and more than 20% of total employment) has declined as a proportion of total jobs in recent years but still accounts for a higher proportion of jobs in Knowsley than it does at the national level. This is reflective of the Borough's role in the automotive industry and its supply chain, as well as advanced manufacturing and engineering sub-sectors.

The sectoral shift has resulted in major issues for Knowsley's industrial areas where existing premises and associated infrastructure are no longer suitable resulting in high vacancy levels. Knowsley Industrial Park is a particular example of this.

The Borough has low average wage levels for residents and mismatch in wages between local residents and those working in the Borough. At £489, Knowsley residents receive £100 less than the average weekly wage for Great Britain. Although Knowsley residents receive the lowest average weekly wage on Merseyside, people who work in Knowsley receive the highest average weekly wage (£584).

Employment Land

In order to secure the Borough's employment growth, it is essential to ensure that a sufficient quantity of land will be available for employment purposes when it is required. In 2010 the Borough had 151.14 ha that was considered to have a realistic prospect of development for employment purposes. Over half of this was considered to be available or would be available within the following three years.

In 2008, Knowsley Council, together with Halton, Sefton, and West Lancashire Councils jointly commissioned the BE Group to identify the future employment land requirements in the four districts. The report identified that Knowsley will need to identify an additional 95 to 111 hectares of employment land in the period up to 2026. It acknowledged, however, that up to 36 hectares could be provided through the remodelling of the existing employment areas.

Town Centres and Shopping

Kirkby, Prescott and Huyton are the Borough's main centres for shopping. They also provide an important range of local services. They are generally smaller than other town and city centres in neighbouring districts, particularly Liverpool to the west and St. Helens to the east. The Kirkby and Huyton centres date from the 1950s and 1960s while Prescott contains a much older historic core. A recent town centres and shopping study states that Knowsley's town centres Huyton, Prescott and especially Kirkby are failing to perform well as locations for shopping, leisure and other town centres uses. They were considered to have very little in the way of an evening economy with no cinemas or theatres and have a very restricted range of restaurants. They also suffer from high levels of 'leakage' of expenditure to centres and "out of centre" retail parks outside of the Borough, particularly to Liverpool.

The Borough also contains smaller suburban district centres in Halewood, Stockbridge Village and Page Moss. A network of smaller local centres provide valuable neighbourhood shopping facilities. The shopping study suggests that these are experiencing difficulties.

Natural Environment

The Borough's natural environment and network of greenspaces is one of its greatest assets. The Borough contains 4,644 ha of land that is designated as Green Belt. This represents 54% of the Borough. The urban areas contain a network of open spaces of various types, which contribute hugely to the quality of life and health of Knowsley's residents and the image of the Borough.

Knowsley has 16 established parks and gardens offering various formal and informal recreation opportunities. A significant proportion of the parks are multi-functional and include a high proportion of natural and semi-natural woodland areas, together with 25 fixed children's playgrounds and five young

people's facilities. Knowsley's urban areas also contain a further network of smaller scale open spaces, with the overall quantity being predominantly amenity greenspace. Many amenity greenspaces are, however, of relatively poor quality and too many, because of antisocial behaviour, are seen by the local community as a liability rather than an opportunity.

Knowsley has 269 ha of land that is considered to have a probability of flooding on average more than once in 100 years, and a further 166 ha that has a probability of flooding on average between once in 100 and once in 1000 years.

Huyton and Stockbridge Village

Huyton together with Stockbridge Village is located in the centre of the Borough and, with a population of 59,000, is the largest of Knowsley's townships. The area is mainly suburban in character, with a number of residential neighbourhoods including Roby and Stockbridge Village. The main employment areas are Huyton town centre, which is the main administrative centre for the Borough, and the Huyton and King's Business Parks.

Huyton was rural in character until the industrial revolution when quarrying and various industrial works were established and dwellings were built for its workers. The Liverpool to Manchester railway has operated since 1830 with a station at Huyton. After the second World War areas of planned Liverpool overspill development took place, most notably in North Huyton. The central parts of the original Huyton village were redeveloped in the 1960's when the present town centre was built.

South Huyton is one of the more affluent areas within the Borough while the North Huyton and Stockbridge Village areas have significant social issues related to deprivation. North Huyton and Stockbridge Village also have extremely high proportions of social rented housing (nearly 50%) and the area overall is dominated by three bedroom terraced and semi-detached housing .

North Huyton New Deal for Communities is a regeneration programme that is investing £55.8m of Government funds into the North Huyton area. Its aim is to tackle unemployment, poor examination results, ill health, poor housing and crime and disorder. A comprehensive regeneration programme is being undertaken in North Huyton which includes substantial replacement of houses.

Huyton plays an important role in the Borough's economy. In addition to being the Borough's administrative centre, it also contains the Huyton and King's Business Parks.

Huyton town centre provides a range of local services, including health facilities, and is the main location for the Council's offices. Although Huyton has been improving its retail performance there is little evidence that it attracts any significant trade from the wider area outside its immediate catchment. The Stockbridge Village local centre is suffering from severe problems including difficulties in letting units, a failure to meet the needs of the local

community, and high levels of anti-social behaviour. Development has commenced on a scheme that will comprehensively regenerate the Stockbridge Village centre. The scheme is a partnership between the Council and Villages Housing.

Land around the River Alt near Seth Powell Way and part of Huyton Business Park, near Logwood Mill Brook is considered to be at risk of flooding.

The key issues concerning the Huyton and Stockbridge Village area are considered to be:

- high deprivation levels, including health inequalities, worklessness and high crime rates;
- the need to promote a mixed and balanced housing offer including affordable housing in South Huyton;
- limited space for accommodating new employment development in Huyton Business Park and King's Business Park;
- the limited evening economy and the environmental enhancements needed in Huyton Town Centre;
- the need to protect strategic greenspace links, including the Alt Corridor, and improve areas of poor quality greenspace;
- support for the provision of a major new sports and leisure facility; and
- the potential for some areas to flood.

The key opportunities concerning Huyton and Stockbridge Village are considered to be:

- the continuation of the North Huyton regeneration programme including residential clearance and provision of new dwellings, employment and community facilities;
- the regeneration Stockbridge Village centre including new shops, community and leisure facilities, and a primary school;
- improvements to the quantity and quality of retail and other uses in Huyton town centre; and
- enhancement of the quality of the environment which should include "designing out crime" principles.

Kirkby

Kirkby is located in the north of the Borough and, with a population of 42,000, is the second largest settlement in Knowsley. It is a free standing town separated from Liverpool to the west by a narrow strip of Green Belt. It is easily accessible from the M57 and M58 motorways and is served by a local bus station a railway station on the Liverpool / Wigan line.

The area's rural landscape was largely undeveloped with only sporadic groups of buildings until the mid 20th century. During the second World War, the Government built a munitions factory on what is now known as Knowsley Industrial Park. The area subsequently became one of the largest industrial estates in the country employing 26,000 people at its peak in the early 1970s.

During the 1950s large amounts of Council housing were built in Kirkby to provide replacement housing for Liverpool's slum clearance programme. The

town grew to a population of over 50,000 by 1961 before declining by about 20% and then stabilising by 1991.

Kirkby is mainly suburban in character and includes a high proportion of social rented housing. Housing affordability is a widespread issue despite the relatively low house prices. This is due to exceptionally low average household incomes.

Kirkby has high levels of deprivation with the majority of area falling within the most deprived 5% in the country. Rates of economic activity are low with just over 60% of the area's working age population being economically active. It also has significant health issues with high levels of smoking, poor diet, obesity and teenage conception.

More than 16,700 people are employed in Knowsley Industrial Park and the adjoining Knowsley Business Park. The Business Park, although contiguous with the Industrial Park, is within the Prescot, Whiston, Cronton and Knowsley Village township area. Generally the southern portion of Knowsley Industrial Park was developed later than northern part and includes a range of modern large, small and prestigious units. A framework is being developed to improve the Park's accessibility and attractiveness.

Kirkby town centre was built in the 1960s and provides shops, a market, and a range of local services, mainly for local residents. It has had very little investment and consequently has a poor quality environment. The main 'anchor' food retailer vacated its town centre premises in the 1970s and the store remains empty. The town centre has a strong local and discount retail focus and is under performing.

Outline planning permission has been granted that, if implemented, will regenerate the town centre. The permission is for a mixed use development including a foodstore, retail shops, food and drink uses, professional and financial services, pubs / bars, hot food take away, and a replacement health centre and library in the town centre and on land adjoining it.

It has been suggested that some Kirkby's local centres are experiencing significant difficulties. This includes two that are considered to be no longer commercially sustainable in their current format.

For its population size, Kirkby has a large provision of amenity greenspace. They are, however, not always of the best quality with problems of under use, tipping and anti social behaviour.

An area along Kirkby Brook and Simonswood Brook has been identified as having a greater than a 1 in 100 chance each year of flooding. This area includes about 280 dwellings.

The key issues concerning Kirkby are considered to be:

- deprivation levels are among the highest in the country, including, worklessness, low educational attainment and high crime rates;
- significant health inequalities and low life expectancy;
- high concentrations of social housing with a limited choice of housing types;

- Kirkby's access to the motorway network is very good, but public transport accessibility is perceived to be poor;
- the town centre has had very little investment, has a poor quality environment and is significantly under-performing;
- the majority of the local shopping parades in Kirkby are experiencing significant difficulties;
- there is a large provision of amenity greenspace but many of these are of poor quality; and
- there is a need to protect and enhance environmental and historic assets, including the conservation areas within Kirkby, of which one is considered to be at risk.

The key opportunities concerning Kirkby are considered to be:

- the potential regeneration of the town centre;
- the comprehensive regeneration of Tower Hill;
- potential improvements and re-modelling of Knowsley Industrial Park; and
- enhancement of the network of green spaces that form a strategic link between Tower Hill and the M57 via the town centre.

Prescot and Whiston Cronton Knowsley Village

The area of Prescot, Whiston, Cronton and Knowsley Village is located in the centre of the Borough and has a population of 28,600.

Prescot is physically linked to Whiston which, although in the main a residential area, contains a major employer - Whiston Hospital. Whiston does not have a town centre of its own but its close links to Prescot mean that the two towns can be regarded as a combined entity.

The rural communities of Knowsley and Cronton Villages lie to the north and south respectively of Prescot / Whiston. Their urban areas are tightly constrained by areas designated as Green Belt. They both face transport challenges due to their relative isolation from the wider urban areas. Both settlements, however, are served by local buses and have reasonable access onto the strategic road network. Cronton also benefits from close proximity to transport nodes in nearby Widnes.

Knowsley Park is an historic parkland that extends to over 1,000 ha. Knowsley Hall lies at the centre of the Park and provides a venue for conferences, business meetings and private functions. The Park also includes Knowsley Safari Park which regularly attracts over 500,000 visitors each year.

Prescot developed in the 14th century with the establishment of a number of potteries and coal mining. It also developed as a thriving market town. The 18th century brought considerable changes to the town with a growth in the number of craft industries especially watchmaking, toolmaking and the potteries. This resulted in increased prosperity and a rise in population. Georgian properties are still evident in the town centre, indicating this heritage. The late 19th century saw the emergence of a cable making industry, located to the south of Prescot town centre. The former cable

factory site has since been partly redeveloped with retail units, housing and small industrial / warehousing and office units. Large vacant industrial buildings stand on a substantial remaining portion of the site.

Whiston is historically linked with coal mining, pottery and later brick making. With the exception of Cronton Clay Pit, these industries have since ceased. The coal mining heritage is still evident in the area with the remnant spoil heaps of Cronton Colliery.

Knowsley Village is the largest of the villages with a population of 2,735. It developed as an estate village for nearby Knowsley Hall. Since the second World War it has grown significantly with a new housing estate to the east of the original village.

Cronton village has a population of 1,400. Its rural village origins are evident from its collection of buildings dating from the 17th to the 19th century. As with Knowsley Village, the main expansion of the settlement occurred in the 20th century with the development of housing estates to the south of the village core.

Prescot, Whiston, Cronton and Knowsley Village is more affluent compared to other parts of the Borough. It has one of the lowest levels of worklessness and benefits claimants across Knowsley. It's residents experience less health and well being issues but it is still a major issue when compared to the national averages.

The area contains a large employment area (120 ha) north of Knowsley Village (Knowsley Business Park) which contains a range of modern large, small and prestigious units. It is contiguous with the Knowsley Industrial Park, which is located within the Kirkby township.

Prescot's town centre is based on an original mediaeval market town plot layout. It contains an indoor shopping centre built in the 1980s. Both the indoor centre and the older shops suffer from low rental levels and high vacancy rates. The Cables Retail Park, located to the south of Prescot town centre, was opened in 2000. In contrast, it is very successful with a large food supermarket and non-food retail units.

Prescot contains a local centre that is considered to be experiencing significant difficulties while Whiston contains a local centre that is considered to be no longer commercially sustainable in its current format.

The presence of Stadt Moers Country Park contributes to a good standard of provision to the south of the area but there is a deficiency of parks elsewhere in the area. There is also a deficiency of other types of greenspace including allotments.

The Prescot Town Centre Conservation Area is considered to be at risk with its condition being described as "Very Poor" which is expected to deteriorate. The Council is actively seeking to identify potential funding for the enhancement of the conservation area.

The key issues concerning Prescot, Whiston, Cronton and Knowsley Village are considered to be:

- a significant shortage of affordable dwellings even though this is the most affluent part of the Borough;
- although Cables Retail Park is very successful, the older part of Prescot town centre has relatively low rental levels and high vacancy rates;
- there are shortages of greenspace in the older parts of Prescot and Whiston; and
- Prescot Town Centre Conservation Area is considered to be at risk.

The key opportunities concerning Prescot, Whiston, Cronton and Knowsley Village are considered to be:

- building on the commercial success of Knowsley Business Park to the north of Knowsley Village;
- the vacant former BICC / Pirelli site provides a large (29 ha) site opportunity on previously developed land;
- there is scope to improve the viability of Prescot Town Centre and improve linkages with Cables Retail Park;
- there is potential to build on the success of Knowsley Park (which contains the historic Knowsley Hall and Knowsley Safari Park); and
- the area contains two open spaces managed to Green Flag Award standard with plans for a further one to be brought up to the standard.

Halewood

With a population of 21,368, Halewood is the smallest of the Borough's townships. It is located in the south of Knowsley and is generally perceived to be isolated from the other Knowsley townships due to its geographical location. It does, however, benefit from its good strategic links with Liverpool and close proximity to the A652 and A5300 offering good road access to Liverpool and Cheshire. It contains one of the Borough's key employers - Jaguar / Land Rover and also benefits from close proximity to Speke Industrial Park and Liverpool John Lennon Airport.

Halewood has a suburban character and is contiguous with the suburbs of Liverpool to the west. The Halewood township also includes the attractive rural village of Tarbock.

Tarbock is by far the smallest settlement in the Borough. It is also one of the oldest and consists of a loose knit grouping of dwellings some dating from the 15th century. Due to its rural nature, Tarbock is relatively isolated in terms of transport links, although there are bus services which connect the village with Liverpool and Widnes.

Although the area contains a small number of historic buildings, the main urban area of Halewood was mainly developed in the 20th century, particularly since 1945. Initially development took place in the southern part of Halewood and consisted of overspill housing from Liverpool. More recently it has been from private sector developments in the northern part of the area.

Deprivation levels in Halewood are not as severe as they are in other parts of the Borough. There are, however, localised concentrations of deprivation in the south of the area. Halewood residents do not experience the severity of

health problems experienced elsewhere in Knowsley. There are, however, some notable issues around mortality rates attributable to smoking, diet and alcohol intake.

Due to the relatively high house prices in Halewood, it faces significant affordability issues.

The Ford (now Jaguar / Land Rover) car plant was built in the early 1960s and is one of the largest single employers on Merseyside. Halewood is heavily dependent for employment on the plant and adjoining supporting industries.

The Ravenscourt shopping centre at Halewood is much smaller than those in the other townships. It was constructed in the post war period and became rundown in recent years. Comprehensive regeneration of the area has commenced with the completion of Council, housing trust, health and community facilities at the Halewood Centre. A further stage of regeneration of the centre will be achieved when planning permission is implemented for the erection of food and non-food retail units.

Halewood has a good provision of amenity greenspace for its population size. They are, however, not always of the best quality with problems of under use, tipping and anti social behaviour.

Areas adjacent to Netherley Brook are identified as being at risk of flooding.

The key issues concerning Halewood are considered to be:

- localised concentrations of deprivation in the south of the area;
- low life expectancy, especially for females;
- the need to promote a mixed and balanced housing offer, including affordable housing;
- the existing housing allocation site at Bridgefield Forum experiences flooding issues;
- the need to protect and maintain environmental and historic assets in the area; and
- the existing amenity green space is not of the best quality with problems of under use, tipping and anti-social behaviour.

The key opportunities concerning Halewood are considered to be:

- the proximity to Liverpool John Lennon Airport and employment areas in South Liverpool;
- the opportunities for expansion of the Jaguar Land Rover employment site ;
- the sustainable transport links, including the Trans Pennine Trail and Halewood station;
- the continued regeneration of the Ravenscourt District Centre;
- the enhancement of parks to the Green Flag Award standard; and
- the enhancement of poor quality urban areas incorporating “design out crime” principles.

1. Introduction

- 1.1 This Draft Technical Report is one of a number of reports produced by Knowsley MBC to help ensure that the Borough's Local Development Framework's Core Strategy is properly backed by robust and credible evidence. It will be used to inform the Core Strategy of the Local Development Framework (LDF).
- 1.2 The Core Strategy is the key overarching document for the LDF; it will, therefore, heavily influence subsequent LDF documents including the Site Allocations and Development Policies Development Plan Document.
- 1.3 This draft report does not replicate the level of data contained in the other technical reports for the individual topics. The Draft Housing Technical Report, for example, contains a more complete description of housing issues facing the Borough. It should therefore be consulted in preference to this report in relation to housing matters.

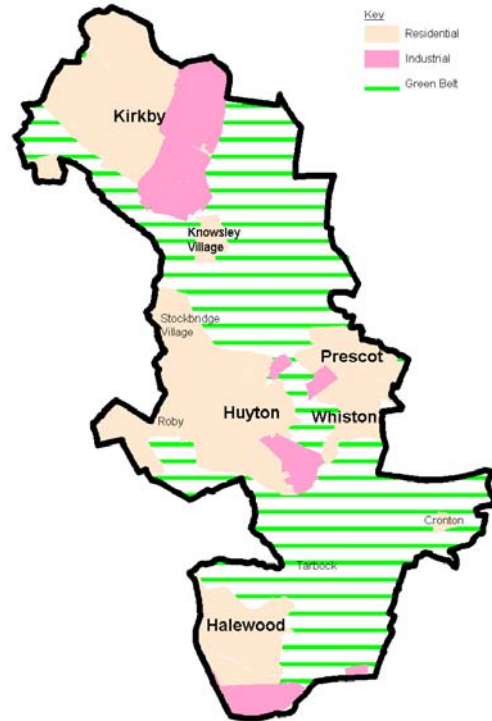
Purpose of Report

- 1.4 In order to plan for the future, it is critical to understand the present. This Draft Technical Report outlines the background data that has been considered in producing the Preferred Options Report. It describes the Borough of Knowsley, its role in the Liverpool City Region, and the key issues and opportunities which affect the Borough and each of its communities.
- 1.5 Subsequent to the consultation period and / or in the light of new evidence or guidance, the Council may wish to review and / or amend the content of this report.

2. Knowsley Spatial Profile

Introduction

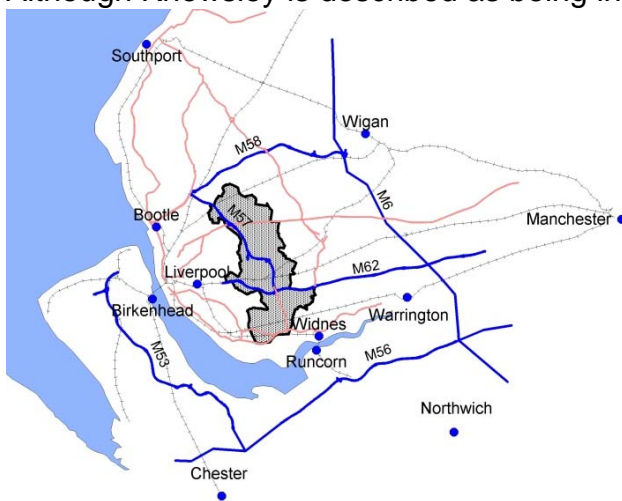
2.1 The Borough comprises a belt of towns, suburbs and countryside. It covers an area of 8,620 ha, of which 4,644 ha is designated as Green Belt. The largest urban areas are Huyton, Kirkby, Prescott, Whiston and Halewood, each of which are separated by areas of countryside. Within the countryside are located the attractive villages of Knowsley, Cronton and Tarbock, together with areas of good quality farmland. Each of Knowsley's communities has its own quite different historical background and characteristics.



2.2 The Borough's large industrial base is concentrated mainly on Knowsley Industrial and Business Parks (in and adjacent to Kirkby), Kings and Huyton Business Parks (in Huyton), Prescott Business Park, and the Jaguar / Land Rover car plant in Halewood. The Borough also contains the popular tourist attractions of Knowsley Safari Park, which receives around half a million visitors each year, and the National Wildflower Centre.

Liverpool City Region Context

2.3 Although Knowsley is described as being in the outer part of the Liverpool City Region¹, it plays an important role within it.



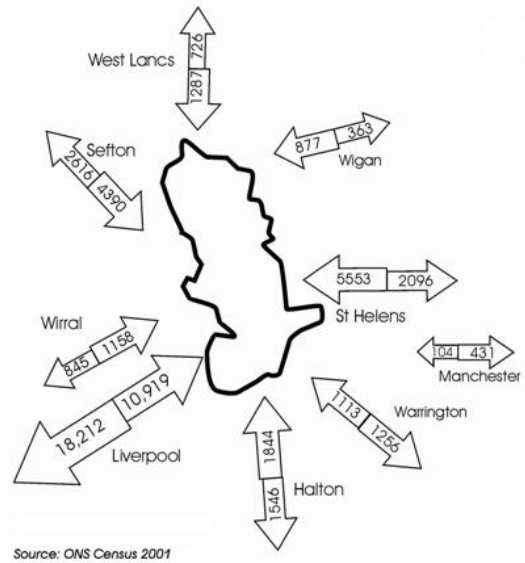
It contains several major industrial and business parks including one of the largest in Europe (Knowsley Industrial Park) and provides employment for 56,000 people². It is therefore a major location for employment in the City Region. In 2001,

¹ North West of England Plan Regional Spatial Strategy to 2021 (DCLG, 2008)

² 2008 Annual Business Inquiry Employee Analysis (ONS, 2009)

around 49,000 of the Borough's residents worked in the City Region³; it is therefore also an important source of workforce. The Borough's links with Liverpool are particularly strong with around 18,000 of Knowsley's residents commuting to work each day.

- 2.4 The Borough has very good links to: Liverpool City Centre; The Port of Liverpool; and Liverpool John Lennon Airport. It also has good links to the national motorway network via the M62, M57, and A580 (East Lancashire Road) which run through the Borough and the M58 which runs just to the north of it.



- 2.5 The Master Plan for Liverpool John Lennon Airport⁴ sets out the proposals for the long term expansion of the airport together with the economic growth and job creation opportunities that the proposals could bring. The proposed expansion of the airport includes a new Eastern Access Transport Corridor linking the airport directly to the southern end of Knowsley at the A561/A562 (Speke Boulevard). This may lead to future economic investment in the Borough.
- 2.6 The Liverpool Super Port area encompasses the Port of Liverpool, Liverpool John Lennon Airport, the Manchester Ship Canal and other complimentary facilities. Although these facilities are located outside the Borough, it is considered that the Borough's good links will provide opportunities for promoting future growth in Knowsley; particularly through the provision of logistics and warehousing.

Historical Context

- 2.7 The Metropolitan Borough of Knowsley came into being on 1 April 1974. It takes its name from the village of Knowsley where the Earls of Derby have lived at Knowsley Hall since the 14th century.
- 2.8 The communities within Knowsley are, probably more so than almost any other metropolitan area, a creation of the 20th century. With the exception of Prescot and a few other smaller older settlements, the majority of the existing development in the area now known as Knowsley took place between the 1920s and the mid 1970s. Much of this expansion was as a result of Liverpool overspill development. From 1945, the Borough's employment role also developed, primarily through the growth of the Borough's Industrial and Business Parks and the Ford (now Jaguar / Land Rover) car plant at Halewood.

³ 2001 census - UK travel flows (local authority), (ONS from Nomis on 27 January 2011)

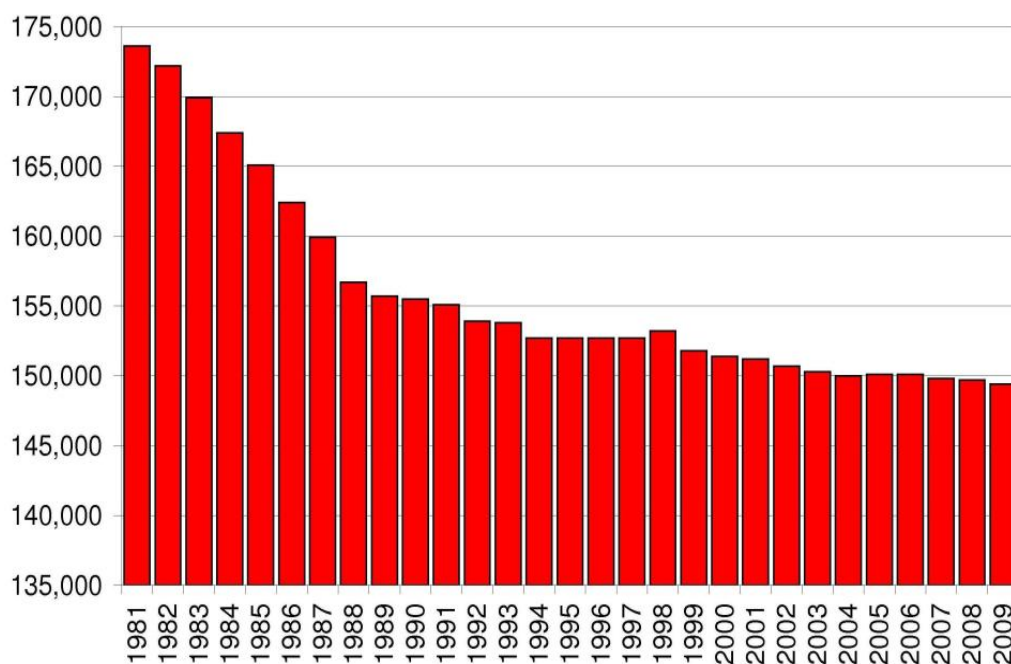
⁴ Airport Master Plan to 2030 (Liverpool John Lennon Airport, 2007)

2.9 During the 1970s and 1980s over 20,000 jobs were lost from Knowsley Industrial Park alone and thousands of local people faced unemployment. At the same time Knowsley had a relatively poor choice of housing to buy while nationally there was an unprecedented growth in the demand for owner-occupation. These factors contributed to a large number of people leaving the Borough. Between 1971 and 1991, Knowsley’s population declined by nearly 40,000⁵.

Population

2.10 As a result of the large population decline in the 1970s and 1980s, in 1991 the Council embarking on an ambitious “stabilisation strategy”. This included extensive house building that led to over 6,000 dwellings being built up to 2002. It contributed to a smaller loss in population in the 1990s and a stabilisation of population since 2000. It is estimated that the population of Knowsley in June 2009 was 149,400⁶. Figure 2.1 shows the estimated change in population between 1981 and 2009.

Figure 2.1 - Knowsley Population 1981 - 2009



Source: Neighbourhood Statistics, 2010

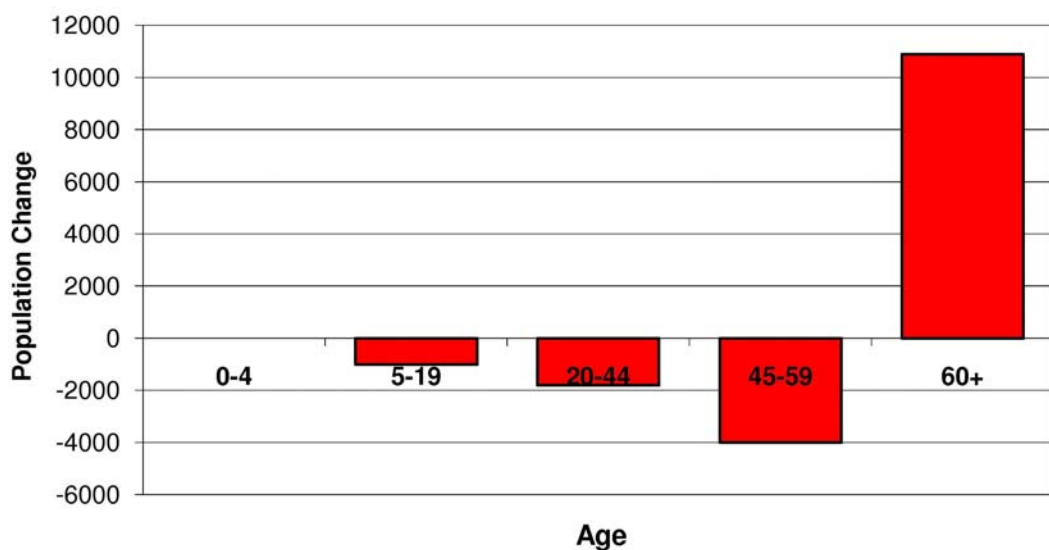
2.11 The fall in population between 1981 and 2009 masks a significant change in the structure of the Borough’s population. The number of persons aged 60+ rose by 24.5% while the number of persons aged under 20 fell by 35.8%. In 1981, 34.6 % of the population was aged under 20; by 2009 this had fallen to 25.8%. The proportion of persons aged 60 plus rose from 14.4% to 20.7%.

⁵ ONS Mid-year Population Estimates (ONS, various)

⁶ ONS Mid-year Population Estimate (ONS, 2010)

- 2.12 Population projections indicate what will happen if past trends continue. The Borough's population is expected to increase by 4,100 between 2008 and 2027⁷. This is due to it being projected that there will be 10,700 more births than deaths and that there will be a net migration loss of 6,500 people⁸.
- 2.13 Population loss can severely hamper the regeneration of local communities. It makes services such as schools, health services etc. less viable and makes it more difficult to attract new employment, shops and leisure facilities. The most mobile people are the young, skilled and qualified and it is these types of person who have left in the past. The high levels of out-migration are considered to be a threat to the future stabilisation of Knowsley's communities and future workforce.

Figure 2.2 - Knowsley Population Projection 2008 - 2027



Source: Office for National Statistics, 2010

- 2.14 Figure 2.2 shows that it is expected that the structure of the population will continue to move to a more ageing population. It is projected that by 2027 the number of persons aged under 20 will decrease by 1,000. The number of persons age 20 to 59 is projected to fall by 5,800 while the number of persons aged 60+ is projected to increase by 10,900. A very large proportion of residents (32.7%) said that they had a limiting long-term illness⁹. The change in population structure is likely to impact on requirements for housing, employment, and health provision.
- 2.15 Knowsley has a comparatively small Black and Minority Ethnic population, with around 2% of the overall population falling into this category, compared to around 10% nationally. Table 2.3 shows that the population is predominantly white (95.8%). This is significantly above the percentage for Liverpool but is in line with the rest of Merseyside.

⁷ Table 2a: 2008-based Subnational Population Projections by sex and quinary age, Subnational Statistics Unit (ONS, 2010)

⁸ 2008-based Sub-national Population Projections (ONS, 2010)

⁹ Area Partnership Board Health Profiles (Knowsley Public Health Intelligence Team, 2009)

	Number	Percentage					
	Knowsley	Knowsley	Halton	Liverpool	Sefton	St. Helens	Wirral
White: British	144,500	95.8	96.2	88.2	96.4	95.4	94.9
White: Non British	2,100	1.4	1.5	3.3	1.4	1.9	2.1
Mixed	1,700	1.1	0.8	2	0.7	0.8	0.9
Asian including Asian British	1,000	0.7	0.7	2.3	0.7	0.9	1
Black including Black British	700	0.5	0.3	2	0.3	0.4	0.5
Chinese	600	0.4	0.3	1.7	0.3	0.4	0.5
Other	300	0.2	0.2	0.6	0.2	0.2	0.2

Source: Resident Population Estimates by Ethnic Group, ONS, 2010

Deprivation

- 2.16 The Index of Multiple Deprivation (IMD) is produced for the Government to identify the distribution of deprivation across the nation. Information is analysed at Super Output Area (SOA) lower level. SOAs are subdivisions of wards.
- 2.17 In order to identify different types of deprivation, six measures of deprivation have been produced. For each measure, each district across England is given a rank, with a rank of 1 indicating that the district is the most deprived in the Country and 354 as the least deprived. Table 2.4 shows the ranking of the different measures for 2004, 2007, and 2010.

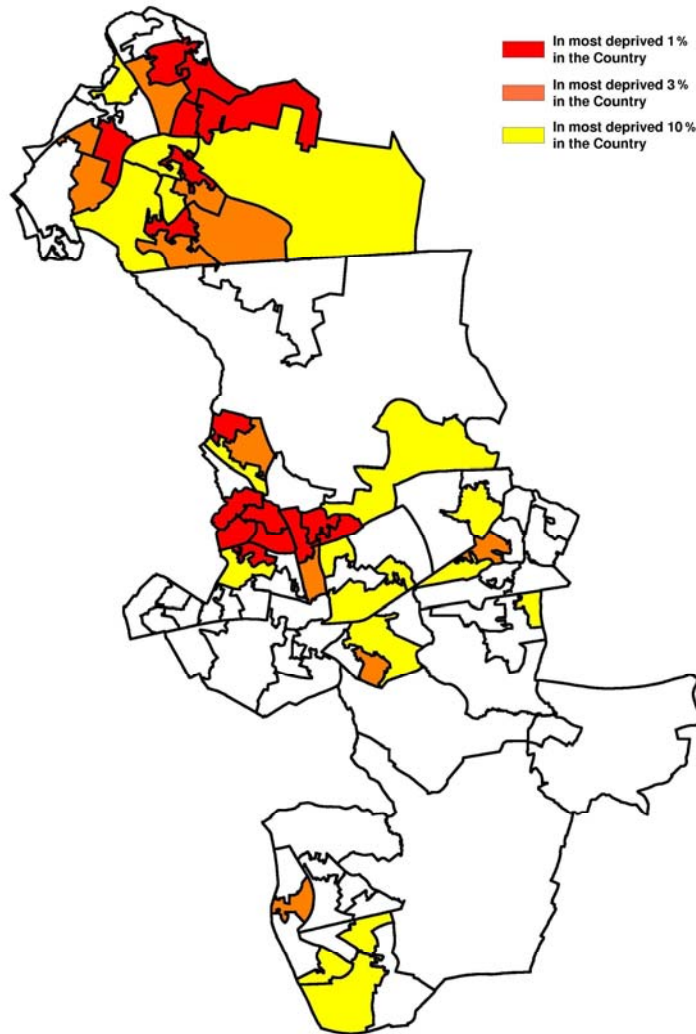
Measure of Deprivation	2004 Rank	2007 Rank	2010 Rank
Rank of employment scale - the number of people who are employment deprived.	30	45	50
Rank of income scale – the number of people who are income deprived.	38	50	51
Rank of SOA score - calculated by averaging the super output area scores in each district after they have been population weighted. This measure is useful because the more deprived neighbourhoods may have more extreme scores.	3	5	5

Rank of SOA rank - calculated by averaging the super output area ranks in each district after they have been population weighted. This measure is useful because it summarises the whole district, including both deprived and less deprived neighbourhoods.	8	8	12
Extent rank – is the proportion of a districts population living in the most deprived SOAs in the country and portrays how widespread high levels of deprivation are	8	8	7
Local Concentration rank – is an important way of identifying district’s hotspots of deprivation and is derived from a population weighted average of the ranks of a district’s most deprived SOAs containing exactly 10% of the district population	1	2	3
Source: Index of Multiple Deprivation 2004,2007			

- 2.18 Knowsley is ranked high in all measures of deprivation and is among the most deprived Boroughs in the Country¹⁰.
- 2.19 An important measure of deprivation is the percentage of the population who live in SOAs ranked in the upper ten percent most deprived nationally. In Knowsley’s case, 45 of the 99 SOAs are in the worst deprived 10%. This accounts to 67,089 people; 44.6% of the Borough’s overall population
- 2.20 Figure 2.5 shows the SOAs that are ranked in the upper ten percent most deprived nationally. It shows that the most deprived areas of the Borough can be found in Kirkby, Stockbridge Village and North Huyton, with other parts of the Borough falling within the lower 3% and 10% of deprived areas in the country.

¹⁰ Index of Multiple Deprivation 2010 (CLG, 2011)

Figure 2.5 – Areas of Deprivation



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2.21 The number of people claiming Incapacity Benefit or Severe Disability Allowance is a particularly significant issue for Knowsley. The proportion of the economically inactive working age population who are on long term sickness benefits is 35% (May 2010)¹¹. While the Borough has had recent success in creating jobs, it still has high levels of worklessness with 5.8% of the residents of working age claiming Job Seeker's Allowance (December 2010). Of those claiming benefit 14% have been claiming for 12 months or more¹².

Health and Well Being

2.22 According to the 2001 Census, 86.4% of residents said that they were either in good or fairly good health, 24.7% however said that they had a limiting

¹¹ ONS [from Nomis on 1 February 2011]

¹² ONS [from Nomis on 1 February 2011]

long-term illness. Knowsley had the highest proportion of households in Greater Merseyside that had one or more persons with a limiting long-term illness. An increasing ageing population may exasperate this issue.

- 2.23 People living in Knowsley have a lower life expectancy than the national average - 74.8 years for males, compared to a national average of 77.7, and 79.2 for females, compared to an average of 81.8¹³. Although life expectancy levels have increased, the Borough's level is still among the lowest in the Country.
- 2.24 The lifestyle choices made by some residents has a significant impact on their health. The Borough has significantly higher than average numbers of residents who die from lung cancer, liver disease, respiratory problems and heart disease. These conditions are associated with smoking, drinking and other lifestyle choices. Other indicators such as childhood obesity and dental health issues in children indicate that children living in Knowsley are experiencing a greater number of health problems than the national average. Children's health issues are associated with lifestyle choices, activity levels and diet.
- 2.25 Within the Borough, the distribution of health issues is extremely uneven. Residents in North Huyton and Kirkby face the most significant health related problems, while those living in South Huyton have relatively better levels of health although they are still significantly below the Country as a whole¹⁴.

Education

- 2.26 Knowsley is making progress in raising educational attainment but its performance still lags significantly behind performance at the national level. It has the second highest proportion of working age population in the North West that do not have any qualifications¹⁵. Table 2.6 shows the proportion of students achieving 5+ A*-C grades, including English and maths, at GCSE level. Last year Knowsley had its largest improvement on record and for the third year in a row the attainment gap between Knowsley and the national average was narrowed. Knowsley, however, was still ranked 151 out of 151 local authorities nationally.

Table 2.6 Percentage of pupils at the end of Key Stage 4 achieving 5 or more A* - Cs Including English and Maths					
	2005/6	2006/7	2007/8	2008/9	2009/10
Knowsley	26.1	26.5	29.9	33.5	37.8
England	45.6	46.3	47.6	49.8	53.1
Gap between Knowsley and England	19.5	19.8	17.7	16.3	15.3
Source: Directorate of Children and Family Services, Knowsley MBC					

¹³ Area Partnership Boards Health Profiles 2009 (Knowsley Public Health Intelligence Team, 2009)

¹⁴ Area Partnership Boards Health Profiles 2009 (Knowsley Public Health Intelligence Team, 2009)

¹⁵ Annual Population Survey January 2008 - December 2008 (ONS, 2010)

- 2.27 In Knowsley, there is a significant difference between the proportion of girls and boys achieving 5+ A*-C grades including English and maths (40.0% for girls and 35.9% for boys)¹⁶.
- 2.28 A key element of the Council's drive to address attainment issues is in the Future Schools programme, where 11 secondary schools were replaced by 7 new learning centres. The programme provides an improved range of educational opportunities and also provide broader uses of school premises for the community. Knowsley's primary and special schools are also receiving significant investment which will result in some new schools being built and some merging.
- 2.29 There continues to be improvements in the percentage of 16 – 18 year olds in education, employment or training. This is in part due to the significant increase in the percentage of young people who are now in learning. Knowsley, however, still has the fourth highest proportion of 16 to 18 year olds in the Country who are not in education, employment, or training (10.6%)¹⁷. There are also significant variations across the Borough with less than 1% in Halewood North while in St. Gabriel's (South Huyton) it is 15.2%.

Housing

Households

- 2.30 The average household size in the Borough in 2008 was comparatively large (2.4) with a high proportion containing dependent children and lone parent families¹⁸. Knowsley has the highest average household size in the Liverpool City Region.

Household Projections

- 2.31 Table 2.7 shows the forecast change in the number of households in the Borough. This is based on an estimate of the number of households in 2008 and a projection calculated using past trends. It does not represent housing need.

Year	2008	2013	2018	2023	2028	Change 2008 - 2028
Number	62,000	64,000	66,000	68,000	69,000	7,000
% Change		2.9	3.1	2.7	2.3	11.5

Source: Communities and Local Government, 2010
 Note: household projections are an indication of the likely increase in households given the continuation of recent demographic trends.

- 2.32 The number of households in Knowsley is projected to rise by 7,000 between 2008 and 2028¹⁹. This is due, in the main, to an increase in the number of

¹⁶ Directorate of Children and Family Services (Knowsley MBC)

¹⁷ NEET Figures for Local Authority Areas (Department for Children, Schools and Families, 2009)

¹⁸ Knowsley Strategic Housing Market Assessment (David Couttie Associates, 2010)

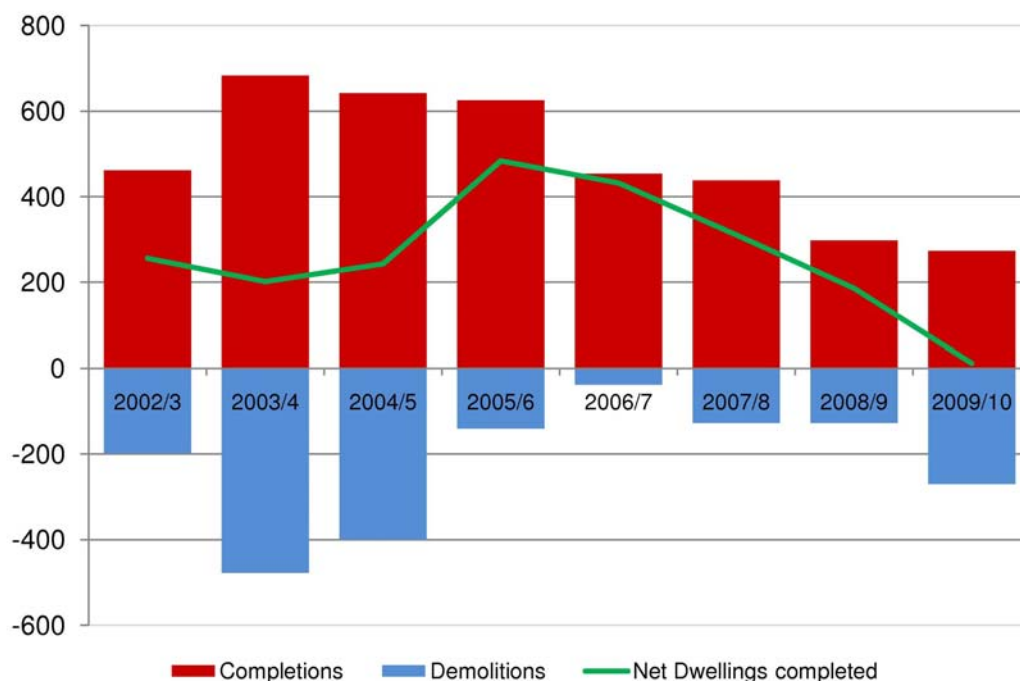
¹⁹ Household estimates and projections by district, England (1981- 2031, CLG, 2010)

single-person households caused by elderly people living longer, higher rates of separation and divorce, and more young people forming single households of their own.

Existing Housing Stock

2.33 Figure 2.8 shows the annual housing completions and demolitions in Knowsley between 2002/3 and 2009/10²⁰.

Figure 2.8 - Housing Completions and Demolitions (2002/3 to 2009/10)



Source: LDF Team, Knowsley MBC

- 2.34 The large number of completions up to 2006 reflects the Council's "stabilisation policy". The 2003 Regional Spatial Strategy (RSS)²¹, however, limited development in the Borough to a net average of no more than 230 dwellings per year. In order to comply with the requirement, the Council applied a housing constraint policy between March 2005 and February 2008. This led to a dramatic slow down in the rate of house building.
- 2.35 Since the start of the Council's "stabilisation strategy", the choice of housing in the Borough has been improved considerably. This being by development of new private estates and the investment programmes of Knowsley Housing Trust and other registered providers of social housing.
- 2.36 The Council, with the support of the Government's New Deal for Communities programme, is promoting the comprehensive remodelling of an area in North Huyton. It currently involves demolition of about 1,200 former social rented dwellings and replacement by about 1,450 new dwellings in a mix of tenures. The high number of demolitions is, in the main, the result of the scale of

²⁰ Knowsley Annual Monitoring Report 2010 (Knowsley MBC, 2010)

²¹ Regional Planning Guidance for the North West (RPG13) (ODPM, 2003, page 69)

demolitions in the North Huyton and also in the Tower Hill (Kirkby) Action Area.

- 2.37 Development to replace the demolitions in North Huyton commenced in 2008 but the house building rate has been at a slower than anticipated due to the economic climate. Between April 2009 and March 2010, 282 dwellings were built across the Borough. This is significantly less than in recent years. There has, however, been a significant upturn in building rates between April and September 2010. As the number of completions increases and the number of demolitions decrease in North Huyton, the net number of completions is expected to increase significantly.
- 2.38 Once economic conditions allow, the Council intends to promote the remodelling of Tower Hill in Kirkby. This will include the construction of about 300 new dwellings.
- 2.39 Of the 64,570 dwellings in Knowsley, 2,875 (4.45%) are empty. Of the properties that are empty, the Private Sector has the largest proportion (65%). Registered Social Landlords account for 30% of which $\frac{2}{3}$ are designated for renovation or demolition through existing regeneration initiatives and $\frac{1}{3}$ are due to natural tenancy turnaround. The remaining 5% of empty properties are awaiting demolition or refurbishment as part of the North Huyton programme or are ex-boarding accommodation that is to be refurbished at Whiston Hospital. Knowsley, through its empty properties action plan, is seeking to support owners, landlords and registered social landlords in preventing properties from becoming vacant.
- 2.40 At 1st April 2009, there were 2,218 households on the Council's housing waiting list of which 981 required one bedroom accommodation and 883 required two bedroom accommodation²².

Affordable Homes

- 2.41 Table 2.9 shows the average price of residential property in Knowsley for March each year since 2002. House prices in March 2010 ranged between £69,745 (a decrease of £2,269 from March 2009) for a terraced house and £174,036 (a decrease of £5,661 from March 2009) for a detached property. The average price for all types of dwelling was £109,820, which was £3,572 (3.2%) lower than the previous year.

Month	Detached (£)	Semi-Detached (£)	Terraced (£)	Maisonette / Flat (£)	All £	Sales Volume
Mar-02	98,355	56,682	39,416	46,564	62,064	157
Mar-03	118,844	68,489	47,627	56,264	74,992	182
Mar-04	154,858	89,244	62,060	73,314	97,718	216
Mar-05	189,555	109,240	75,964	89,740	119,612	136

²² Knowsley Strategic Housing Market Assessment 2010 (David Coultie Associates, 2010, page 148,)

Mar-06	195,890	112,891	78,503	92,740	123,610	188
Mar-07	204,378	117,782	81,905	96,758	128,966	235
Mar-08	209,963	121,001	84,143	99,402	132,490	104
Mar-09	179,697	103,559	72,014	85,074	113,392	58
Mar-10	174,036	100,297	69,745	82,394	109,820	79
Source: Land Registry House Prices dataset, extracted 7/9/2010						

- 2.42 In general, pay levels for Knowsley residents are low. In July 2010 the average price for an entry-level house²³ was 4.9 times the average annual pay for a full-time worker²⁴.
- 2.43 At the time of the drafting of UDP policies, it was not considered necessary to include a policy requiring the provision of affordable housing. This was because of the substantial number of opportunities that existed for the provision of new owner occupied and shared ownership affordable housing as well as the transfer of stock between tenures. This position changed in line with renewed buoyancy in the North West's housing markets before the recent recession.
- 2.44 The Borough's Strategic Housing Market Assessment (SHMA)²⁵ found that the Borough has a major housing affordability issue. It also found that Knowsley has an unbalanced housing stock with some parts of the Borough having shortages of some housing types, sizes and tenures while in other parts the same types are in excess. It found that there is a shortage of larger executive market homes, and smaller one-and two-bedroom units in the affordable sector. The SHMA also emphasises the need to provide housing which is suitable for occupation by older people.
- 2.45 While Knowsley retains a much higher than average percentage of social rented housing (over 30%)²⁶; there is, in most areas, a healthy demand for the tenure as low income households struggle to afford market housing. Clearance of unpopular and poor condition social rented homes and modernisation in the remaining stock in recent years has also made it a more attractive proposition.

Five-year land supply

- 2.46 PPS3²⁷ requires Local Planning Authorities to maintain a rolling five-year supply of deliverable land for housing. There are currently 2,820 dwellings with extant planning permission of which 233 are expected to be completed before 1 April 2011. Table 2.10 contains a summary of the number of residential dwellings that the Council believes are capable of being delivered within the five years from April 2011 to March 2016.

²³ properties within the lowest quartile price bracket

²⁴ Hometrack, 2010

²⁵ Knowsley Strategic Housing Market Assessment 2010 (David Couttie Associates, 2010)

²⁶ Dwelling Stock by Tenure and Condition (ONS, 2009)

²⁷ Planning Policy Statement 3 (PPS3): Housing (DCLG, 2010)

Table 2.10 - Supply of deliverable land for housing within five years from April 2011	
Expected supply with extant planning permission as at 1 April 2011	2,587
Knowsley UDP allocations (Policy H2) without planning permission as at 30 th September 2010	410
Knowsley UDP allocations (Policy H3) without planning permission as at 30 th September 2010	300
Knowsley UDP allocations (Policy H4) without planning permission as at 30 th September 2010	225
Expected total supply at April 2011	3,522
Source: Local Development Framework Team, Knowsley MBC	

- 2.47 Of the sites allocated within the UDP Policy H2, former flats at Kipling Avenue (site H2), land at Thingwall Lane (site H4), Quarryside Drive (site H6), and Delph Lane / Two Butt Lane (site H7) have planning permission. In recognition of the need to remediate land at Thingwall Lane, it is considered that only 225 dwellings will be completed within the site during the next five years.
- 2.48 There is currently a land supply for 3,522 dwellings. This is in excess of five years needed to meet the Regional Spatial Strategy (RSS) requirement plus the current shortfall in completions from the RSS requirement. It is therefore considered that the Borough has at least a five-year supply of residential sites that are deliverable (available, suitable, and achievable).
- 2.49 A Strategic Housing Land Availability Assessment (SHLAA) has been produced to identify land that will be required for housing for the next 15 years. The study confirmed that the Borough has in excess of a five-year supply. It also found, however, the Borough has less than 10 years supply. This is well short of the 15 year supply that the Council is required to identify to support the Local Development Framework Core Strategy. The SHLAA had a base date of 2008. The Council is currently updating the SHLAA to a 2010 base date to ensure that it is up-to-date and that all sites, including potentially new sites, have been identified. The Council, along with neighbouring authorities, has also commissioned a Green Belt Study to assess the capability of areas that are currently within the designated Green Belt but that may be able to accommodate housing and employment development in the future.

Gypsies and Travellers and Travelling Showpeople

- 2.50 Planning Circular 1/2006 says that Regional Spatial Strategies should identify the number of pitches for Gypsies and Travellers that will be required in each local planning authority area. Targets should be set to reflect need identified through local authorities Gypsy and Traveller Accommodation Assessments.

Targets were not in the North West's Regional Spatial Strategy (RSS), they were to be set in a partial review of the RSS. The partial review of the RSS was never published.

- 2.51 The 2008 Merseyside Gypsy and Traveller Accommodation Needs Assessment identified a need of five permanent pitches in the Borough and ten transit pitches across Merseyside²⁸. The Regional Strategy Technical Background Paper²⁹, however, found that the Borough has a need for ten permanent pitches and five transit pitches.
- 2.52 There are currently no authorised sites for Gypsies and Travellers or Travelling Showpeople accommodation in Knowsley.

Economy, Employment and Skills

- 2.53 Around 56,500 people are employed in the Borough³⁰. Over the last decade the main growth sectors have been in public services with, in 2008, the Public Administration, Education and Health sector accounting for over one third of all employment³¹. The main employers in this sector were the local authority and Whiston Hospital. New investment has also expanded the employment base in the business services, ICT, creative, tourism, leisure, financial services, communications, logistics and distribution sectors.
- 2.54 The recent strong growth in employment reflects efforts by public and private sector partners to expand the business base and promote enterprise in the Borough resulting in substantial numbers of jobs being created. Key successes have been high profile inward investments by companies such as QVC, Vertex, and Sonae.

	Knowsley		North West	GB
	Number	%	%	%
Total employee jobs				
Full-time	39,100	69.2	69.1	68.8
Part-time	17,400	30.8	30.9	31.2
Manufacturing	11,200	19.8	11.6	10.2
Construction	3,000	5.2	5.2	4.8
Distribution, hotels & restaurants	9,900	17.5	23.5	23.4
Transport & communications	2,800	4.9	5.8	5.8

²⁸ Gypsy and Traveller Accommodation Needs Assessment Final Report (Salford Housing & Urban Studies Unit, 2008)

²⁹ Technical Background Paper - Gypsies & Travellers and Travelling Showpeople Pitch Provision July 2009

³⁰ 2008 Annual Business Inquiry Employee Analysis (ONS, 2009)

³¹ Knowsley MBC: Core Evidence Base Report (Regeneris Consulting Ltd, 2007)

Finance, IT, other business activities	9,200	16.4	19.7	22
Public administration, education & health	18,100	32.1	28.2	27
Other services	2,100	3.8	4.9	5.3
Source: ONS Annual Business Inquiry employee analysis				

- 2.55 The manufacturing sector (which accounts for 10% of businesses and more than 20% of total employment) has declined as a proportion of total jobs in recent years but still accounts for a higher proportion of jobs in Knowsley than it does at the national level³². This is reflective of the Borough's role in the automotive industry and its supply chain, as well as advanced manufacturing and engineering sub-sectors.
- 2.56 The sectoral shift has resulted in major issues for Knowsley's industrial areas where existing premises and associated infrastructure are no longer suitable resulting in high vacancy levels. Knowsley Industrial Park is a particular example of this³³.
- 2.57 The Sustainable Communities Strategy³⁴ identifies that Knowsley's economic performance still lags behind the UK and North West average. It identifies the need for a larger proportion of business premises to be designated for office use.
- 2.58 The Council's Core Evidence Base Report³⁵ identifies the relatively low levels of business start up rates as being a major issue.

Workforce

- 2.59 In 2001, 54,840 of the Borough's residents were in employment, of whom 43% worked in Knowsley, and 47% worked in the rest of Greater Merseyside. 53,102 people worked in Knowsley, of whom 44% also lived in the area, and 48% lived in the remainder of Greater Merseyside.
- 2.60 Table 2.12 shows that Knowsley is under represented in managerial and professional occupations. It has the lowest representation in Greater Merseyside in these occupations. Professional occupations are at a level of less than $\frac{3}{4}$ of the rate for Great Britain.

	Knowsley		North West (%)	Great Britain (%)
	Number	%		

³² Knowsley MBC: Core Evidence Base Report (Regeneris Consulting Ltd, 2007)

³³ Delivering a New Future for Knowsley Industrial Park: A Strategic Framework (DTZ, Arup and Taylor Young, 2010)

³⁴ Knowsley The Borough of Choice – Sustainable Community Strategy 2008 –2023 (The Knowsley Partnership, 2008)

³⁵ Knowsley MBC: Core Evidence Base Report (Regeneris Consulting Ltd, 2007)

Managers and senior officials	6,700	10.8	14.6	15.7
Professional occupations	5,200	8.5	12.6	13.6
Associate professional & technical occupations	7,900	12.8	14	14.7
Administrative and secretarial occupations	8,900	14.4	11.5	11.2
Skilled trades occupations	6,500	10.5	10.4	10.4
Personal service occupations	6,400	10.3	8.9	8.6
Sales and customer service occupations	6,600	10.7	8.6	7.4
Process, plant and machine operatives	5,600	9	7.6	6.7
Elementary occupations	7,700	12.4	11.4	11.3
Source: Annual Population Survey April 2009 to March 2010				

- 2.61 The Borough has low average wage levels for residents and mismatch in wages between local residents and those working in the Borough. Table 2.13 shows the average weekly and hourly wage for residents in full-time employment. At £489, Knowsley residents receive £100 less than the average weekly wage for Great Britain. Although Knowsley residents receive the lowest average weekly wage on Merseyside, people who work in Knowsley receive the highest average weekly wage (£584)³⁶.

	Knowsley	North West	Great Britain
	(£)	(£)	(£)
Gross weekly pay			
Full Time Workers	488.9	543.2	590.4
Male Full Time Workers	530.7	592.8	646.9
Female Full Time Workers	434.9	470.5	503
Hourly Pay			
Full Time Workers	12.6	13.96	15.13
Male Full Time Workers	13.25	14.79	16.12

³⁶ ONS [from Nomis on 17 September 2010]

Female Full Time Workers	11.71	12.65	13.47
Source: Annual Survey of Hours and Earnings - resident analysis			
ONS Crown Copyright Reserved [from Nomis on 17 September 2010]			

Employment Land

- 2.62 In order to secure the Borough's employment growth, it is essential to ensure that a sufficient quantity of land will be available for employment purposes when it is required. In 2008, Knowsley Council, together with Halton, Sefton, and West Lancashire Councils jointly commissioned the BE Group to identify the future employment land requirements in the four districts. The report identified that Knowsley will need to identify an additional 95 to 111 hectares of employment land in the period up to 2026. It acknowledged, however, that up to 36 hectares could be provided through the remodelling of the existing employment areas³⁷.
- 2.63 As part of the study, the BE Group also undertook an assessment of the quantity and quality of land that was considered, by the Councils, to be available for employment use. Of the 156.77 ha of land that the Council considered to be suitable for future employment use, the BE Group considered 151.14ha to have a realistic prospect of development for employment purposes. It was considered that over half of this (83 hectares) was available or would be available within the following three years.³⁸

Town Centres and Shopping

- 2.64 Kirkby, Prescott and Huyton are the Borough's main centres for shopping. They also provide an important range of local services. They are generally smaller than other town and city centres in neighbouring districts, particularly Liverpool to the west and St. Helens to the east. The Kirkby and Huyton centres date from the 1950s and 1960s while Prescott contains a much older historic core. A recent town centres and shopping study³⁹ states that Knowsley's town centres Huyton, Prescott and especially Kirkby are failing to perform well as locations for shopping, leisure and other town centres uses. They were considered to have very little in the way of an evening economy with no cinemas or theatres and have a very restricted range of restaurants. They also suffer from high levels of 'leakage' of expenditure to centres and "out of centre" retail parks outside of the Borough, particularly to Liverpool.
- 2.65 The Borough also contains smaller suburban district centres in Halewood, Stockbridge Village and Page Moss. A network of smaller local centres

³⁷ Joint Employment Land and Premises Study Halton, Knowsley, Sefton and West Lancashire (BE Group, 2010)

³⁸ Joint Employment Land and Premises Study Halton, Knowsley, Sefton and West Lancashire (BE Group, 2010)

³⁹ Knowsley Local Development Framework Town Centres and Shopping Study, Volume 1: Current expenditure patterns and health checks (Roger Tym & Partners, 2009)

provide valuable neighbourhood shopping facilities. The shopping study⁴⁰ suggests that these are experiencing difficulties.

Transport

- 2.66 Table 2.14 shows car ownership in 2001 when 41.8% of households did not have access to a car. This was the second highest in Greater Merseyside with only Liverpool having a lower car ownership levels. Table 2.15, however, shows that the Borough has a large proportion of persons in employment (excluding home workers) who travel to work by car (69%).

	Knowsley		North West	England
	Number	%	%	%
Households with no cars or vans	25,287	41.8	30.2	26.8
Households with one car or van	24,745	40.9	43.5	43.7
Households with two cars or vans	8,946	14.8	21.5	23.6
Households with three cars or van	1,274	2.1	3.7	4.52
Households with four or more cars or vans	301	0.5	1.02	1.39

Source: 2001 Census

	Number	Percent
Bus	37	13.1
Car / van	195	68.9
Cycle	3	1.1
Taxi	5	1.8
Train	11	3.9
Walk	29	10.2
Other	3	1.1

Source: Countywide Household Travel Interview Survey 2008

⁴⁰ Knowsley Local Development Framework Town Centres and Shopping Study, Volume 1: Current expenditure patterns and health checks (Roger Tym & Partners, 2009)

- 2.67 In March 2000 the Department for Transport produced ‘Tomorrow’s Roads – Safer for Everyone’. It outlined the Government’s road safety strategy and put forward new casualty reduction targets to be achieved by 2010 when compared to 1994-1998 baseline average figures. The national targets are:
- a 40% reduction in the number of people killed or seriously injured in road accidents; and
 - a 50% reduction in the number of children killed or seriously injured.
- 2.68 As a whole, Merseyside has agreed to a stretched target of a 55% reduction in the number of children killed or seriously injured. In order to achieve this Knowsley’s target has been stretched further to require a 64% reduction.
- 2.69 Tables 2.16 and 2.17 show the number of casualties for all people and also just for children. The average annual number of people killed or seriously injured in Knowsley between 1994 and 1998 was 98, while the corresponding figure for children was 29. Knowsley is therefore on target to achieve the reduction.

Table 2.16 - Number of people killed or seriously injured in Road Traffic Accidents							
District	2003	2004	2005	2006	2007	2008	2009
Knowsley	53	63	66	56	53	57	56
Liverpool	339	303	282	230	195	180	204
St Helens	87	81	70	70	51	70	63
Sefton	106	121	94	100	89	100	87
Wirral	196	202	198	170	157	145	143
Merseyside	781	770	710	626	545	552	553
Source: 2020 Knowsley Ltd on behalf of Knowsley MBC							

Table 2.17 - Number of children killed or seriously injured in Road Traffic Accidents							
District	2003	2004	2005	2006	2007	2008	2009
Knowsley	12	15	15	11	9	8	11
Liverpool	68	64	62	43	39	31	20
St Helens	12	14	14	9	3	11	14
Sefton	12	19	17	11	15	17	12
Wirral	32	26	38	33	24	14	22
Merseyside	136	138	146	107	90	81	79
Source: 2020 Knowsley Ltd on behalf of Knowsley MBC							

- 2.70 On 1 September 2010, the Council adopted the “Ensuring a Choice of Travel Supplementary Planning Document”. It seeks to guide development into the most sustainable locations and enhance provision of walking and cycling routes.

Road Network

- 2.71 Knowsley's road network is one of its key assets and is one of the Borough's strengths as a location to live, work and invest in. The M57 motorway and A5300 (Knowsley Expressway) provide the major north to south route through the Borough. The M57 also connects with the M62 motorway which runs to

the south of Huyton and Prescot and which crosses the North of England from Liverpool in the west to Hull in the east. A further west to east route is provided by the A580 (East Lancashire Road) which crosses the Borough to the south of Kirkby. Other routes include the A562, which provides a strategic route into Liverpool (including Liverpool John Lennon Airport) and Halton.

- 2.72 The third Local Transport Plan⁴¹ identified congestion hotspots in Knowsley including the A5300 Knowsley Expressway junction with the A561. It stated that there are already severe queuing problems at peak periods, especially for vehicles accessing the A561 southbound from the A5300.
- 2.73 The Government has announced the introduction of the Local Sustainable Transport Fund (LSTF). This will be the main source of additional funding for transport authorities. The aim of the fund is to help authorities deliver transport solutions that reduce production of carbon, improve the reliability of journey times, and enhance access to employment. The bid to the Department for Transport for LSTF has still to be produced but the third LTP states that it expects to include in the bid targeted packages of interventions designed to increase the attractiveness and accessibility of key employment sites such as Knowsley Industrial Park⁴².

Rail and Bus Network

- 2.74 The Borough contains seven rail stations on four rail lines going to and from Liverpool City Centre. Huyton, Roby and Whiston stations are located on the Liverpool to Manchester Victoria line while Prescot station is on a branch of this line which terminates at Wigan. Halewood station is on the Liverpool to Manchester Piccadilly (via Warrington) line. Kirkby station is one of the terminal stations on the Merseyrail electric line and also provides a connection to Wigan. The Knowsley Rail Freight Terminal in the Knowsley Industrial Park is located on a branch line of the Kirkby to Wigan line. The fourth rail line to pass through the Borough is the West Coast Main Line which, although does not have a passenger station located in Knowsley, is used by the Jaguar / Land Rover plant as a freight transportation route.
- 2.75 Generally the bus service provision from east to west is good within the Borough with many routes going to and from Liverpool City centre. There is, however, a lack of routes between Knowsley's towns.
- 2.76 Research from the Knowsley Young People's Commission⁴³ shows that many young people in Knowsley are concerned that the existing transport network does not adequately cater for their needs. A number of barriers to travel was identified:
- cost of public transport;
 - availability of public transport;
 - unwillingness to travel far from home; and

⁴¹ A New Mobility Culture for Merseyside The third Local Transport Plan for Merseyside (Merseyside Integrated Transport Authority, 2011)

⁴² A New Mobility Culture for Merseyside The third Local Transport Plan for Merseyside (Merseyside Integrated Transport Authority, 2011)

⁴³ Knowsley Young People's Commission - Unlocking the potential of young people in Knowsley (4Children, 2010)

- safety on public transport.
- 2.77 The Merseyside Disadvantaged Communities Study⁴⁴ noted that maternity services are in Liverpool and Ormskirk and incur multiple changes of bus. Difficulties can be made worse if the mum already has other children and does not have access to childcare.

Walking and Cycling Network

- 2.78 Knowsley has a significant network of walking and cycling routes. Sections of the strategic footpaths and cycleways are of regional or national significance. This includes the the Trans Pennine Trail from Southport to Kingston upon Hull via Halewood.

Transport Improvement Projects

- 2.79 Knowsley's transport network has been subject to recent improvements, including investment in the M57 / M62 junction at Tarbock Island. Further transport infrastructure investment programmes are anticipated in the future. These include the electrification of the Liverpool to Manchester railway line and the long term aspiration of the Council and Merseytravel to create a new railway station at Headbolt Lane in Kirkby⁴⁵.
- 2.80 A further project that would affect Knowsley is the proposed Merseytram scheme, whose network would connect Liverpool City Centre to Kirkby (Line 1) and Prescott (Line 2). This strategic project has been in the planning stages since 2002, and has Transport and Works Act approval for Line 1. It has been subject to significant delay due to funding issues but it remains a long term priority for both Merseytravel and the Council.
- 2.81 The planned expansion of Liverpool John Lennon Airport⁴⁶ would also bring significant benefits to Knowsley's transport network. An expanded passenger and freight transport service would offer further opportunities for air travel for local communities and businesses. The associated road and public transport investment, particularly the proposed Eastern Access Transport Corridor connecting the Airport with the A562 east of the Jaguar Land Rover Plant could also benefit Knowsley.

Natural Environment

- 2.82 The Borough's natural environment and network of greenspaces is one of its greatest assets. The urban areas contain a network of open spaces of various types, which contribute hugely to the quality of life and health of

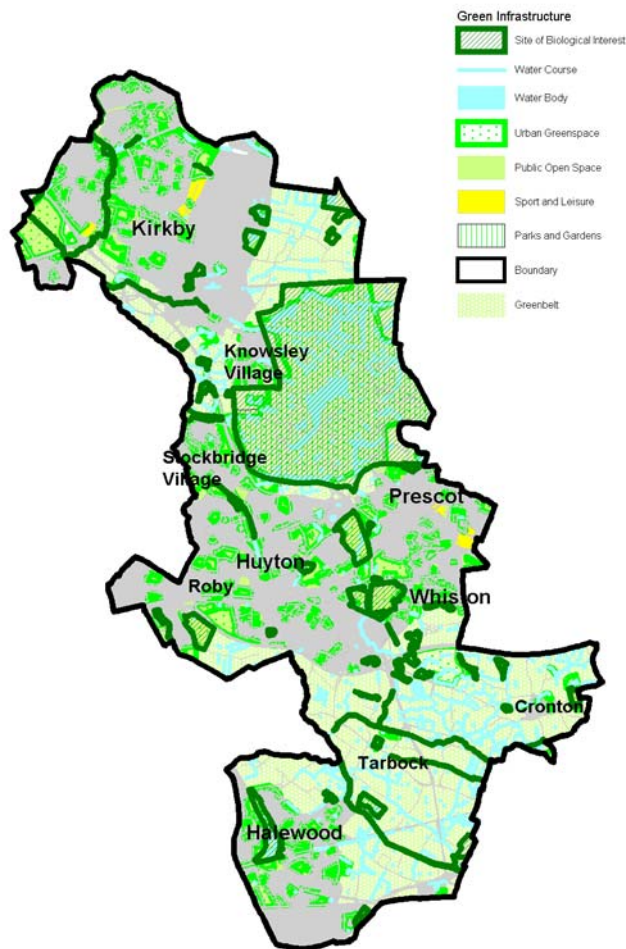
⁴⁴ Merseyside Disadvantaged Communities Study Transport Research Report, LTP Support Unit, 2010

⁴⁵ A New Mobility Culture for Merseyside The third Local Transport Plan for Merseyside, Merseyside Integrated Transport Authority, 2011

⁴⁶ Airport Master Plan to 2030, Liverpool John Lennon Airport, 2007

Knowsley's residents and the image of the Borough. They form part of what is sometimes referred to as "Green Infrastructure".

Figure 2.8 – Green Infrastructure



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Green Belt

- 2.83 The Borough contains 4,644 ha of land that is designated as Green Belt. This represents 54% of the Borough.
- 2.84 PPG2⁴⁷ states that there are five purposes of including land in Green Belts:
- to check the unrestricted sprawl of large built-up areas;
 - to prevent neighbouring towns from merging into one another;
 - to assist in safeguarding the countryside from encroachment;
 - to preserve the setting and special character of historic towns; and
 - to assist in urban regeneration, by encouraging the recycling of derelict and other urban land.

⁴⁷ Planning Policy Guidance 2: Green Belts, ODPM, 1995

2.85 The Green Belt also has recreational, health and environmental benefits.

Green Spaces

- 2.86 Knowsley has 16 established parks and gardens offering various formal and informal recreation opportunities. These are identified and subdivided within the Council's Greenspace Strategy⁴⁸ as follows:
- Borough Parks: Stadt Moers Park, Halewood Park and Court Hey Park.
 - High Level/Facilities Parks: Mill Dam, Webster Park, Wignall Park, Knowsley Village Recreation Ground, Alt Park, Jubilee Park, Bowring Park, McGoldrick Park, Eaton Street Recreation Ground and Hall Lane Park.
 - Local Parks and Gardens: St Chad's Park, Sawpit Park and Henley Park.
- 2.87 A significant proportion of the parks are multi-functional and include a high proportion of natural and semi-natural woodland areas, together with 25 fixed children's playgrounds and five young people's facilities. Knowsley's urban areas also contain a further network of smaller scale open spaces, with the overall quantity being predominantly amenity greenspace. Many amenity greenspaces are, however, of relatively poor quality and too many, because of antisocial behaviour, are seen by the local community as a liability rather than an opportunity.
- 2.88 In 2009, the Borough contained eight open spaces that were managed to Green Flag Award standard (see Table 2.19). This represented 17.3% of the open space that was eligible for a Green Flag award. The Council's Greenspace Strategy identifies key objectives for the protection and enhancement of green space including an additional five open spaces that, by March 2014, it intends will be managed to Green Flag Award standard. These are Jubilee Park in Huyton, Acornfield Plantation in Kirkby, Eaton Street Recreation Ground in Prescot, and Arncliffe Sports Ground and Halewood Park in Halewood⁴⁹.

Court Hey Park, Huyton	13.4 ha
Henley Park, Whiston	2.4 ha
King George V Playing Fields, Huyton	13.7 ha
Knowsley Cemetery, Whiston	2.2 ha
McGoldrick Park, Huyton	4.9 ha
Millbrook Park Millennium Green, Kirkby	13.9 ha
St. Chad's Gardens, Kirkby	1.3 ha
Sawpit Park, Huyton	1.2 ha
Source: Directorate of Neighbourhood Delivery, Knowsley MBC	

⁴⁸ The Knowsley Green Space Strategy 2010-2014 (Knowsley MBC, 2010)

⁴⁹ Knowsley Council Green Space Strategy 2009 – 2014 (Knowsley MBC, 2010)

- 2.89 An audit of Knowsley's open space provision identified that the Borough has a significant quantitative provision of green spaces. There is, however, an unevenness of distribution in the quantity and accessibility of green spaces. The quality of green spaces also varies with many in a poor condition. Some of Knowsley's amenity greenspaces, are extremely small with a shape that provides little functional use. They have often been left over from developments with little thought being given as to how they fit into the neighbourhood. This has led to underuse and anti-social behaviour.
- 2.90 In November 2007 the Council adopted a Supplementary Planning Document⁵⁰ (Greenspace SPD) containing minimum standards for the quality, quantity and accessibility of different forms of greenspace in the urban area. The general principle is that where there is a "surplus" of a particular type of greenspace there may be scope to redevelop some of the areas for other uses. This is not the case where the area is in "deficit". The approach aims to ensure that investment in the Borough's urban greenspaces is targeted to those areas in greatest need. The Greenspace SPD has been utilised to draw out appropriate contributions from developers to help improve the quantity, quality and accessibility of the Borough's greenspaces.
- 2.91 The Council is currently undertaking a new audit of open spaces to highlight areas in the Borough facing the greatest quantitative need for different types of greenspaces. It is also identifying areas where spaces are in need of improvement in quality or made more accessible.

Sites of Environmental Importance

- 2.92 Knowsley does not have any Sites of Special Scientific Interest, Special Areas of Conservation, Special Protection Areas, or Ramsar sites. It does, however, have a number of locally designated sites consisting of 64 Local Wildlife Sites (formerly Sites of Biological Interest), 6 Local Geological Sites (formerly Sites of Local Geological Interest), of which 4 overlap with Local Wildlife Sites; and 1 Local Nature Reserve. Table 2.20 shows a summary of their general location. Appendix A contains a full listing of sites. Details of all site evaluations can be obtained by contacting the Council's Directorate of Regeneration, Economy and Skills.

Site Location:	Local Wildlife Sites	Local Geological Sites	Local Nature Reserve
North Kirkby	3	1	1
South Kirkby	12	1	0
Prescot, Whiston and Cronton	25	4	0
North Huyton	4	0	0
South Huyton	5	0	0
Halewood	15	0	0
Source: Knowsley Replacement Unitary Development Plan (2006)			

⁵⁰ Greenspace Standards and New Development Supplementary Planning Document, Knowsley MBC, 2007

- 2.93 Each year, Merseyside Environment Advisory Service (MEAS) monitors a number of sites as part of a rolling programme of all sites. Problems with rubbish and tipping are often reported as are invasive species such as Japanese Knotweed and Spanish Bluebell. Although no management can be a valid tool for some conservation aims, lack of management is considered by MEAS to have had a negative impact on some of the sites.

Biological river water quality

- 2.94 Table 2.21 shows an assessment of the quality of biological life in the River Alt. It is produced by comparing the number of small animals and insects in a sample of water with water from an unpolluted river. It shows that, since at least 2000, the biological quality of the river has been "Poor". It has a very high level of nitrates and excessively high levels of phosphates.

Table 2.21 - Biological River Water Quality									
	2000	2001	2002	2003	2004	2005	2006	2007	2008
Overall	Poor	Poor	Poor	Poor	Poor	Poor	Poor	Poor	Poor
Nitrates	Very High	Very High	Very High	Very High	Very High	Very High	Very High	Very High	Very High
Phosphates	Excessively High	Excessively High	Excessively High	Excessively High	Excessively High	Excessively High	Excessively High	Excessively High	Excessively High

Source: Environment Agency [accessed 21 September 2010]

Chemical river water quality

- 2.95 Table 2.22 - shows an assessment of the amount of ammonia and oxygen in the River Alt.

Table 2.22 - Chemical River Water Quality									
	2000	2001	2002	2003	2004	2005	2006	2007	2008
Ammonia	Fairly Good	Fairly Good	Good	Good	Good	Good	Good	Fairly Good	Fairly Good
Dissolved Oxygen	Fairly Good	Fairly Good	Good	Good	Good	Good	Very Good	Very Good	Very Good

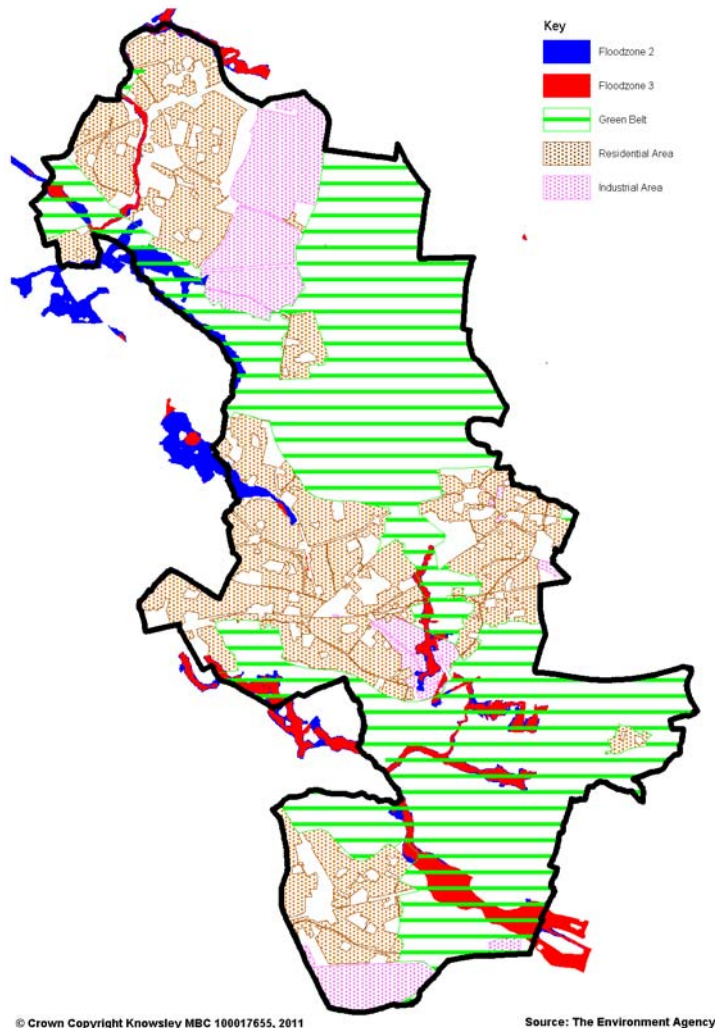
Source: Environment Agency [accessed 21 September 2010]

- 2.96 The level of dissolved oxygen in the River Alt has increased significantly since 2000 and is now in the highest classification. After five years of "Good" levels of ammonia, the levels have increased in the last two years.

Land at risk from flooding

- 2.97 The Environment Agency has produced maps of areas that are considered to be at risk of flooding. The maps do not take account of the effect of any future climate change. Knowsley has 269 ha of land in Floodzone 3, that is land with a probability of flooding on average more than once in 100 years, and a further 166 ha of land in Floodzone 2, that is land with a probability of flooding on average between once in 100 and once in 1000 years.

Figure 2.23 – Land at Risk of Flooding



- 2.98 PPS25⁵¹ states that local planning authorities should undertake a Strategic Flood Risk Assessment (SFRA) to inform the preparation of their Local Development Documents. SFRA's refine the information provided by Environment Agency flood maps, taking into account flooding from all sources.
- 2.99 A joint SFRA for Knowsley and Sefton was completed in 2009. In Knowsley it will now inform the preparation of the Core Strategy and subsequent Development Plan Documents. It will also provide a framework for the future direction of development within the Borough.

⁵¹ Planning Policy Statement 25: Development and Flood Risk, DCLG, 2010

- 2.100 The SFRA demonstrates that Flood Zone 3 could increase as a result of climate change and spread into existing residential and commercial areas.

Air

- 2.101 Part IV of the Environment Act requires that local authorities assess the air quality in their area against national objectives. Where air quality in an area fails to meet these standards, the authority must declare an Air Quality Management Area and devise an Air Quality Action Plan. Knowsley monitors air quality through specialist equipment, examining planning applications and regulating certain industrial sites to ensure that all Air Quality Objectives are met. There are no Air Quality Management Areas within the Borough.

Minerals and Waste

Minerals

- 2.102 Knowsley has a long history of minerals exploitation such as the mining of coals and clay extraction for brick making. With the exception of Cronton Clay Pit, the operations have now ceased. A study of minerals resources⁵² recommended that the Cronton Clay Pit and surrounding area be safeguarded from other forms of development which could sterilise it as a resource. The Coal Authority has also indicated that coal resources still exist under a large part of the Borough⁵³. Although the scope for these resources to be realistically extracted in the future is unclear at present, there is a need to consider whether new development should be prevented where it would sterilise the future extraction of these resources, or indeed would be endangered by the presence of existing mining infrastructure.

Waste Management

- 2.103 The Joint Merseyside Waste Development Plan Document (Waste DPD) is being prepared by Merseyside Environmental Advisory Service on behalf of Knowsley and the other Councils in Greater Merseyside. The Waste DPD is concerned with the scale, location and type of facilities required to manage all types of waste in Merseyside and Halton. It will guide future development of waste management and treatment facilities by identifying the most suitable sites across the sub-region and allocating these sites for waste management uses. The Waste DPD will allocate two types of sites: sites for sub-regional facilities (capable of supporting the larger and more complex facilities), and sites for district-level facilities (suitable for smaller waste management operations). It will also provide a policy framework to help deliver a more sustainable future for Merseyside and Halton's waste management needs by moving waste management away from reliance on landfill and towards the use of more sustainable technologies.

⁵² Evidence Base for Minerals Planning in Merseyside, Urban Vision, 2008

⁵³ Coal Mining Development Referral Areas, The Coal Authority, 2010

2.104 Table 2.24 shows the amount of household waste arisings managed by management type. In 2008/9, 74.9% of Knowsley's household waste was disposed of via landfill - down from 81.6% the previous year.

	Knowsley 2008/9		England 2008/9	Knowsley 2007/8	Knowsley 2006/7	Knowsley 2005/6	Knowsley 2004/5
	Tonnes	%	%	%	%	%	%
Landfill	46,665	74.9	49.55	81.6	84.01	87.25	89.61
Incineration with Energy from Waste	-	-		-	-	-	-
Incineration without Energy from Waste	-	-		-	-	-	-
Recycled / composted	15,622	25.1	34.34	18.4	15.99	12.75	10.39
Other	-	-	16.11	-	-	-	-
Total waste arisings	62,287	100	100	100	100	100	100

Source: Directorate of Neighbourhood Services, Knowsley MBC

2.105 During October 2009 the Council introduced a food waste recycling service. Over 7,000 households opted to participate in the scheme resulting in 329 tonnes of food waste being diverted from landfill during the period October 2009 – March 2010. It is anticipated that more residents will opt in to the scheme during 2010/11 thereby diverting additional biodegradable waste from landfill.

The Historic Environment

2.106 Knowsley has a varied built environment, including the historic town of Prescot and also including a number of other smaller settlements. The newer parts of the Borough, however, are characterised by their suburban character typical of urban development from the 1920s and 1930s as well as more recent municipal and private sector estates. The employment and housing areas of the Borough are generally highly segregated, being split into large industrial areas (such as Knowsley Industrial Park) and large residential areas, often centred on town or district centres. The rural villages within the Borough, including Knowsley Village, Cronton and Tarbock are notable for their more rural character, comprising a higher proportion of historic properties than elsewhere in the Borough. There is a strong local sense of place evident in some of the older parts of the Borough based for example on the use of local red sandstone and red brick in the buildings.

- 2.107 A Listed Building is a structure which is included on a statutory list because it is recognised for its special architectural or historic interest. In the last year St. Mary's C of E Church in Knowsley Village has been re-graded to Grade II*. Knowsley now contains 121 listed buildings of which 1 is Grade I, 4 are Grade II*, and 116 are grade II. The listed buildings range from large buildings of grandeur such as Knowsley Hall to places of worship and railway bridges. There are no listed buildings in Knowsley on the national buildings at risk register⁵⁴. Appendix B contains details of individual listed buildings.
- 2.108 A Conservation Area is an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. They are often focused on Listed Buildings; but not always. It is the overall character of the area which the designation of a Conservation Area seeks to preserve or enhance, rather than just the individual buildings.
- 2.109 Knowsley has fifteen conservation areas of which two, Prescott Town Centre and South Park Road, Kirkby, are considered by English Heritage to be at risk. Their condition is described as "Very Poor" which is "expected to deteriorate"⁵⁵. The Council is actively seeking to identify potential funding for the enhancement of the Prescott Town Centre Conservation Area. The funding would be used to repair buildings and the reinstatement of historic features.

Conservation Areas

Prescot Town Centre
 Old Hall Lane, Kirkby
 Ingoe Lane, Kirkby
 Ribblers Lane, Kirkby
 South Park Road, Kirkby
 North Park Road, Kirkby
 Huyton Church, Huyton
 The Orchard, Huyton
 Victoria Road/Church Road, Huyton
 Roby, Huyton
 Halewood Village
 Knowsley Village
 Tarbock Village
 Tarbock Green
 Town End, Cronton

- 2.110 Three of the conservation areas are designated as Article 4 conservation areas where certain permitted development rights have been withdrawn. These are Ingoe Lane, Kirkby; Huyton Church, Huyton; and Knowsley Village.
- 2.111 In 2005 a Conservation Area Appraisal was drafted for each area. The purpose of a Conservation Area Appraisal is to re-assess the area's character and note any changes which have occurred since its designation. This includes new developments or changes to specific buildings and streetscapes. The Conservation Areas will be re-assessed in 2010/11.

⁵⁴ Heritage at Risk Register 2010 / North West, English Heritage, 2010

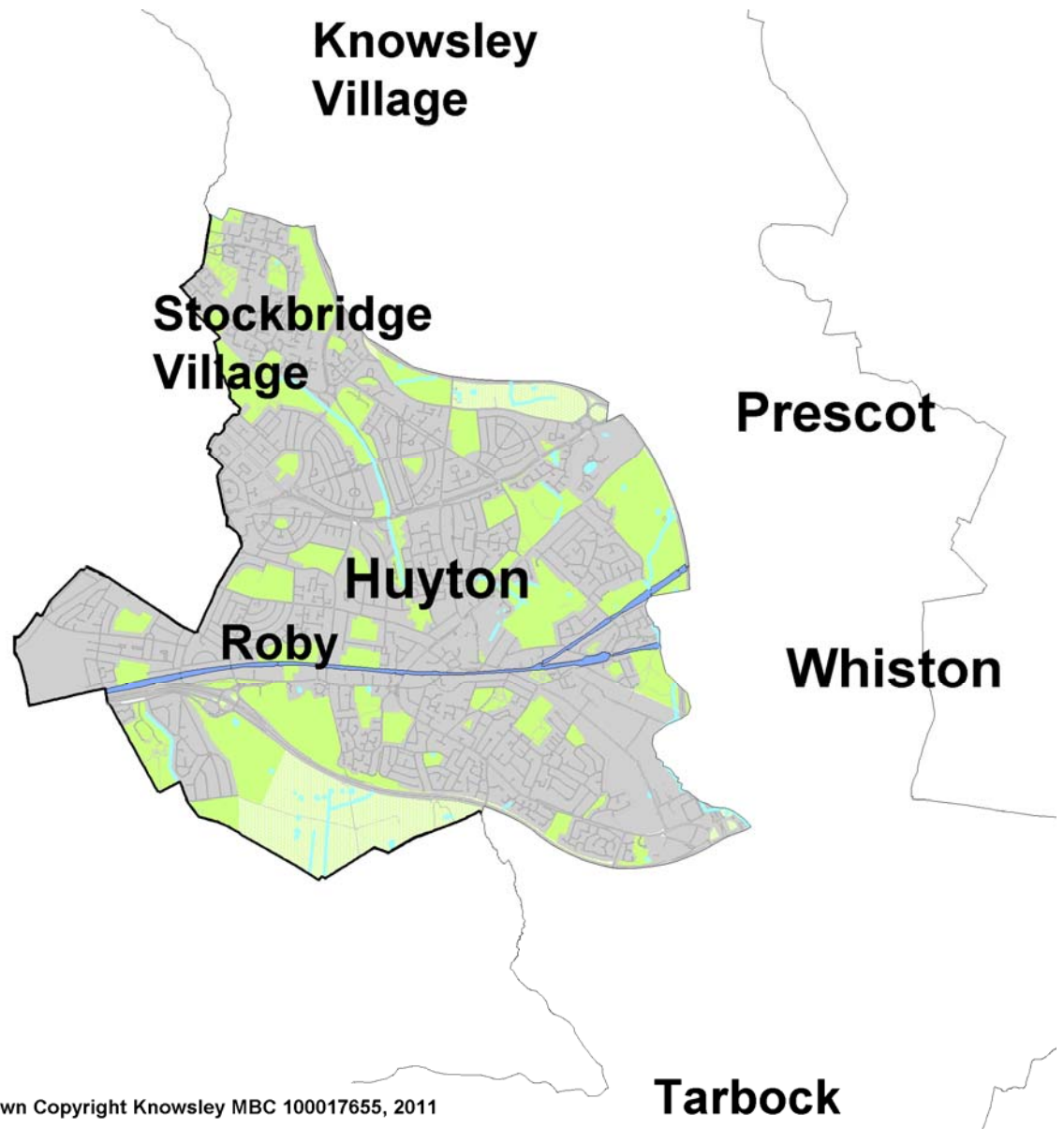
⁵⁵ Heritage at Risk Register 2010 / North West, English Heritage, 2010

- 2.112 As part of the continuing process it is intended that conservation management plans will be drafted for each of the conservation areas. They will include management proposals for a five year period.
- 2.113 There are currently no designated ancient monuments in Knowsley. Merseyside Archaeological Services have ownership of the Sites and Monuments Record (SMR) and are contracted by the Council to update and manage the data sets.

3. Huyton and Stockbridge Village Spatial Profile

Introduction

- 3.1 Huyton together with Stockbridge Village is located in the centre of the Borough and, with a population of 59,000, is the largest of Knowsley's townships. The built up area of Huyton is contiguous with the suburbs of Liverpool to the west and is well connected to other areas by road, rail, and local bus services.
- 3.2 The area is mainly suburban in character, with a number of residential neighbourhoods including Roby and Stockbridge Village. The main employment areas are Huyton town centre, which is the main administrative centre for the Borough, and the Huyton and King's Business Parks.



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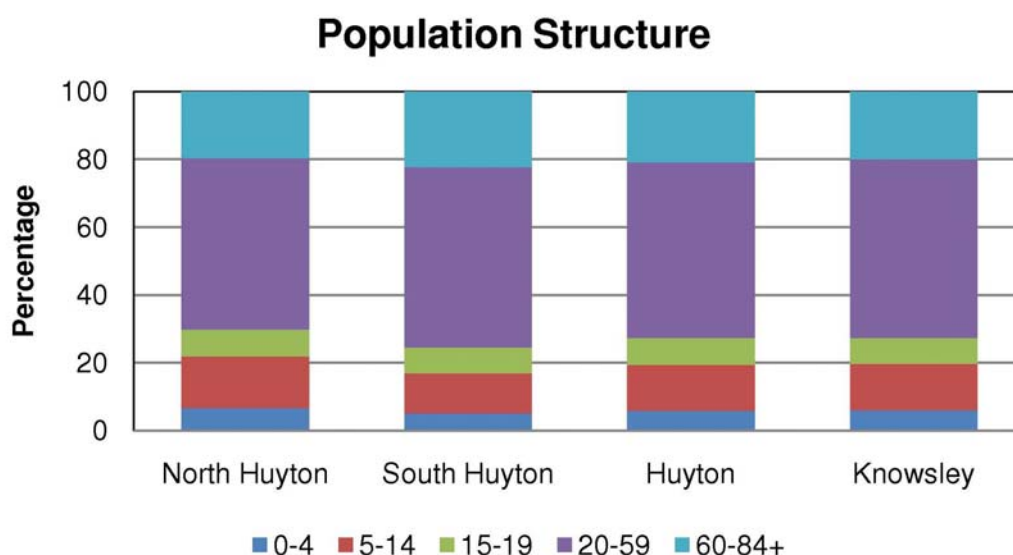
Historical Context

- 3.3 Huyton gets its name from the medieval Hitune, literally meaning High Town. It is believed that the present Parish Church, which stands at the town's

highest point, may have Saxon origins. Huyton was rural in character until the industrial revolution when quarrying and various industrial works were established and dwellings were built for its workers. The Liverpool to Manchester railway has operated since 1830 with a station at Huyton. After the second World War areas of planned Liverpool overspill development took place, most notably in North Huyton. The central parts of the original Huyton village were redeveloped in the 1960's when the present town centre was built.

Population

- 3.4 Huyton's overall population structure is similar to that of the Borough as a whole. Within the area, however, there are significant differences in age structure, with North Huyton having a younger population structure than South Huyton.



Source: 2005 Mid Year Estimates, ONS

- 3.5 Life expectancy is longer in South Huyton. In North Huyton men can expect to live to 74.1 years and women to 77.8 years, while in South Huyton men can expect to live 1.6 years longer and women 3.8 years longer.
- 3.6 This split between North and South Huyton is reflected in other measures of health and well being. In North Huyton 39.1% of people have a limiting long-term illness while in South Huyton the figure is 30.8%. Similarly, prevalence of smoking, unsafe alcohol consumption, obesity and diseases like cardiovascular disease and cancer are higher in North Huyton than in South Huyton.

Deprivation

- 3.7 South Huyton is one of the more affluent areas within the Borough while the North Huyton and Stockbridge Village areas have significant social issues related to deprivation. Rates of economic activity are particularly low in North Huyton and Stockbridge Village where just 56% of the area's working age population is economically active. A large proportion of these (17%) are unemployed⁵⁶. North Huyton and Stockbridge Village also have extremely high proportions of social rented housing (nearly 50%) and the area overall is dominated by three bedroom terraced and semi-detached housing. Like all areas of Knowsley, housing affordability is an established problem. This not only includes where house prices are comparatively high, that is South Huyton, but also where house prices and rents are comparatively low. This is due to the relatively poor wages and employment levels in the area.
- 3.8 North Huyton New Deal for Communities is a regeneration programme that is investing £55.8m of Government funds into the North Huyton area. Its aim is to tackle unemployment, poor examination results, ill health, poor housing and crime and disorder. The area is designated within the current Unitary Development Plan as an Action Area and this is supported by a Supplementary Planning Document⁵⁷. A comprehensive regeneration programme is being undertaken in North Huyton which includes substantial replacement of houses. A new Centre for Learning was opened in North Huyton as part of the regeneration scheme under the Council's Future Schooling programme.

Economy, Employment and Skills

- 3.9 Huyton plays an important role in the Borough's economy. In addition to being the Borough's administrative centre, it also contains the Huyton and King's Business Parks. The King's Business Park was a strategic site in the Regional Economic Strategy and is now almost fully complete. It provides a high quality location for new businesses focusing on high technology sectors. Huyton Business Park provides a location for more general industrial and office uses, but also has limited availability of land for further expansion.

Town Centre and Shopping

- 3.10 Huyton town centre was redeveloped in the 1960s. In recent years it has expanded with the development of a new ASDA Walmart superstore, the Cavendish Walk retail development, and a new bus station. It provides a range of local services, including health facilities, and is the main location for the Council's offices. A leisure centre is located near to the town centre. This is due to be replaced in the next few years by a new sports and leisure centre on a redundant school site in Longview Drive.

⁵⁶ Knowsley MBC: Core Evidence Base Report (Regeneris Consulting Ltd, 2007)

⁵⁷ North Huyton Action Area Supplementary Planning Document (BDP Planning, 2007)

- 3.11 The Town Centres and Shopping Study⁵⁸ found that Huyton town centre has a high customer satisfaction for the range and quality of shops in the centre. It identified, however, a limited evening economy. Although Huyton has been improving its retail performance there is little evidence that it attracts any significant trade from the wider area outside its immediate catchment. The study also identified that the smaller centre serving Stockbridge Village is suffering from severe problems including difficulties in letting units, a failure to meet the needs of the local community, and high levels of anti-social behaviour. Development has commenced on a scheme that will comprehensively regenerate the Stockbridge Village centre. The scheme is a partnership between the Council and Villages Housing.
- 3.12 Huyton also contains smaller scale shopping facilities at Liverpool Road (also known as Page Moss) in North Huyton. The centre is heavily reliant on shoppers from the immediate area. Huyton has a further eight local shopping centres plus four smaller parades. The Town Centres and Shopping Study⁵⁹ suggests that local centres at Hillside Road, Longview Drive and Manor Farm Road, and the parade at Greystone Road are experiencing significant difficulties.

Transport

- 3.13 Huyton benefits from close proximity to the Borough's strategic road network, including the junctions of the M57 and M62 motorways. There is therefore good road connectivity north to south within the Borough, and east to west to Liverpool City Centre and St. Helens. The third Local Transport Plan identified congestion hotspots in Knowsley including the A5300 Knowsley Expressway junction with the A561⁶⁰. It stated that there are already severe queuing problems at peak periods, especially for vehicles accessing the A561 southbound from the A5300.
- 3.14 The east to west connectivity is supported by the Liverpool to Manchester rail route, with both Huyton and Roby stations being situated on this line. A further rail station at Broad Green, just to the west of the Borough boundary, also serves part of the area.
- 3.15 Huyton's local transport connections include walking and cycling routes, as well as bus services which connect the area with Liverpool and St. Helens, as well as locations within the Borough such as Prescot.

⁵⁸ Knowsley Local Development Framework Town Centres and Shopping Study, Volume 1: Current expenditure patterns and health checks (Roger Tym & Partners, 2009)

⁵⁹ Knowsley Local Development Framework Town Centres and Shopping Study, Volume 1: Current expenditure patterns and health checks (Roger Tym & Partners, 2009)

⁶⁰ A New Mobility Culture for Merseyside The third Local Transport Plan for Merseyside (Merseyside Integrated Transport Authority, 2011)

Natural Environment

- 3.16 Huyton and Stockbridge Village is surrounded on three sides by Green Belt. It contains three of the Borough's eight open spaces that are managed to Green Flag Award standard. These are Court Hey Park, King George V Playing Fields and McGoldrick Park. Jubilee Park is being targeted by the Council with the aim of bringing it up to Green Flag Award standard. The area also contains a network of greenspace including the strategic link from the southern part of Stockbridge Village to Huyton Town Centre via the Alt Corridor. The network contains two of the area's nine Sites of Biological Interest. These are important for sustaining valuable biodiversity (flora and fauna).
- 3.17 The Huyton and Stockbridge Village area has a surplus of both parks and amenity greenspace when compared to the Unitary Development Plan's open space standards⁶¹. The areas of amenity greenspace are, however, often small and of poor quality. There are three allotments in the area, all of which are well used.
- 3.18 The Environment Agency considers the River Alt near Seth Powell Way to be an area at risk of flooding. Part of Huyton Business Park, near Logwood Mill Brook, is also considered to be at risk of flooding. This includes part of the land to the east of Roscoe's Wood - a gateway location allocated in the Unitary Development Plan for Business (B1) and General Industry (B2) uses.

Historic Environment

- 3.19 Huyton contains 31 listed buildings of which 30 are Grade II and one is grade II*. It also contains four Conservation Areas at Huyton Church, The Orchard, Victoria Road and Huyton Church Road, and in Roby.

Key Issues and Opportunities

- 3.20 The key **issues** concerning the Huyton and Stockbridge Village area are considered to be:
- high deprivation levels, including health inequalities, worklessness and high crime rates;
 - the need to promote a mixed and balanced housing offer including affordable housing in South Huyton;
 - limited space for accommodating new employment development in Huyton Business Park and King's Business Park;
 - the limited evening economy and the environmental enhancements needed in Huyton Town Centre;
 - the need to protect strategic greenspace links, including the Alt Corridor, and improve areas of poor quality greenspace;
 - support for the provision of a major new sports and leisure facility; and
 - the potential for some areas to flood.

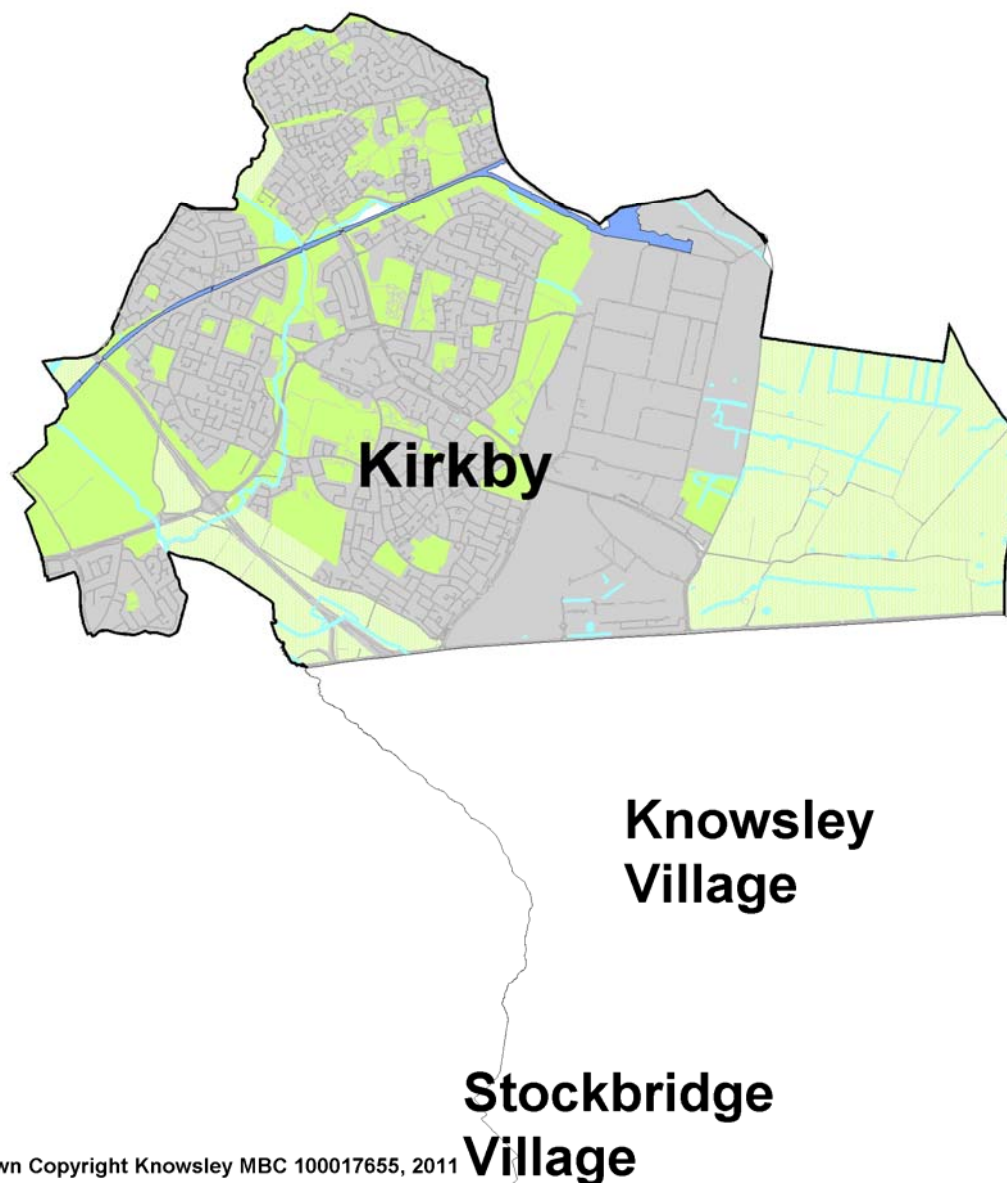
⁶¹ see Greenspace Standards in New Development Supplementary Planning Document (Knowsley MBC, 2007)

- 3.21 The key **opportunities** concerning Huyton and Stockbridge Village are considered to be:
- the continuation of the North Huyton regeneration programme including residential clearance and provision of new dwellings, employment and community facilities;
 - the regeneration Stockbridge Village centre including new shops, community and leisure facilities, and a primary school;
 - improvements to the quantity and quality of retail and other uses in Huyton town centre; and
 - enhancement of the quality of the environment which should include "designing out crime" principles.

4. Kirkby Spatial Profile

Introduction

- 4.1 Kirkby is located in the north of the Borough and, with a population of 42,000 is the second largest settlement in Knowsley. It is a free standing town separated from Liverpool to the west by a narrow strip of Green Belt. It is easily accessible from the M57 and M58 motorways and is served by a local bus station a railway station on the Liverpool / Wigan line.
- 4.2 The area is mainly suburban in character and includes the residential neighbourhoods of Kirkby Park, Tower Hill, Northwood, Westvale and Southdene.

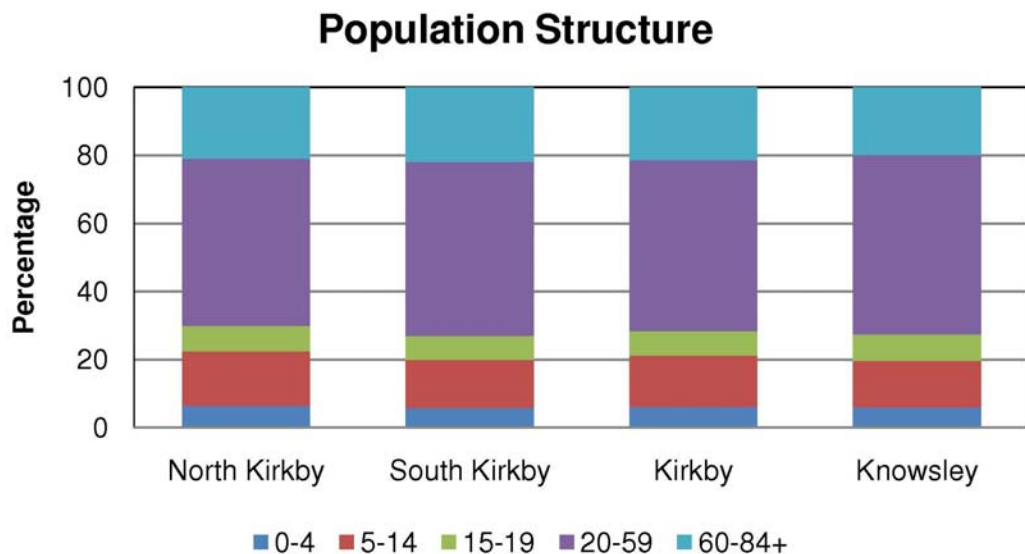


Historical Context

- 4.3 The name Kirk-by means Church and Settlement and it is believed that a simple chapel existed in the Kirkby area at about 870AD. The area's rural landscape was largely undeveloped with only sporadic groups of buildings until the mid 20th century. During the second World War, the Government built a munitions factory on what is now known as Knowsley Industrial Park. In 1942, the munitions factory had a workforce of 20,000. The area subsequently became one of the largest industrial estates in the country employing 26,000 people at its peak in the early 1970s.
- 4.4 During the 1950s large amounts of Council housing were built in Kirkby to provide replacement housing for Liverpool's slum clearance programme. Although Kirkby did not achieve its target population of 70,000, the town grew to a population of over 50,000 by 1961 before declining by about 20% and then stabilising at 42,500 by 1991⁶².

Population

- 4.5 Of the four township areas, Kirkby has the highest proportion of children aged 0 - 14 and it also has the highest proportion of pensioners. North Kirkby has a younger population structure than south Kirkby⁶³.



Source: 2005 Mid Year Estimates, ONS

- 4.6 Kirkby has significant health issues particularly in the south where life expectancy is the lowest in the Borough for both males (73.8 years) and females (77.5 years). This is significantly lower than the national averages (of

⁶² 1991 Census, ONS, 1991

⁶³ Area Partnership Board Profiles, The Knowsley Partnership, 2008

77.7 and 81.8 respectively). It is among the highest in Knowsley for the prevalence of smoking, poor diet, obesity and teenage conception⁶⁴.

- 4.7 Kirkby had the highest instance of recorded crime in the Borough (45.3 crimes per 1000 people). The Borough average is 39.9 crimes per 1000 people⁶⁵.

Deprivation

- 4.8 Rates of economic activity are low in Kirkby where just over 60% of the area's working age population is economically active. Kirkby has high levels of deprivation with the majority of area falling within the most deprived 5% in the country⁶⁶.
- 4.9 There is a relatively limited choice of housing types in Kirkby. The proportion of social rented housing is high with very high concentrations within the Tower Hill, Northwood and Westvale neighbourhoods. The housing stock in Kirkby is dominated by three bedroom terraced and semi-detached housing. There are widespread problems of housing affordability in Kirkby, despite the relatively low house prices. This is due to exceptionally low average household income in the area⁶⁷. Proposals to comprehensively regenerate the Tower Hill area, including developing new houses, remain one of the Council's long term commitments.

Economy, Employment and Skills

- 4.10 More than 16,700 people are employed in Knowsley Industrial Park and the adjoining Knowsley Business Park. The Business Park, although contiguous with the Industrial Park, is within the Prescot, Whiston, Cronton and Knowsley Village township area. Generally the southern portion of Knowsley Industrial Park (between South Boundary Road and the East Lancashire Road A580) has been most recently developed with a range of modern large, small and prestigious units. The area to the north of South Boundary Road is, generally, more dated. The Council and the North West Development Agency jointly commissioned consultants to provide advice on the future possibilities for Knowsley Industrial Park. From this a framework is being developed to improve the accessibility and attractiveness of the Industrial Park. It will include identification of areas of opportunity and potential re-modelling⁶⁸.

Town Centres and Shopping

- 4.11 Kirkby town centre was built in the 1960s and provides shops and a market, mainly for local residents. It also provides a range of local services including a health centre, council offices and a large office presence by Barclaycard.

⁶⁴ Area Partnership Boards Health Profile 2009, Knowsley Public Health Intelligence Team, 2009

⁶⁵ Merseyside Police Crime Statistics, Merseyside Police, 2010

⁶⁶ Knowsley MBC: Core Evidence Base Report, Regeneris Consulting Ltd, 2007

⁶⁷ Knowsley Strategic Housing Market Assessment, David Couttie Associates, 2010

⁶⁸ Delivering a New Future for Knowsley Industrial Park: Strategic Framework, DTZ, Arup and Taylor Young, 2010

There is a bus station within the town centre, with the train station (with park and ride facilities) approximately 1 km to the centre's north west.

- 4.12 The town centre has had very little investment and consequently has a poor quality environment. The main 'anchor' food retailer vacated its town centre premises in the 1970s and the store remains empty. The town centre has a strong local and discount retail focus and is under performing. The Merseyside Disadvantaged Communities Study⁶⁹ noted that the lack of a large central supermarket meant that some people felt 'trapped' into paying to travel further or use more expensive local independents who have a narrower choice of products.
- 4.13 A new leisure centre has recently been opened close to the town centre. The Town Centres and Shopping Study⁷⁰ identified a need for new development in the centre.
- 4.14 Outline planning permission was granted in March 2011 that, if implemented, will regenerate Kirkby Town Centre. The permission is for a mixed use development including a foodstore, retail shops, food and drink uses, professional and financial services, pubs / bars, hot food take away, and a replacement health centre and library in the Town Centre and on land adjoining it.
- 4.15 Kirkby has five local centres plus six smaller parades. The Town Centres and Shopping Study⁷¹ suggests that existing local centres at Bewley Drive / Broad Lane, Old Rough Lane, and Moorfield, and the parades at Kennelwood Avenue, Loweswater Way, and Richard Hesketh Drive are experiencing significant difficulties. The study reported that the local centre at Park Brow Drive and the parade at Old Farm Lane are considered to be no longer commercially sustainable in their current format.

Transport

- 4.16 Kirkby is well connected to the motorway network via the M57 which runs north to south through the centre of the Borough. The East Lancashire Road (A580) runs along the southern boundary of Kirkby and provides good road access to Liverpool.
- 4.17 Kirkby's rail station is a strategic asset that offers good access to Liverpool (via the Merseyrail electrics system) and to Wigan. The Council and Merseytravel have long term aspirations to extend the Merseyrail electrics system and create a new railway station at Headbolt Lane in Kirkby⁷².

⁶⁹ Merseyside Disadvantaged Communities Study Transport Research Report, LTP Support Unit, 2010

⁷⁰ Knowsley Local Development Framework Town Centres and Shopping Study, Volume 1: Current expenditure patterns and health checks, Roger Tym & Partners, 2009

⁷¹ Knowsley Local Development Framework Town Centres and Shopping Study, Volume 1: Current expenditure patterns and health checks, Roger Tym & Partners, 2009

⁷² A New Mobility Culture for Merseyside The third Local Transport Plan for Merseyside, Merseyside Integrated Transport Authority, 2011

- 4.18 Bus provision to employment areas is perceived to be poor. Under the proposed Merseytram scheme, Kirkby was to be connected to Liverpool City Centre via "Line 1" of the tram system. This would represent a major opportunity for the area to strengthen transport links with the industrial park and the City Centre, as well as northern parts of the City.
- 4.19 The Knowsley Rail Freight Terminal is located within Kirkby towards the northern end of the Knowsley Industrial Park. This facility represents a strategic opportunity for the town to expand its role in the logistics and freight transport sectors offering an alternative to road-based freight distribution.
- 4.20 Like the other areas within Knowsley, Kirkby benefits from accessibility to the walking, cycling and Public Rights of Way networks in the Borough.

Natural Environment

- 4.21 Through Kirkby there is a network of green space linking Tower Hill to the north of Kirkby with the town centre and linking southwards alongside Valley Road towards the M57. The network forms an important strategic link encouraging people to walk and cycle and also sustaining valuable biodiversity (flora and fauna).
- 4.22 Kirkby contains 15 sites of biological interest, two sites of Local Geological Interest, and a local nature reserve. Of the eight open spaces in the Borough that are managed to Green Flag Award standard, two are in Kirkby. These are Mill Brook Park, Millennium Green, and St. Chads Gardens. Acornfield Plantation is being targeted by the Council with the aim of bringing it up to Green Flag Award standard⁷³.
- 4.23 When compared to the Unitary Development Plan's open space standards⁷⁴, Kirkby has a large provision of amenity greenspace for its population size. They are, however, not always of the best quality with problems of under use, tipping and anti social behaviour.
- 4.24 There are some areas of Kirkby at risk of flooding alongside Kirkby Brook and Simonswood Brook where about 280 dwellings have been identified as having a greater than a 1 in 100 chance each year of flooding.

Historic Environment

- 4.25 Kirkby contains 34 listed buildings of which 33 are grade II and one is grade II*. It contains five conservation areas of which one, South Park Road, is considered to be at risk⁷⁵.

⁷³ The Knowsley Green Space Strategy 2010-2014, Knowsley MBC, 2010

⁷⁴ Greenspace Standards in New Development Supplementary Planning Document, Knowsley MBC, 2007

⁷⁵ Heritage at Risk Register 2010 / North West, English Heritage, 2010

Key Issues and Opportunities

- 4.26 The key **issues** concerning Kirkby are considered to be:
- deprivation levels are among the highest in the country, including, worklessness, low educational attainment and high crime rates;
 - significant health inequalities and low life expectancy;
 - high concentrations of social housing with a limited choice of housing types;
 - Kirkby's access to the motorway network is very good, but public transport accessibility is perceived to be poor;
 - the town centre has had very little investment, has a poor quality environment and is significantly under-performing;
 - the majority of the local shopping parades in Kirkby are experiencing significant difficulties;
 - there is a large provision of amenity greenspace but many of these are of poor quality; and
 - there is a need to protect and enhance environmental and historic assets, including the conservation areas within Kirkby, of which one is considered to be at risk.
- 4.27 The key **opportunities** concerning Kirkby are considered to be:
- the potential regeneration of the town centre;
 - the comprehensive regeneration of Tower Hill;
 - potential improvements and re-modelling of Knowsley Industrial Park; and
 - enhancement of the network of green spaces that form a strategic link between Tower Hill and the M57 via the town centre.

5. Prescott and Whiston Cronton Knowsley Village Spatial Profile

Introduction

- 5.1 The Prescott, Whiston, Cronton and Knowsley Village area has a population of 28,600 and is located in the centre of the Borough to the east of Huyton.
- 5.2 Prescott is physically linked to Whiston which, although a mainly residential area, contains a major employer - Whiston Hospital. Whiston does not have a town centre of its own but its close links to Prescott mean that the two towns can be regarded as a combined entity. Prescott and Whiston are connected to the suburban areas of St. Helens to the east.
- 5.3 Knowsley and Cronton Villages lie to the north and south respectively of Prescott / Whiston. Their urban areas are tightly constrained by areas designated as Green Belt.



Historical Context

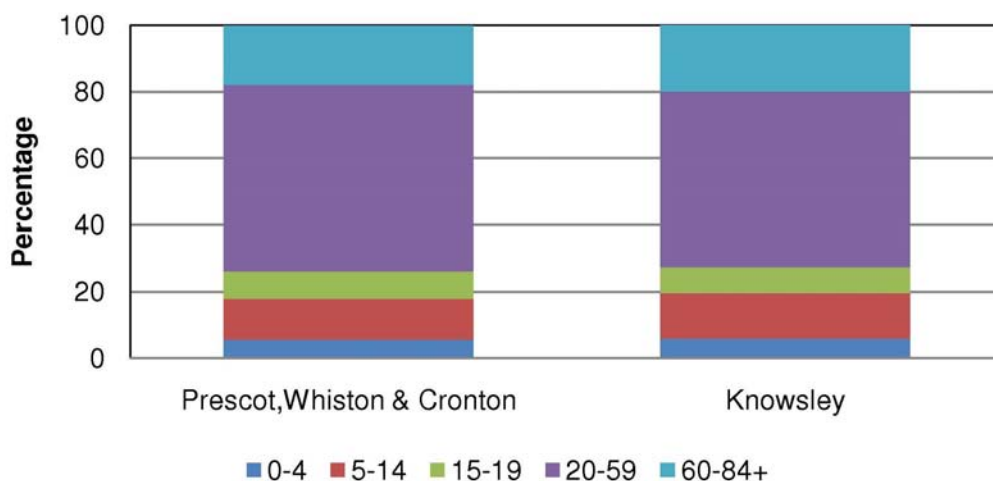
- 5.4 Prescott is believed to be Anglo-Saxon in origin, when it was called Prescota - cot meaning a Priest Cottage. Although the Parish Church has earlier origins, the establishment of a number of potteries in the 14th century along with coal mining provided an important stimulus to the town. Prescott also developed as a thriving market town. The plot layout, street pattern and several buildings of medieval Prescott still survive in the town centre.
- 5.5 The 18th century brought considerable changes to the town with a growth in the number of craft industries especially watchmaking, toolmaking and the potteries. This resulted in increased prosperity and a rise in population. Georgian properties are still evident in the town centre, indicating this heritage. The watchmaking industry in Prescott, in particular, rose to one of national and international significance.
- 5.6 The late 19th century saw the emergence of a cable making industry, located to the south of Prescott town centre. BICC became the major employer in the town, although in recent years the industry has contracted considerably. The former BICC site has since been partly redeveloped with retail units, housing and small industrial / warehousing and office units. Large vacant industrial buildings stand on a substantial remaining portion of the former cable industry site.
- 5.7 Whiston is historically linked with coal mining, pottery and later brick making. With the exception of Cronton Clay Pit, these industries have since ceased. The coal mining heritage is still evident in the area with the remnant spoil heaps of Cronton Colliery. Whiston is home to a major hospital providing a wide range of accident and emergency, and in / out patient care services to residents of Knowsley and St. Helens.
- 5.8 Knowsley Village is the largest of the villages with a population of 2,735. It developed as an estate village for nearby Knowsley Hall. Since the second World War it has grown significantly with a new housing estate to the east of the original village.
- 5.9 Cronton village has a population of 1,400. Its rural village origins are evident from its collection of buildings dating from the 17th to the 19th century. As with Knowsley Village, the main expansion of the settlement occurred in the 20th century with the development of housing estates to the south of the village core.

Population

- 5.10 Of the four townships areas, Prescott, Whiston, Cronton and Knowsley Village has the highest proportion of persons aged 15 - 59. The area has a lower proportion of children aged 0 -14 and also pensioners than in the Borough as a whole⁷⁶.

⁷⁶ Area Partnership Board Profiles (The Knowsley Partnership, 2008)

Population Structure



Source: 2005 Mid Year Estimates, ONS

- 5.11 Relatively, the residents in this area experience a lesser degree of health and well being issues, although the area still experiences major issues when compared to the national averages. Comparatively, residents have the lowest proportion of persons with a limiting long-term illnesses (29% as compared to a Borough average of 32.7%)⁷⁷.

Deprivation

- 5.12 Prescott, Whiston, Cronton and Knowsley Village is more affluent compared to other parts of the Borough. This is also reflected in its relatively high house prices which has led to affordability issues. The mix of tenures and types of houses in Prescott, Whiston, Cronton and Knowsley Village is broadly reflective of the Borough average, including a dominance of three bedroom semi-detached properties⁷⁸.
- 5.13 Although significantly higher than the national average, the area has one of the lowest levels of worklessness and benefits claimants across Knowsley⁷⁹.

Economy, Employment and Skills

- 5.14 The area contains a large employment area (120 ha) north of Knowsley Village (Knowsley Business Park) which contains a range of modern large, small and prestigious units. It is contiguous with the Knowsley Industrial Park, which is located within the Kirkby township.

⁷⁷ Area Partnership Board Health Profiles (Knowsley Public Health Intelligence Team, 2009)

⁷⁸ Knowsley Strategic Housing Market Assessment (David Couttie Associates, 2010)

⁷⁹ Area Partnership Board Profiles (The Knowsley Partnership, 2008)

- 5.15 The South Prescott Action Area lies to the south west of Prescott town centre, with the Prescott Business Park having been built on part of the former BICC Cables site. The remainder of the site and the town's heritage offer significant regeneration and redevelopment opportunities.

Town Centres and Shopping

- 5.16 Prescott's town centre is based on an original mediaeval market town plot layout and contains many interesting old buildings and public spaces. It also contains an indoor shopping centre built in the 1980s. Both the indoor centre and the older shops are suffering from low rental levels and high vacancy rates⁸⁰. The Cables Retail Park, located to the south of Prescott town centre, was opened in 2000. In contrast, it is very successful with a large food supermarket and non-food retail units.
- 5.17 It is considered that there is the opportunity for Prescott town centre to take better advantage of its historic character. In particular, there is scope to connect the centre more coherently with Church Street and the area surrounding Prescott Museum and Art Gallery. There is also an identified need to improve linkages between the Cables Retail Park and the older shopping area in the town centre⁸¹.
- 5.18 The Prescott, Whiston, Cronton and Knowsley Village area has five local shopping centres plus one smaller parade. The Shopping Study⁸² suggests that the local centre at Molyneux Drive, Prescott is experiencing significant difficulties and the parade at Byron Avenue / Milton Avenue, Whiston is considered to be no longer commercially sustainable in its current format.

Transport

- 5.19 Prescott, being located close to the A57 and M57, has good transport connections. It has a bus station within its town centre, and a station to the south of the town centre on the Liverpool to Wigan rail line. Eccleston Park station, in St. Helens, is just to the east of the Borough boundary and serves as a further station for residents in part of the area. Whiston has a station on the Liverpool to Manchester railway line. This area is also served by bus routes including those from Liverpool to St. Helens.
- 5.20 The rural communities of Cronton and Knowsley Villages face transport challenges due to their relative isolation from the wider urban areas. Both settlements, however, are served by local buses and have reasonable access onto the strategic road network. Cronton also benefits from close proximity to transport nodes in nearby Widnes.
- 5.21 Prescott town centre and Whiston Hospital were proposed to be served by the Merseytram scheme Line 2, connecting these areas with Liverpool City

⁸⁰ Knowsley Local Development Framework Town Centres and Shopping Study, Volume 1: Current expenditure patterns and health checks (Roger Tym & Partners, 2009)

⁸¹ Knowsley Local Development Framework Town Centres and Shopping Study, Volume 1: Current expenditure patterns and health checks (Roger Tym & Partners, 2009)

⁸² Knowsley Local Development Framework Town Centres and Shopping Study, Volume 1: Current expenditure patterns and health checks (Roger Tym & Partners, 2009)

Centre. Progress on Line 2 was not as advanced as Line 1 to Kirkby and Transport and Works Act approval was not sought.

Natural Environment

- 5.22 The presence of Stadt Moers Country Park in Whiston contributes to a good standard of provision to the south of the area but there is a deficiency of parks elsewhere in the area. There is also a deficiency of other types of greenspace including allotments, of which there is only one.
- 5.23 The area contains an important network of green space linking Whiston Hospital to Huyton town centre via a Sustrans cycle network and Stadt Moers Country Park. The network forms a strategic link that helps to sustain valuable biodiversity (flora and fauna). Of the eight open spaces in the Borough that are managed to Green Flag Award standard, two are in Whiston. These are Henley Park and Knowsley Cemetery. Eaton Street Recreation Ground in Prescott is being targeted by the Council with the aim of bringing it up to Green Flag Award standard⁸³.
- 5.24 Knowsley Park is an historic parkland that extends to over 1,000 ha. Knowsley Hall lies at the centre of the Park and provides a venue for conferences, business meetings and private functions. The Park also includes Knowsley Safari Park which regularly attracts over 500,000 visitors each year.
- 5.25 The area has 25 sites of biological interest, and four sites of Local Geological Interest in the area.

Historic Environment

- 5.26 The Prescott, Whiston, Cronton and Knowsley Village area contains 50 listed buildings of which 1 is Grade I, 48 are grade II, and one is grade II*. The Church of St. Mary in Prescott is the only grade I listed building in the Borough. The area also contains three conservation areas, of which Prescott Town Centre Conservation Area is considered to be at risk⁸⁴. Its condition is described as "Very Poor" which is expected to deteriorate. The Council is actively seeking to identify potential funding for the enhancement of the conservation area.

Key Issues and Opportunities

- 5.27 The key **issues** concerning Prescott, Whiston, Cronton and Knowsley Village are considered to be:
- a significant shortage of affordable dwellings even though this is the most affluent part of the Borough;
 - although Cables Retail Park is very successful, the older part of Prescott town centre has relatively low rental levels and high vacancy rates;

⁸³ The Knowsley Green Space Strategy 2010-2014 (Knowsley MBC, 2010)

⁸⁴ Heritage at Risk Register 2010 / North West (English Heritage, 2010)

- there are shortages of greenspace in the older parts of Prescot and Whiston; and
- Prescot Town Centre Conservation Area is considered to be at risk.

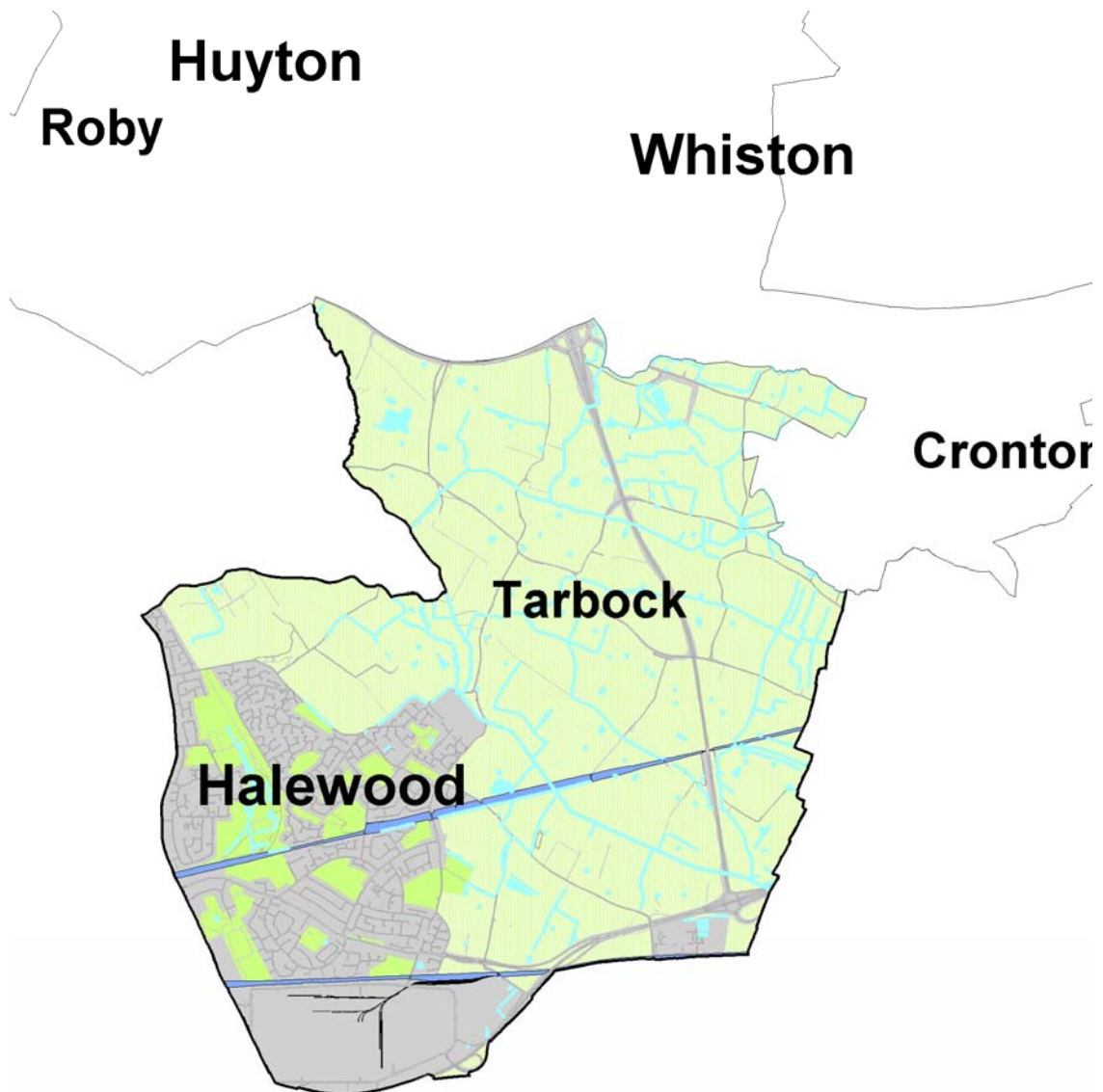
5.28 The key **opportunities** concerning Prescot, Whiston, Cronton and Knowsley Village are considered to be:

- building on the commercial success of Knowsley Business Park to the north of Knowsley Village;
- the vacant former BICC / Pirelli site provides a large (29 ha) site opportunity on previously developed land;
- there is scope to improve the viability of Prescot Town Centre and improve linkages with Cables Retail Park;
- there is potential to build on the success of Knowsley Park (which contains the historic Knowsley Hall and Knowsley Safari Park); and
- the area contains two open spaces managed to Green Flag Award standard with plans for a further one to be brought up to the standard.

6. Halewood Spatial Profile

Introduction

- 6.1 With a population of 21,368, Halewood is the smallest of the Borough's townships. It is located in the south of Knowsley and is generally perceived to be isolated from other areas of the Borough. It contains one of the Borough's key employers - Jaguar / Land Rover and also benefits from close proximity to Speke Industrial Park and Liverpool John Lennon Airport. The proposed Liverpool John Lennon airport expansion plans could benefit Halewood by providing new job opportunities and a new link road to Speke Boulevard from the airport.
- 6.2 Halewood has a suburban character and is contiguous with the suburbs of Liverpool to the west. To the north and east are areas of countryside and Halewood Country Park forms an important greenspace area for the town. The area also includes the attractive rural village of Tarbock.

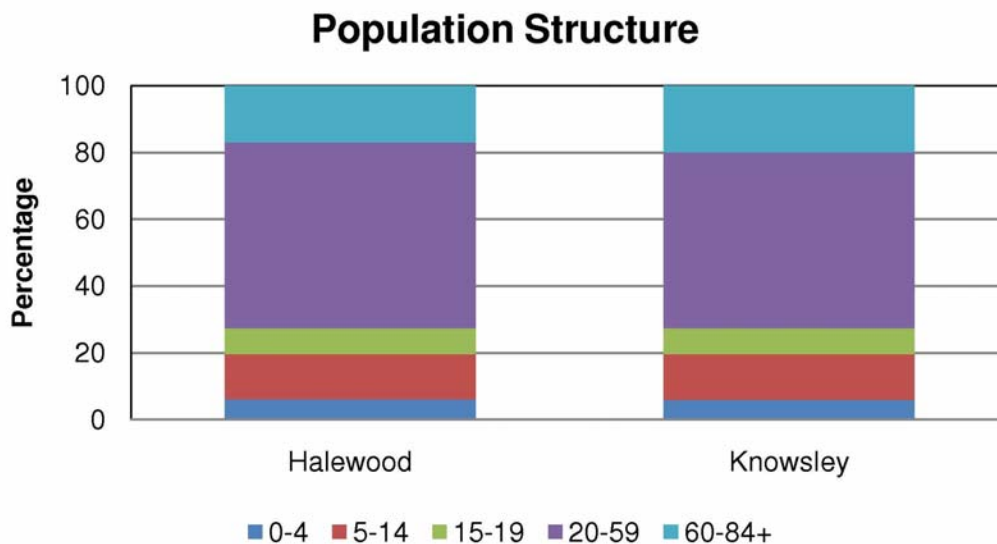


Historical Context

- 6.3 Although the area contains a small number of historic buildings, the main urban area of Halewood was mainly developed in the 20th century, particularly since 1945. Initially development took place in the southern part of Halewood and consisted of overspill housing from Liverpool. More recently it has been from private sector developments in the northern part of the area.
- 6.4 Tarbock is by far the smallest settlement in the Borough. It is also one of the oldest and featured in the Domesday Book. It consists of a loose knit, attractive grouping of dwellings, many of which are of historic value, including some dating from the 15th century.

Population

- 6.5 Halewood has a similar population structure to the Borough as a whole for persons aged under 20. It has a higher proportion of persons aged 20 to 59 than the Borough and a lower proportion of persons aged 60 plus.



Source: 2005 Mid Year Estimates, ONS

- 6.6 Life expectancy for males in Halewood (74.7) is slightly higher than the Borough average, while for females it is slightly lower (77.1). Halewood residents do not experience the severity of health problems experienced elsewhere in Knowsley. There are, however, some notable issues around mortality rates attributable to smoking, diet and alcohol intake⁸⁵.

⁸⁵ Area Partnership Board Health Profiles (Knowsley Public Health Intelligence Team, 2009)

Deprivation

- 6.7 The levels of deprivation are not as severe in Halewood as they are in other parts of the Borough. There are, however, localised concentrations of deprivation in the south of the area.
- 6.8 There is a perception that some new estates lack, or are isolated from, facilities such as GPs, shops and other community facilities. They are, however, in close proximity to such facilities in the neighbouring authority of Liverpool.
- 6.9 In comparison to other areas in Knowsley, Halewood has a relatively balanced housing market, having a higher proportion of four bedroom properties than elsewhere. Halewood has the second highest level of owner-occupation and has the lowest proportion private rented accommodation in Knowsley. Due to the relatively high house prices in Halewood, it faces significant affordability issues⁸⁶.

Economy, Employment and Skills

- 6.10 The Ford (now Jaguar / Land Rover) car plant was built in the early 1960s and is one of the largest single employers on Merseyside. Halewood is heavily dependent for employment on the plant and adjoining supporting industries. There is scope to develop the vacant land to the east of the Jaguar / Land Rover plant for employment use. One of the key locational advantages for residents living in Halewood is the relatively close proximity to the large scale employment areas within south Liverpool, including those associated with Liverpool John Lennon Airport.

Town Centres and Shopping

- 6.11 The Ravenscourt shopping centre at Halewood is much smaller than those in the other townships. It was constructed in the post war period and became rundown in recent years. Comprehensive regeneration of the area has commenced with the completion of Council, housing trust, health and community facilities at the Halewood Centre. A further stage of regeneration of the centre will be achieved when planning permission, granted in November 2010, is implemented for the erection of a 1,597 sq.m. food store and 12 retail non food units together with construction car parking and a bus interchange.
- 6.12 Halewood also has two small local centres plus two smaller parades. The Town Centres and shopping study⁸⁷ suggests that these are either healthy or moderately healthy centres.

⁸⁶ Knowsley Strategic Housing Market Assessment (David Couttie Associates, 2010)

⁸⁷ Knowsley Local Development Framework Town Centres and Shopping Study, Volume 1: Current expenditure patterns and health checks (Roger Tym & Partners, 2009)

Transport

- 6.13 Halewood is often perceived to be isolated from the other Knowsley townships due to its geographical location. It does, however, benefit from its good strategic links with Liverpool, including a railway station on the Liverpool to Manchester (via Warrington) line, and close proximity to the A652 and A5300 offering good road access to Liverpool and Cheshire. Of particular benefit is the location of the M62 / M57 junction known as "Tarbock Island". The benefits of the connection to the A652 will be enhanced if the proposed Mersey Gateway Bridge in Halton is built.
- 6.14 The employment areas to the south of Halewood benefit from access to the West Coast Main Line although there is no passenger station in Knowsley on this line. The close proximity to Liverpool John Lennon Airport offers opportunities in terms of air travel and freight transportation for businesses.
- 6.15 Due to its rural nature, Tarbock is relatively isolated in terms of transport links, although there are bus services which connect the village with Liverpool and Widnes.

Natural Environment

- 6.16 When compared to the Unitary Development Plan's open space standards⁸⁸, Halewood has a good provision of amenity greenspace for its population size. They are, however, not always of the best quality with problems of under use, tipping and anti social behaviour. The surplus amenity greenspaces represent a resource that could be used to meet shortages within other types of open space. There are a number of parks within Halewood providing good quality areas of public open space. Although none are currently to Green Flag Award standard, the Council is targeting Arncliffe Sports Ground and Halewood Park to be brought up to this standard⁸⁹.
- 6.17 The Halewood Country Park / Sustrans cycle network corridor links Gateacre in Liverpool to the north west of Halewood to Halewood Station. There are also 25 sites of biological interest within the area including the Country Park which provides an important green link for the town which helps to sustain valuable biodiversity (flora and fauna).
- 6.18 Areas adjacent to Netherley Brook are identified as being at risk of flooding including the Unitary Development Plan housing allocation site at Bridgefield Forum.

Historic Environment

- 6.19 Halewood contains five listed buildings all of which are grade II and three conservation areas at Halewood Village, Tarbock Village and Tarbock Green.

⁸⁸ Greenspace Standards in New Development Supplementary Planning Document (Knowsley MBC, 2007)

⁸⁹ The Knowsley Green Space Strategy 2010-2014 (Knowsley MBC, 2010)

Key Issues and Opportunities

- 6.20 The key **issues** concerning Halewood are considered to be:
- localised concentrations of deprivation in the south of the area;
 - low life expectancy, especially for females;
 - the need to promote a mixed and balanced housing offer, including affordable housing;
 - the existing housing allocation site at Bridgefield Forum experiences flooding issues;
 - the need to protect and maintain environmental and historic assets in the area; and
 - the existing amenity green space is not of the best quality with problems of under use, tipping and anti-social behaviour.
- 6.21 The key **opportunities** concerning Halewood are considered to be:
- the proximity to Liverpool John Lennon Airport and employment areas in South Liverpool;
 - the opportunities for expansion of the Jaguar Land Rover employment site ;
 - the sustainable transport links, including the Trans Pennine Trail and Halewood station;
 - the continued regeneration of the Ravenscourt District Centre;
 - the enhancement of parks to the Green Flag Award standard; and
 - the enhancement of poor quality urban areas incorporating “design out crime” principles.

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Appendix A – Sites of Environmental Importance

Site	Type of Site
North Kirkby	
39 Mill Brook, Westvale	Local Wildlife Site
50 Kirkby Brook, including Mill Brook	Local Wildlife Site
61 Simonswood Brook, Kirkby	Local Wildlife Site
84 Kirkby Brook Waterfall	Local Geological Site
South Kirkby	
2 Charley Wood, Kirkby	Local Wildlife Site
4 Kraft Operational Land, Kirkby	Local Wildlife Site
38 Acornfield Plantation, Kirkby	Local Wildlife Site
41 Wango Lane Wetland, M57, Kirkby	Local Wildlife Site
48 Mossland, west of Johnson's Cottage, Kirkby	Local Wildlife Site
55 Otis Meadow, Kirkby	Local Wildlife Site
57 Moss Plantation and Brown Birches, Kirkby	Local Wildlife Site
63 Meadow, Kirkby (Mill) Brook, south of Old Hall Lane	Local Wildlife Site
67 River Alt, Kirkby	Local Wildlife Site
68 Kirkby Brook, Northwood	Local Wildlife Site
71 Croxteth Brook	Local Wildlife Site
77 Kirkby Brook	Local Wildlife Site / Local Geological Site
Prescot, Whiston, Cronton, Knowsley Village	
8 Little Wood, Stockbridge Village	Local Wildlife Site
11 Carr Lane Lake, Prescot	Local Wildlife Site
13 Lickers Lane Wood, Whiston	Local Wildlife Site
14 Woodland, Sandfield Park, Whiston	Local Wildlife Site
15 Tushingam's Pond, Whiston	Local Wildlife Site
16 Big Water, Halsnead	Local Wildlife Site
18 Strettles Bog, Cronton Road	Local Wildlife Site
19 Mine Waste, Cronton	Local Wildlife Site
20 Dagger's Bridge Wood, Tarbock	Local Wildlife Site
22 Pex Hill Country Park	Local Wildlife Site
23 George's Wood, Cronton	Local Wildlife Site
40 Knowsley Park	Local Wildlife Site / Local Geological Site
43 Howard's Pits, Knowsley	Local Wildlife Site
44 Stadt Moers Q2 and visitor centre, Whiston	Local Wildlife Site
46 Stadt Moers Park, Quadrant 4	Local Wildlife Site / Local Geological Site
47 Rough Head Wood, Cronton	Local Wildlife Site

Site	Type of Site
49 The Old Wood, north, Halsnead	Local Wildlife Site
51 The Roughs, Knowsley Village	Local Wildlife Site
52 The Old Wood, south, Halsnead	Local Wildlife Site
53 Meakin's Pits, adj. M57	Local Wildlife Site
54 Copse, south of A58, Prescot	Local Wildlife Site
58 Land, east of Fox's Bank Brook	Local Wildlife Site
59 Aker's Pits, M57, Knowsley Village	Local Wildlife Site
62 Alder Brook, Cronton	Local Wildlife Site
70 Knowsley Brook	Local Wildlife Site / Local Geological Site
85 Cronton Mineral Line	Local Geological Site
North Huyton	
12 Huyton Lane Wetland, Huyton	Local Wildlife Site
78 River Alt, Seth Powell Way	Local Wildlife Site
81 Huyton and Prescot Golf Club	Local Wildlife Site
83 Grassland, west of Seth Powell Way, Huyton	Local Wildlife Site
South Huyton	
56 Court Hey Park, Huyton	Local Wildlife Site
60 Coppice Lane Council Depot, Huyton	Local Wildlife Site
64 Bowring Park Golf Course, south of M62	Local Wildlife Site
65 Ten Acre Pits, Huyton	Local Wildlife Site
82 Stadt Moers Quadrant 3, Huyton	Local Wildlife Site
Halewood	
21 Ox Lane Wood, Tarbock	Local Wildlife Site
24 Brickwall Covert, Tarbock	Local Wildlife Site
25 Cartbridge Lane Wood, Halewood	Local Wildlife Site
26 Green's Bridge Plantation, Halewood	Local Wildlife Site
27 Halewood Triangle	Local Wildlife Site
29 Ash Lane hedge, ditch and grassland, Halewood	Local Wildlife Site
42 Flood plain, Ditton Brook, Halewood	Local Wildlife Site
45 Crab Tree Rough & Hopyard Wood North, Halewood	Local Wildlife Site
66 Netherley Brook	Local Wildlife Site
72 Netherley Brook, tributary	Local Wildlife Site
73 Mill Brook, Netherley	Local Wildlife Site
74 Ochre Brook, Tarbock	Local Wildlife Site
75 Ditton Brook, Halewood	Local Wildlife Site

Site

76 Tarbock Green ditch
80 Dog Clough Brook, Tarbock

Type of Site

Local Wildlife Site
Local Wildlife Site

Appendix B - Listed Buildings

Place	Grade	Location
Cronton	II	1 Holly Farm House - Chapel Lane
	II	2 Cronton Cross - Hall Lane
	II	3 Gate Piers and gates at Cronton Hall - Hall Lane
	II	4 Sunnyside Farmhouse - Hall Lane
	II	5 Townsend Farmhouse - Hall Lane
	II	6 Stocks - Smithy Lane
	II	7 The Field - The Roundabout
Halewood	II	8 St Nicholas Church - Church Road
	II	9 Foxhill House - Foxhill Lane
	II	10 Yew Tree House Farm - Higher Road
Huyton	II	11 Railway Bridge - Archway Road
	II	12 Village Cross - Bluebell Lane
	II	13 Railway Bridge - Childwall Lane
	II	14 Church of St Bartholomew - Church Road, Roby
	II	15 Railway Bridge - Greystone Road
	II	16 Park Hall - Huyton Hey Road
	II	17 Newland - Huyton Hey Road including Moorland 1 Victoria Road
	II	18 Huyton Hey - Huyton Hey Road
	II*	19 Church of St Michael's - Huyton Lane
	II	20 Monument - Church of St Michael's - Huyton Lane
	II	21 Gateway 1, Church of St Michael's - Huyton Lane
	II	22 Gateway 2, Church of St Michael's - Huyton Lane
	II	23 Hurst Hall/Golf Club- Huyton Lane
	II	24 The Hazels - Liverpool Road
	II	25 Stables - The Hazels - Liverpool Road
	II	26 Milestone - Liverpool Road
	II	27 Railway Bridge - Pilch Lane East
	II	28 66 Roby Road - Roby
	II	29 Roby Toll House - Roby Road
	II	30 Roby Cross - Roby Road
	II	31 20 & 22 St Mary's Road
	II	32 1,2,3,4 & 5 Station Road
	II	33 Thingwall Hall - Thingwall Lane
	II	34 United Reform Church - Victoria Road
	II	35 Walled Garden - Liverpool Road
	II	36 Greenhill - The Orchard

Kirkby	II	37	Railway Public House & Langtree Cottage - Glovers Brow
	II	38	Carters Arms Public House - Glovers Brow
	II	39	The Cottage - Glovers Brow
	II	40	The Smithy, 1 & 3 - Mill Lane
	II	41	38 & 40 North Park Road
	II	42	14 & 16 South Park Road
	II	43	Waverley House - South Park Road
	II	44	Whitefield House - Pigeon House, Ingoe Lane
	II	45	Corporation Rent Office - Ingoe Lane
	II	46	Dovecote - Ingoe Lane
	II	47	Sefton Cottage - Kirkby Row
	II*	48	St Chad's Church - Old Hall Lane
	II	49	Vicarage Old Hall Lane/1-2 - Austin Close
	II	50	Stables- To North of Vicarage, Old Hall Lane/3 Austin Close
	II	51	Gate Piers to South of Vicarage, entrance to Austin Close off Old Hall Lane
	II	52	Kirkby Hall Lodge - Old Hall Lane
	II	53	63 & 65 Ribblers Lane
	II	54	81 & 83 Ribblers Lane
	II	55	101 & 103 Ribblers Lane
	II	56	121 & 123 Ribblers Lane
II	57	118, 120 & 122 Sefton Arms Cottages, Ribblers Lane	
II	58	16 North Park Road	
II	59	Kirkby War Memorial, Old Hall Lane (July 07)	
Knowsley	II*	60	Knowsley Hall - Knowsley Park and all curtilage properties.
	II*	61	St Mary's Church - Knowsley Lane
	II	62	Gellings Farm House off Randles Road
	II	63	School Cottages, 224, 226 Knowsley Lane
	II	64	Littlewood Lodge
	II	65	Knowsley Vicarage - Tithebarn Lane
Prescot	II	66	6 Beesley Road
	II	67	34 Church Street – Prescot Museum
	I	68	Church of St Mary
	II	69	2 Derby Street
	II	70	44-50 Derby Street
	II	71	52 & 54 Derby Street (Clockface)
	II	72	Stable Block, Derby Street (Clockface)
	II	73	30 Eccleston Street
II	74	3 High Street	

	II	75	11 High Street
	II	76	37 High Street
	II	77	48-50 St Helens Road
	II	78	2 Vicarage Place
	II	79	4 Vicarage Place
	II	80	6 Vicarage Place
	II	81	10 Vicarage Place
	II	82	14 Vicarage Place
	II	83	Church of Our Lady Immaculate - Vicarage Place
	II	84	The Lancashire Watch Factory - Albany Road
	II	85	Detached Workshop to the rear of No. 20 Grosvenor Road
	II	86	No. 17 Atherton Street
	II	87	No. 9 Market Place with former workshop to rear
Tarbock	II	88	Rose Cottage/Heathgate - Greensbridge Lane
	II	89	Tarbock Hall Farm House - Ox Lane
Whiston	II	90	NE Lodge (Rainhill Lodge) to Halsnead Park - Fox's Bank Lane
	II	91	Gate Piers to NE Lodge to Halsnead Park, Fox's Bank Lane
	II	92	Old Halsnead - Fox's Bank Lane
	II	93	Barn at Snapegate - Fox's Bank Lane
	II	94	Sandfield Cottage - Lickers Lane
	C	95	St Nicholas' Church - Windy Arbor Road
	II	96	Carr House Farmhouse - Windy Arbor Lane
	II	97	Carr House Barn - Windy Arbor Road
	II	98	Ropers Bridge, Dragon Lane

Summary				
Listings	Listed Buildings	Grade 1	Grade II*	Grade II
98	121	1	4	116