

Economic Benefits Statement

Land at former Glen Dimplex, Stoney Lane,
Whiston

December 2025

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04503

December 2025

Economic and Social Benefits

SITE LOCATION: Land at former Glen Dimplex, Stoney Lane, Whiston

Construction Benefits



45 gross direct

FTE (full time equivalent) jobs supported on and off site during the construction period

30 direct

FTE jobs in Liverpool City Region (LCR), including 10 in Knowsley

15 indirect / induced

FTE jobs across the LCR, including 5 within Knowsley



**Support for
Employment and
Skills Initiatives**

Financial contributions will be made to KMBC, to fund employment and skills initiatives, the equivalent of '452 weeks'



**Aiming to be Net Zero
Carbon by 2045**

Ahead of the UK's national target, with a commitment to reduce Scope 1, 2 and 3 emissions and implement resource efficiency



£12.2 million

Total GVA¹ economic output during the construction period, including £8.6 million across Knowsley



**Dedicated on-site
training space**

During the construction period to provide training to the workforce



**Waste diverted
from landfill**

Taylor Wimpey currently divert 98% of their construction waste from landfill, with continuous effort to further increase this figure

Operational Benefits



**£4.0 million
resident expenditure**

On retail and leisure goods and services, supporting 25 retail and leisure jobs



Sustainable location

In close proximity to Whiston town centre, as well as PRoWs connecting the Site to existing areas of open space



**Energy
Efficient Homes**

As well as renewable energy sources integrated into the design



**Strong digital
connectivity**

All new homes will be designed to allow for flexibility of remote working



**520,000 in
Council Tax**

Providing an additional source of revenue for KMBC



**204
new homes**

Of which, 10% will be affordable



**Encouraging active
and sustainable travel**

With each dwelling provided with access to cycle parking and EV charging points, with existing bus stops in close proximity



**At least 10%
Biodiversity Net Gain**

across the Site, enhancing habitats and vegetation

Economic Social Environmental

¹ GVA (Gross Value Added) measures the value of output created (i.e. turnover). It is the net of inputs to produce a good or service (i.e. production of outputs). It provides a key measure of economic productivity, and put simply, GVA is the total of all revenue into businesses, which is used to fund wages, profits and taxes

1. Introduction

- 1.1 This Economic Benefits Statement has been prepared by Turley Economics on behalf of Taylor Wimpey ('the Applicant') in support of a full planning application for Land at former Glen Dimplex, Stoney Lane, Whiston ('the Site') comprising 204 new homes with associated landscaping ('the Proposed Development').
- 1.2 The Site is located within Whiston which forms part of the local authority area of Knowsley Metropolitan Borough Council (KMBC) and is located within the Liverpool City Region (LCR).
- 1.3 The Economic Statement has been prepared in response to KMBC's validation requirement¹, to provide a supporting statement which sets out key regeneration and economic benefits (and costs) associated with a Proposed Development, including new jobs created and any community benefits. This is in alignment with Policy CS4: Economy and Employment, as set out within Knowsley's Core Strategy².
- 1.4 This report should be read in conjunction with the Social Benefits Assessment³ as well as the Design & Access Statement⁴. The assessment is informed by information provided by the Applicant.

The Site

- 1.5 The Proposed Development is located on the former Glen Dimplex factory Site.
- 1.6 As set out in the Supporting Planning Statement⁵, the Site comprises of previously developed land and buildings that are proposed to be demolished, within a predominately residential area.
- 1.7 Following the cessation of manufacturing activity in mid 2024, the Site has been decommissioned, including removal of all manufacturing equipment. The Site has remained vacant (to shell) since.
- 1.8 The Applicant has engaged with KMBC regarding the loss of employment floorspace, informed by an Employment Land Marketing Statement, which found that there is no ongoing demand for employment uses on the Site. All economic benefits generated by the scheme are therefore considered to be net additional.
- 1.9 Based on information provided by the Applicant, whilst this previously supported a number of employment opportunities for local residents, it is understood that decommissioning of the Site commenced mid-2024, and was fully vacant by October 2025.

¹ Knowsley Council (July 2025), Guidance on the local validation requirements for planning applications submitted to Knowsley Council

² Knowsley Metropolitan Borough Council (2016) Knowsley Local Plan Core Strategy

³ Turley (2025) Social Benefits Statement - Land at former Glen Dimplex, Stoney Lane, Whiston

⁴ Taylor Wimpey (2025) Design & Access Statement - Land at former Glen Dimplex, Stoney Lane, Whiston

⁵ Taylor Wimpey (2025), Land at former Glen Dimplex, Supporting Planning Statement

- 1.10 The decision to close the factory was in response to a review undertaken by the previous occupants, and is unrelated to the proposals put forward by the Applicant. The factory was closed as a result of a “comprehensive review” to ensure a “sustainable future” for the business⁶. All economic benefits generated by the Proposed Development are therefore considered to be net additional.
- 1.11 The Site is bounded to the north by Stoney Lane, to the east by Elis Laundry Plant and to the West by existing properties on Cumber Lane. To the south, it is adjacent to St Edmundson Arrowsmith Catholic Academy with associated playing fields and green spaces. Beyond the school, the Liverpool to Manchester railway line runs parallel to the Site stopping at Whiston station and Rainhill station. The Site is in close proximity to Whiston Hospital, which is adjacent to the Site on Stoney Lane.
- 1.12 The location of the Site is shown in **Figure 1.1** below.

Figure 1.1: Site Location



Source: Banners Gate (2025)

The Proposed Development

- 1.13 The Proposed Development is a residential development, providing 204 homes alongside associated landscaping.
- 1.14 The description of development is as follows:

⁶ St Helens Star (2023) Glen Dimplex announces proposals which would close Whiston factory. Available at: <https://www.sthelensstar.co.uk/news/23897662.glen-dimplex-announces-proposals-close-whiston-factory/>

"Full planning application for the erection of a residential development (Use Class C3) with associated access taken from Stoney Lane, parking, public open space, and landscaping"

- 1.15 The Proposed Development will provide homes of a range of sizes and tenures, with an embedded ethos of inclusivity for all as well as sustainable energy provision. It is anticipated that c.10% of homes at the Proposed Development would be affordable. The housing mix informing the assessment of the operational phase economic benefits is set out in **Table 1.1** below.

Table 1.1: Proposed Development – residential mix

	Open Market	Affordable	Total	Percentage
2 bedrooms	15	16	31	15%
3 bedrooms	103	4	107	52%
4+ bedrooms	66	-	66	32%
Total	184	20	204	100%

Source: Banners Gate (2025)

Economic Impact Assessment

- 1.16 This assessment is informed by the 2014 Homes and Communities Agency's (HCA, now known as Homes England) Additionality Guide (4th edition)⁷ and draws on published statistical data sources (including from the Office for National Statistics, ONS, and organisations such as Experian) and information specific to the Proposed Development provided by the Applicant.
- 1.17 The assessment considers the quantifiable impacts of the Proposed Development during both its construction and operational lifetime. Economic impact estimates are presented as net figures, accounting for additionality factors such as leakage, displacement and multipliers⁸.

Study Area for the Assessment

- 1.18 For the purposes of this assessment, a functional economic geography has been determined using available Census data on labour market containment. This analysis has resulted in economic impacts being measured at two spatial scales:
- The **local impact area**, covering the local authority of **Knowsley Metropolitan Borough**. Hereon, this geography is referred to as 'Knowsley', with specific distinction to the 'village' of Knowsley made separately. The 2021 Census found that around 35% of people who work in the local authority also live in Knowsley, demonstrating a low level of socio-economic containment at this scale⁹; and

⁷ Homes and Communities Agency (2014) Additionality Guide 4th Edition

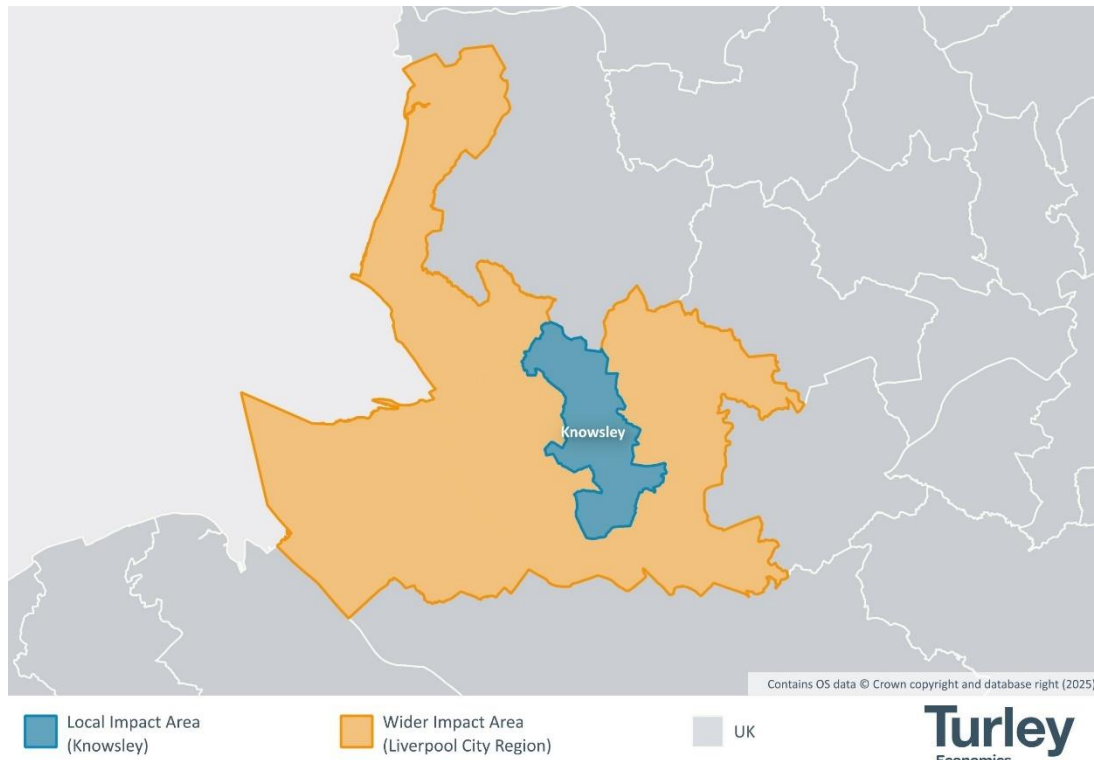
⁸ Ibid

⁹ ONS via Nomis (2024) 2021 Census : Origin-destination data

- The **wider impact area**, covering the LCR. The 2021 Census shows that c.90% of all jobs in Knowsley are taken by people residing in this wider impact area, suggesting a high level of containment within this geography.

1.19 The study area is presented spatially below at **Figure 1.2**.

Figure 1.2: Assessment Study Area



Source: Turley Economics (2025)

Structure of Report

1.20 The remainder of the report is set out as follows:

- **Section 2: Policy and Economic Context** – outlines the policy and economic context for the Site.
- **Section 3: Construction Phase Impacts** – Estimates the future net additional economic impact generated by the Proposed Development during the construction phase.
- **Section 4: Operational Phase Impacts** – Estimates the future net additional economic impact as well as the social impact generated by the Proposed Development once completed and fully occupied.
- **Section 5: Conclusion** – summarises the net additional benefits resulting from the Proposed Development.

2. Policy and Economic Context

- 2.1 This section firstly provides an overview of the relevant economic policy and strategy context; demonstrating both the national and local Government commitment to facilitating sustainable economic growth through creating employment opportunities and delivering housing through a supportive planning system.
- 2.2 It subsequently presents the baseline economic context that should be considered when assessing the impact of the Proposed Development, examining current local economic conditions in Knowsley and wider LCR in comparison to the national profile.

National Policy and Strategy

National Planning Policy Framework

- 2.3 On 12 December 2024, the Labour Government (elected on 4 July 2024) published the new National Planning Policy Framework (NPPF) which sets out the Government's planning policies for England and how these should be applied. The NPPF provides a framework for a planning system centred around sustainable development, including the provision of homes, commercial development and supporting infrastructure.
- 2.4 The Government's response to the proposed reforms to the NPPF, released alongside the publication of the 2024 NPPF, affirmed its ambition to create a *"pro-growth National Planning Policy Framework"*. The Government affirms that this is required to support its commitment to rebuild Britain and deliver *"1.5m new homes along with the critical infrastructure that underpins economic growth"*¹⁰. It states that the new NPPF reflects its *"commitment to radically boosting the supply of housing, while delivering homes and places that are high-quality and genuinely affordable"*¹¹.
- 2.5 The latest iteration of the NPPF continues to be built around a policy commitment to sustainable development, outlining the expectation that future development will play in meeting economic and social objectives. Details of these objectives are provided at paragraph 8 of the NPPF:
- ***"an economic objective*** – *to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;*
 - ***a social objective*** – *to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect*

¹⁰ Ministry of Housing, Communities & Local Government (2025) Government response to the proposed reforms to the National Planning Policy Framework and other changes to the planning system consultation. Available at: <https://www.gov.uk/government/consultations/proposed-reforms-to-the-national-planning-policy-framework-and-other-changes-to-the-planning-system/outcome/government-response-to-the-proposed-reforms-to-the-national-planning-policy-framework-and-other-changes-to-the-planning-system-consultation>

¹¹ Ibid.

current and future needs and support communities' health, social and cultural well-being; and

- ***an environmental objective*** – *to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy*¹².

- 2.6 The NPPF establishes the intention for the planning system to *“help create the conditions in which businesses can invest, expand and adapt”*. In this context it confirms that *“significant weight should be placed on the need to support economic growth and productivity”*¹³.
- 2.7 Furthermore, in relation to delivering a sufficient supply of homes, it is recognised that *“to support the Government’s objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed, that the needs of groups with specific housing requirements are addressed and that land with permission is developed without unnecessary delay”*¹⁴.
- 2.8 In order that sustainable development is pursued in a positive way, at the heart of the NPPF is a *“presumption in favour of sustainable development”*.¹⁵ Amongst other things, this requires local authorities to produce Local Plans that seek to *“meet the development needs of their area”*¹⁶. It expects local authorities to quickly approve proposals that accord with such plans, and to weigh the benefits of development against adverse impacts when one does not exist or is not up-to-date¹⁷.

Plan for Change: Milestones for mission-led government

- 2.9 The Plan for Change¹⁸ was published in December 2024 to outline the UK Government’s key foundations for growth including economic stability, by delivering macroeconomic, financial and fiscal stability and long-term policy certainty.
- 2.10 Building on these foundations are five national missions that set the direction for change. The first of these is to kickstart economic growth, through which the Government is targeting the highest sustained growth in the G7, with more people in good jobs, higher living standards and productivity growth across the country.
- 2.11 The key milestone associated with this growth mission is to deliver high living standards in every part of the United Kingdom, measured by higher Real Household Disposable Income (RHDI) per person, and Gross Domestic Product (GDP) per capita.

¹² Department for Levelling Up, Housing and Communities (2024) National Planning Policy Framework

¹³ Ibid, para 85

¹⁴ Ibid, para 61.

¹⁵ Ibid, para 10.

¹⁶ Ibid, para 11a.

¹⁷ Ibid, para 11c-d.

¹⁸ UK Government (2024) Plan for Change: Milestones for mission-led government

Homes England Strategic Plan

- 2.12 Homes England published its five-year Strategic Plan in May 2023¹⁹, to span the period to 2028. The Plan describes an overarching mission to *“drive regeneration and housing delivery to create high-quality homes and thriving places”*²⁰. The curation of the strategy was a collaborative effort with the boards and executive of Homes England, and what was then the Department for Levelling Up, Housing and Communities (now renamed the Ministry of Housing, Communities and Local Government).
- 2.13 Homes England aimed to focus on supporting the then-Government’s *“broader levelling up agenda and increased focus on pride in place”*²¹. To achieve its goals, Homes England formulated five interconnected strategic objectives which emphasise the need to create high-quality homes in vibrant well-designed places, in a sustainable manner. The importance of a housing and regeneration sector that works for everyone is also reflected in its objectives.

Regional Policy and Strategy

Liverpool City Region

Plan for Prosperity 2022

- 2.14 The LCR Combined Authority (LCRCA) has devolved powers over the city region’s strategic economic development and regeneration. The LCRCA’s 2022 Plan for Prosperity²² aims to establish the long-term strategic priorities for the city region, proposing a focus on its areas of comparative advantage, to create shared prosperity for the constituent people and places.
- 2.15 The Plan highlights the importance of housing development; recognising the need to increase the supply and choice of quality, sustainable housing to attract and retain talent and deliver economic growth. Importantly, it is stated a ‘whole place’ approach will be taken for town centres – supporting the interactions between business growth, housing, health and wellbeing, skills, culture, connectivity, and transport which influence the success of town centres.
- 2.16 The Plan positions creating thriving, sustainable and resilient places at the heart of the economic pillar of the Plan. Specifically, the Plan aims to *“revitalise town centres and community hubs so that they are renewed focal points for social infrastructure, communities, entrepreneurs, and businesses”*²³.

¹⁹ Homes England (2023) Strategic Plan: 2023 to 2028

²⁰ Ibid, page 10.

²¹ Ibid, page 6.

²² Liverpool City Region Combined Authority (2022) Plan for Prosperity

²³ Ibid. Page 68

Liverpool City Region Draft Spatial Development Strategy

- 2.17 The draft Spatial Development Strategy (SPS)²⁴ was published by the LCRCA in November 2023 to outline a framework for building and development in the LCR over a 15-year period.
- 2.18 The following draft policies are outlined within the draft SPS and are of relevance to the Proposed Development:
- **Policy SS1:** Aims to deliver 83,600 homes over the next 15-years across the LCR in order to contribute to the creation and maintenance of prosperous sustainable places and communities. Specifically, homes are targeted to meet a range of housing needs through creating a range of sub-regionally significant housing sites.
 - **Policy DP2:** Delivery of sustainable and inclusive communities that provide a diverse mix of homes of varied size, type and tenure to meet local need.
 - **Policy DP3:** Proposals should positively support sustainable economic growth within LCR. This includes delivering high quality employment opportunities for local people to contribute to generating social value and enhancing employment skills.
 - **Policy DP8:** Proposals should be efficient and make effective use of land, targeting underutilised and brownfield land to meet identified local need.

Local Policy and Strategy

Knowsley Local Plan Core Strategy

- 2.19 KMBC's Knowsley Local Plan Core Strategy²⁵, adopted in January 2016, sets out the overall spatial strategy for the borough and the objectives and strategies that will help achieve the vision for the area:

"By 2028, Knowsley Borough will be known for its successful suburban townships that promote a sense of place and community, having sustainable, diverse, more prosperous and healthy populations."

- 2.20 The need to balance Knowsley's own growth with the strong relationship with Liverpool means Knowsley aims to complement the growth of the wider city region through providing housing, skills & training and economic growth. The key identified strategic objectives include:
- **Strategic Objective 1:** encouraging and maintaining sustainable economic growth across Knowsley that complements the development across the wider LCR.

²⁴ Liverpool City Region Combined Authority (2022) draft Spatial Development Strategy

²⁵ Knowsley Metropolitan Borough Council (2016) Knowsley Local Plan Core Strategy

- **Strategic Objective 2:** promoting “a well-balanced housing market” by delivering “high quality sustainable housing in appropriate locations to meet needs and demand”.
- **Strategic Objective 3:** to “regenerate and transform areas of social and economic deprivation” to, in part, generate “more cohesive communities”.

2.21 The key core strategies which apply to the Proposed Development include:

- **Policy CS2: - Development Principles:** promoting sustainable development to tackle the causes of deprivation, specifically including meeting demand for new housing.
- **Policy CS3 – Housing Supply, Delivery and Distribution:** “Provision will be made for 8,100 new dwellings to be delivered in Knowsley between 2010 and 2028, at an annual average of 450 dwellings per annum”.
- **Policy CS4 – Economy and Employment:** to support sustainable economic growth, in part through improving “accessibility to an appropriate range of jobs, for example by encouraging mixed use employment/residential schemes where appropriate’ and ‘support the development of tourism facilities”.

2.22 The Local Plan outlines that across Whiston (and indeed Prescott, Cronton and Knowsley Village), there is an issue with housing affordability, particularly across the most affluent parts of these towns and villages.

Knowsley 2030

2.23 KMBC’s Knowsley 2030 strategy²⁶ sets out the actions required in order to achieve its long-term ambitions to create vibrant neighbourhoods, with an inclusive economy where people can achieve their full potential. The strategy aims to create:

- A place with welcoming, vibrant, well-connected neighbourhoods and town centres;
- A place with a thriving, inclusive economy, with opportunities for people and business;
- A place where people are active and healthy, and have access to the support they need;
- A place where people of all ages are confident and can achieve their full potential; and
- A place where strong and safe communities can shape their future.

2.24 Knowsley 2030 outlines that by 2030, KMBC seeks to create a diverse housing offer in Knowsley that is attractive to both current and future residents. This includes

²⁶ Knowsley Metropolitan Borough Council (2020) Knowsley 2030

delivering housing of a mix of types and tenure across the borough that is connected with *first class amenities*".

Housing Strategy 2022 - 2027

2.25 KMBC released the Knowsley Housing Strategy to cover the period of 2022 to 2027 to outline the number of homes that are required to be delivered across the borough²⁷. The strategy outlines that a further 4,000 homes are to be delivered before 2030. Not only does KMBC aim to deliver more homes across the local authority, but also to ensure that new housing helps to meet local challenges. There are five fundamental commitments to delivering housing across the borough up to 2030 which are outlined below:

- Locally distinctive, making places the best that they can be;
- Maintaining delivery, promoting choice and affordability;
- Extending opportunities for local people;
- Improving the quality of our current homes to promote good health and wellbeing; and
- Homes for all, promoting independent living.

2.26 The Strategy also identifies the importance of housing to delivering sustainable communities, namely the positive impact high-quality housing has on health, community safety and the growth of vibrant neighbourhoods.

Local Socio-Economic Conditions

2.27 In order to understand the potential impacts of the Proposed Development, it is important to examine Knowsley's socio-economic profile in the context of the wider LCR (and the North West region, where data is unavailable) and England economies. This includes its age profile, economic activity and unemployment rates. These characteristics are described below:

Population Composition

- The total population of Knowsley in 2024 stood at c. 162,600 of whom c. 102,100 people were of working age (16-64 years)²⁸. This working-age population equates to c.63% of the total population, which is in line with the average across the LCR, the North West region and England as a whole²⁹.

Deprivation

- Knowsley ranks as the 13th most deprived local authority in England out of 296 local authorities (measured using the latest Index of Multiple Deprivation, IMD)³⁰. The local authority ranks within the top 10% most deprived local

²⁷ Knowsley Metropolitan Borough Council (2021) Knowsley Housing Strategy: 2022 - 2027

²⁸ ONS via Nomis (2025) Population estimates: 2024

²⁹ ONS via Nomis (2025) Population estimates - local authority based by five year age band

³⁰ Ministry of Housing, Communities & Local Government (2025) English indices of deprivation 2025

authorities across four of the seven domains of deprivation namely employment, income, education and health. Overall, this indicates that deprivation is an acute issue within the local authority. In terms of the Lower Super Output Areas (LSOA)³¹ covering Whiston, many of the LSOAs are within the top 30-40% most deprived nationally, indicating deprivation within Whiston also.

Economic Activity

- Approximately 77% of the working-age population of Knowsley is economically active, which is higher than the rate across the LCR (76%) but lower than the rate recorded across England as a whole (79%)³².
- Of the economically active residents in Knowsley, 68,400 people – or 74% of all working age residents – are in employment, which is higher than the level recorded across LCR (72%) but lower than the national average (76%)³³.
- As of October 2025, c. 4,445 people in Knowsley aged 16+ were claiming benefits primarily associated with being out of work. This represents a decrease of 465 claimants over the course of a year, the equivalent of a 9% decrease. This is a higher proportional reduction than recorded across the LCR (6%) and England as a whole (3%) over the same time period³⁴. The current number of claimants as a proportion of the working age population in Knowsley (4.4%) is slightly below the level across LCR (4.5%), but is higher than the level recorded nationally (4.1%).
- As of October 2025, approximately 30 residents of Knowsley were claiming Jobseeker's Allowance (JSA, a sub-set of the total claimant count) whilst actively seeking roles in the construction industry, expanding to over 200 across the LCR as a whole³⁵.

Sectors of Employment

- The construction sector currently supports 4,000 jobs in Knowsley. Accounting for 6% of the total jobs in the borough, the sector's contribution to total employment is notably higher locally than that across the LCR (4.7%) and England as a whole (5.0%)³⁶.
- The health sector supports the largest number of jobs in Knowsley, standing at 15,000 jobs. This equates to 23% of total employment, higher than the sector's contribution to total employment across the LCR (20%) and England as a whole (13%).

³¹ LSOAs are a geographic area designed to report on small area statistics in England and Wales. They comprise between 400 and 1,200 households and have a usually resident population between 1,000 and 3,000 persons.

³² ONS via Nomis (2025) Annual Population Survey: July 2024 - June 2025

³³ Ibid.

³⁴ ONS via Nomis (2025) Claimant count by sex and age: October 2025

³⁵ ONS via Nomis (2025) Jobseekers Allowance by Occupation: October 2025

³⁶ ONS via Nomis (2025) Business Register & Employment Survey: 2024

- Within Knowsley, 6,000 residents are employed in the retail sector accounting for 9% of total employment. This is higher than the proportion recorded across LCR (8.8%) and England as a whole (8.2%).

Earnings

- Median gross earnings for Knowsley residents in 2025 stood at c. £37,543 per annum, which is broadly in line with the North West average of £37,445 but lower than the national average of £39,243. At £39,064, median annual workplace-based wages in Knowsley were higher than the median resident wage, indicating that higher-paid jobs have a lower propensity to be taken by people residing within Knowsley³⁷.

Economic Output

- Experian estimates that between 2020 and 2024, Knowsley generated an annual average Gross Value Added (GVA)³⁸ of c. £4.12 billion³⁹. GVA within the construction sector over this period within Knowsley is estimated to stand at £205.6 million per annum.

Summary

- 2.28 Facilitating economic growth is an important component of planning policy at all spatial scales. National policy outlined in the NPPF expects local authorities to adopt a positive approach in order to create a strong, competitive economy. The delivery of new housing has been identified at all levels of government as key to achieving growth and prosperity, whilst responding to the housing needs of local communities. At a national level, it is central to the UK Government's ambition to improve infrastructure and deliver a step change in housing growth to deliver 1.5 million homes by the end of the current parliament.
- 2.29 Knowsley ranks as the 13th most deprived local authority in England. It also exhibits comparatively low levels of economic activity and employment amongst its working age population in comparison with the national average. There is therefore a clear need for investment that creates employment and improves living standards for those living in the borough. Data indicates that there is a latent labour force locally who could take advantage of new jobs created and supported through the construction of the Proposed Development.
- 2.30 Overall, the strategy and investment context for the borough is one that is supportive of additional economic growth and job creation. It is therefore considered that the Proposed Development will be well-placed to contribute effectively towards achieving national and local planning and economic policy objectives.

³⁷ ONS via Nomis (2025) Annual Survey of Hours and Earnings

³⁸ Gross Value Added (GVA) measures the value of output created (i.e. turnover) net of inputs used to produce a good or service (i.e. production of outputs). Put simply the GVA is the total of all revenue into businesses, which is used to fund wages, profits and taxes.

³⁹ Experian (2025) Local Market Forecasts Quarterly: June 2025

3. Construction Phase Impacts

- 3.1 This section outlines the economic impacts estimated to result from the Proposed Development during the construction phase and are outlined with respect to Knowsley's metropolitan borough (the local impact area) and the LCR (the wider impact area).
- 3.2 The following economic benefits are quantified: construction employment (direct, indirect/induced and net additional) and economic output (measured in Gross Value Added i.e. GVA), in relation to both the local and wider economy.

Gross Employment

- 3.3 The delivery of the Proposed Development will require sizeable investment in construction equating to c. £37.5 million⁴⁰, the scale of which could be expected to support up to 200 'person-years' of direct employment, based on the average turnover per employee in the construction industry in the North West^{41,42}. This equates to an average of c. 45 gross full-time equivalent (FTE) construction-related jobs throughout the estimated 4.5-year construction period⁴³.

Net Additional Employment

- 3.4 Net additional employment is a term used to refer to the final scale of employment that is generated once a number of economic considerations have been taken into account. The net additional employment is the sum of the direct and indirect employment impacts of the Proposed Development.
- 3.5 The creation of temporary construction jobs during the build period will provide new employment opportunities for the local and wider labour force in the local authority of Knowsley, across the LCR and beyond.
- 3.6 The positive economic impacts of the Proposed Development will also extend beyond construction employment. Expenditure on construction materials, goods and other services will have far-ranging benefits both locally and further afield as it filters down the supply chain.
- 3.7 Published guidance recommends a specific approach to calculating additionality⁴⁴. Its recommended approach takes account of multiplier effects generated both through the supply chain and induced financial benefits arising from increased local expenditure. The approach allows for the consideration of the following:

⁴⁰ Provided by the Applicant

⁴¹ Department of Business and Trade (2025) Business Population Estimates: 2025 (Table 12 –North West)

⁴² Data not available at the LCR scale

⁴³ Based on construction commencing mid-2026 and concluding in 2031

⁴⁴ Homes & Communities Agency (2014) Additionality Guide (4th Edition). The Guide advises on the assessment of the additional impact (or 'additionality') of interventions in terms of local and regional economic growth.

- **Deadweight** – the economic outcomes which would occur if the Proposed Development were not implemented;
- **Leakage** – a measure of the extent to which employment will be taken up by persons residing outside of the target area;
- **Displacement** – the extent to which investment in the Proposed Development will lead to existing companies or employees within the target area relocating activities to the Site, rather than attracting new investment and employment from businesses located outside of the target area; and
- **Multiplier effects** – further economic activity (jobs, expenditure or income) associated with additional local income (from employment), local supplier purchases and longer-term expenditure effects.

3.8 These factors are considered below to estimate the net additional employment benefit generated by construction of the Proposed Development, with the exception of deadweight which is considered to be zero during construction and is not explored in further detail, given that the Site’s existing state does not generate employment opportunities in the construction sector.

Leakage

3.9 The creation of construction jobs can be expected to provide new employment opportunities both for local residents of Knowsley as well as those residing in LCR.

3.10 The 2021 Census found that 35% of those working in Knowsley also resided in the borough, with 88% of jobs in the borough being filled by residents of LCR⁴⁵. Reflecting the proportions of employment likely to be taken up by people living outside of Knowsley and LCR, rounded leakage rates of 65% and 10% have therefore been applied at the respective local and wider impact areas.

Displacement

3.11 Displacement occurs when new development takes existing market share – in this case labour – from other existing local businesses. During construction, this allows for the possibility that an increase in demand for construction workers could result in delays to other developments or increased costs, if there is a temporary shortage of construction labour.

3.12 As highlighted in **Section 2** of this report, as of October 2025 there are 30 JSA claimants in Knowsley specifically seeking employment in construction-related occupations, as well as further claimants receiving Universal Credit whose sought occupation is not reported⁴⁶. Further latent labour force capacity also exists beyond the authority area across the rest of the LCR, with over 200 people seeking employment in occupations relating to construction. As of October 2025, there were c.4,445 residents in Knowsley aged 16+ claiming benefits primarily associated with being unemployed⁴⁷. This increases to c.44,570 at the scale of the LCR.

⁴⁵ ONS via Nomis (2024) 2021 Census: Origin-destination data

⁴⁶ ONS via Nomis (2025) Jobseeker’s Allowance by Occupation: October 2025

⁴⁷ ONS via Nomis (2025) Claimant count by sex and age: October 2025

- 3.13 It is therefore considered reasonable to make an allowance for only a low level of displacement in the local and wider impact areas. This recognises the large supply of construction workers and the scale of the employment effect generated by the Proposed Development. Taking into consideration guidance outlined in the Additionality Guide⁴⁸, a low (25%) rate of displacement has been assumed during construction in both impact areas.

Multiplier Effects

- 3.14 Investment in the Proposed Development will generate considerable expenditure on construction materials, goods and other services that will be purchased from a wide range of suppliers. This expenditure has far-ranging benefits both locally and further afield, as it filters down the construction supply chain (indirect effects). Employees working in construction in relation to the development will also spend their wages on goods and services (induced effects).
- 3.15 This will result in an amplification of the initial investment in the Proposed Development; in other words an economic multiplier effect, with linked benefits in terms of expenditure on goods and services locally. This will bring indirect employment and financial benefits for local individuals and firms involved in skilled construction trades and associated professions and could help sustain employment within this sector across the local and wider economy.
- 3.16 Based on the Additionality Guide's recommendations⁴⁹, a sub-regional composite multiplier of 1.25 has been applied at the scale of the local impact area, with a multiplier of 1.5 being applied at the scale of the wider impact area.

Net Additional Employment

- 3.17 Allowing for these additionality factors, it is estimated that the construction of the Proposed Development will directly generate an average 30 FTE employment opportunities per annum for residents in the LCR throughout the construction programme, of which 10 could be local to Knowsley.
- 3.18 A further 15 indirect and induced FTE jobs could be annually supported across the LCR through economic multiplier effects, of which 5 could be local to Knowsley.
- 3.19 Therefore in total, when rounded, the direct and indirect impacts of the construction of the Proposed Development can be expected to annually support an average of 45 net additional FTE employment opportunities for residents of the LCR throughout construction, inclusive of 15 jobs for residents of Knowsley. This is summarised in **Table 3.1**.

⁴⁸ Homes & Communities Agency (2014) Additionality Guide (4th Edition)

⁴⁹ Ibid.

Table 3.1: Construction Phase Net Additional Employment

	Local Impact Area	Wider Impact Area
Person-years of Employment		200
Construction Period (Years)		4.5
Gross FTE Employment		45
Direct Net Additional FTE Employment	10	30
Indirect / Induced Net Additional FTE Employment	5	15
Total Net Additional FTE Employment	15	45

Source: Turley Economics (2025)

- 3.20 In recognition of current and future skills gaps within the business and wider industry, investing in a pipeline of future talent is recognised as key by Taylor Wimpey. Nationally, 5% of Taylor Wimpey's workforce is employed in entry level positions, including trade apprenticeships, management trainees and graduates⁵⁰.
- 3.21 As set out in the Social Value Strategy⁵¹ supporting this Application, formal agreements will be put in place between Taylor Wimpey and KMBC, to deliver employment and skills initiatives in collaboration with existing local social value delivery partners. So as to achieve this, Taylor Wimpey have agreed to make a **financial contribution to KMBC of £18,450** to fund employment skills initiatives equivalent to '**452 weeks**', with progress to be reported back to the Council.
- 3.22 The Social Benefits Assessment⁵² also outlines in detail the wider economic, social and environmental benefits that will be created from the Proposed Development during the construction phase, both for the individual and surrounding community.

Economic Output

- 3.23 The construction phase of the Proposed Development will generate an increase in Gross Value Added (GVA). GVA measures the value of output created (i.e. turnover) net of inputs purchased and used to produce a good or service (i.e. production of the output) and therefore provides a key measure of economic output.

⁵⁰ Information provided by the Applicant

⁵¹ Fusion 21 (2025), Social Value Strategy: 25/00039/PREAPP

⁵² Turley (2025) Social Benefits Statement - Land at former Glen Dimplex, Stoney Lane, Whiston

- 3.24 Estimates sourced from economic data provider Experian indicate that the average FTE employee in the construction industry in Knowsley generates c. £59,000 GVA annually⁵³. This is lower than the all-sector average in Knowsley (c. £66,500).
- 3.25 Applying the appropriate GVA measures to the net additional employment generated by the construction of the Proposed Development indicates that a net additional £2.7 million GVA could be generated across the LCR annually during the construction period, inclusive of £1.9 million concentrated in Knowsley.
- 3.26 Over the estimated 4.5-year build period, it is therefore estimated that construction of the Proposed Development will generate £12.2 million GVA within the LCR, inclusive of £8.6 million concentrated in Knowsley. This is summarised in the following table.

Table 3.2: Construction Phase Net Additional GVA

	Local Impact Area	Wider Impact Area
Direct Net Additional GVA (Annual)		£1,700,000
Indirect / Induced Net Additional GVA (Annual)	£200,000	£1,000,000
Total Net additional GVA (Annual)	£1,900,000	£2,700,000
Total Net Additional GVA (Construction Period)	£8,600,000	£12,200,000

Source: Turley Economics (2025)

Construction Phase Summary

- 3.27 In summary, construction of the Proposed Development has the potential to generate the following economic impacts:
- Investment of **£37.5 million** in the construction of the Proposed Development;
 - Supporting **200** person-years of employment, equating to an average of **45** FTE gross jobs during the estimated 4.5-year construction period;
 - Creating an average of **45** direct, indirect and induced net additional FTE employment opportunities in the LCR throughout construction, inclusive of **15** for residents of Knowsley;
 - Taylor Wimpey have agreed to make a **financial contribution to KMBC** to fund employment and skills initiatives equivalent to '**452 weeks**', with progress to be reported back to the Council; and

⁵³ Experian (June 2025) Local Market Forecasts Quarterly; annual average 2020 – 2024

- Contributing a total net additional **£12.2 million** GVA to the economic output of the LCR economy during construction, of which **£8.6 million** is anticipated to be concentrated in Knowsley.

4. Operational Phase Impacts

4.1 This section presents the quantified economic impacts likely to be generated by the Proposed Development when complete and fully occupied. Upon completion and full occupation, the Proposed Development will deliver a range of economic impacts which will persist over the long term. This will support wider economic growth objectives established through national and local policy and economic strategy.

4.2 As outlined in **Section 1**, the Site was previously occupied by a Glen Dimplex factory which is understood to have been de-commissioned in mid-2024 and thus the site became vacant in October 2025. The decision to close the factory was in response to a review undertaken by the previous occupants, and is unrelated to the proposals put forward by the Applicant. All economic benefits generated by the scheme are considered to be net additional.

Accommodating a New Residential Community

4.3 The Proposed Development is anticipated to deliver 204 homes. By applying Knowsley's 2021 Census average household sizes data⁵⁴ to the housing mix outlined in **Table 1.1**, it is estimated that **c.500 residents** could be accommodated upon full occupation of the Proposed Development.

Growing the Local Resident Labour Force

4.4 The Proposed Development will help to support the long-term economic competitiveness of Knowsley by providing homes that will appeal to and attract skilled people to live in the area, as well as providing a choice of homes – including affordable homes – for people already living locally. As identified in **Section 2**, the provision of high-quality homes is highlighted as a key priority within local, sub-regional and national policy.

4.5 The ONS's Annual Population Survey reports on the proportion of residents who are of working age, economically active and employed in Knowsley. Based on this local trend, it is estimated that 204 new homes at the Proposed Development could accommodate 220 working age, economically active and employed residents once complete and fully occupied⁵⁵.

4.6 This will make an important contribution to the ongoing competitiveness of the immediate area, and the wider economy, by maintaining and potentially growing its labour force and securing a supply of skilled labour which will be available to local businesses and prospective investors.

Incomes and Enhanced Local Spending Power

4.7 Employed residents will be paid and spend in the local economy throughout the period in which each home is occupied.

⁵⁴ ONS via Nomis (2021) Census 2021: RM136 - Tenure by household size by number of bedrooms

⁵⁵ ONS via Nomis (2025) Annual Population Survey: July 2024-June 2025

- 4.8 The Annual Survey of Hours and Earnings provides income data in the North West by occupational group⁵⁶. Applying this data to the prevailing occupational profile of Knowsley indicates that combined gross income earned by the residents of the Proposed Development could be up to c. £6.8 million per annum⁵⁷.
- 4.9 Whilst resident incomes will be used to meet housing and other fixed household costs, a considerable proportion of this income will also be available for everyday goods and services and other discretionary expenditure in the local economy. This expenditure from new residents living on the Proposed Development will contribute towards sustaining local shops and businesses in Knowsley, which in turn are an important source of local employment.
- 4.10 Expenditure on convenience and comparison goods is estimated to equate to an average of £13,800 per annum per household in Knowsley⁵⁸, and it is therefore estimated that the resident population of the Proposed Development could generate total retail expenditure of c. £2.8 million per annum on convenience and comparison goods.
- 4.11 Expenditure on leisure goods and services is estimated to equate to an average of £6,000 per annum per household in Knowsley⁵⁹, and it is therefore estimated that the resident population of the Proposed Development could generate further expenditure of c. £1.2 million per annum on leisure goods and services.
- 4.12 This combined c. £4.0 million expenditure will support jobs within the retail and leisure industries. Based on levels of average turnover per employee in these sectors, it is estimated that resident expenditure could have the capacity to support c. 25 retail and leisure-related employee jobs across the economies of Knowsley, the LCR and beyond⁶⁰.

Council Tax Revenues

- 4.13 In the current economic and fiscal climate, the resources available to local authorities to reinvest in local community infrastructure and services are limited. The delivery and occupation of new homes will also boost KMBC's revenues through Council Tax, which will be invested in delivering and enhancing public services locally as well as investing in maintaining and enhancing infrastructure within the locality. This will in turn generate associated socio-economic benefits and potentially attract further inward investment.

⁵⁶ ONS via Nomis (2025) Annual Survey of Hours & Earnings

⁵⁷ This is based on applying the median North West incomes to the average occupational profile of Knowsley. Therefore, wages earned by residents at the Proposed Development could, for example, be higher than this figure if they are employed in higher-paid jobs (than the average for their occupation in the region), and/or a greater proportion of future residents employed in professional occupations (than the borough average). This figure does not include other sources of income, such as those derived from investments or social security benefits.

⁵⁸ Experian (2024) Retail Planner: Consumer Retail Expenditure – 2021 prices

⁵⁹ Ibid.

⁶⁰ Analysis utilises 2025 business population estimates (BPE) for retail, food and accommodation services and to determine the number of jobs supported and / or generated.

- 4.14 Based upon the assumed mix of new homes to be developed and their estimated Council Tax banding, the Proposed Development is expected to generate £520,000 in additional Council Tax payments annually once fully occupied to be collected by KMBC.

Community Benefits

- 4.15 In addition to the economic benefits outlined above, the Proposed Development will deliver wider community benefits over the long term in Knowsley; these can be summarised as the impacts on the overall health, wellbeing and resilience of individuals, local communities and society as a whole.
- 4.16 Placemaking can create a healthy and sustainable built environment, the social impacts associated with which are naturally more qualitative in nature – having a social value far in excess of the capital sum invested in their implementation – and their impacts are therefore less straightforward to quantify through use of published statistical data. For example, the accommodation of people in suitable, high-quality homes similarly in and of itself has community benefits beyond those which can be expressed purely in monetary terms.
- 4.17 The Social Benefits Assessment⁶¹ outlines in detail the wider benefits that will be created from the Proposed Development, resulting in economic, social and environmental outcomes. This section therefore considers the broader benefits which can be expected to be generated, providing a high-level summary of the conclusions of the Social Benefits Assessment. As well as the economic benefits outline in **Section 3** above, the Proposed Development is anticipated to deliver the following:
- **Delivering green infrastructure** including the creation of a green corridor fronting Stoney Lane and the central SuDS basin. The Proposed Development will also deliver planting and hedgerows as well as making a contribution to improve existing open space within the Whiston area;
 - **Access to existing social infrastructure** such as built sport facilities, retail facilities and public transport nodes, helping to contribute towards accessibility to employment and services, as well as improving physical and mental health and wellbeing;
 - **Delivering new high-quality, energy efficient homes, including affordable housing provision**, will accommodate residents within health-promoting housing which minimises energy usage, lessening the risk of fuel poverty and other deprivation challenges;
 - **Supporting the long-term vitality of Whiston**, through increasing footfall to the centre and the trading performance of existing shops and leisure services within the locality;

⁶¹ Turley (2025) Social Benefits Statement - Land at former Glen Dimplex, Stoney Lane, Whiston

- **Supporting flexible working arrangements** with Taylor Wimpey's latest standard house types all including at least one study area for a desk, and easy access to broadband and electricity sockets;
- **Enhancing biodiversity** with all new Taylor Wimpey sites designed to include wildlife enhancements that increase biodiversity net gain by at least 10%;
- **Installation of nature enhancements**, such as bird boxes, bat panels, bug hotels and bee bricks; and,
- **Encouraging low-pollution lifestyles** by encouraging active and sustainable travel, through provision of access to existing public transport routes and electric charging points. Within the Proposed Development, each home will have access to cycle parking, with all plots having either a garage or a garden shed in which bikes can be stored.

Operational Phase Summary

4.18 In summary, the operation of the Proposed Development has the potential to generate the following economic and social impacts:

- Increasing the local population, as a result of the **500** residents living at the Proposed Development;
- Accommodating **220** additional economically active and employed residents, benefiting local businesses and employers located close to the Site;
- Supporting resident income of **£6.8 million** per annum, a proportion of which is likely to be spent in Knowsley;
- Supporting **£2.8 million** in local household retail expenditure and **£1.2 million** on leisure goods and services per annum, in turn supporting and maintaining 25 retail and leisure-related jobs across the Knowsley and LCR economies more widely;
- Generating **£520,000** per annum in Council Tax payments for collection by KMBC – boosting public revenues and contributing towards delivering vital services within the local and wider impact areas;
- Delivery of **healthy, high-quality, affordable energy efficient homes** that support flexible working arrangements through including at least one study area for a desk;
- **Well connected homes**, in close proximity to existing social infrastructure, retail provision and public transport options;
- **Enhancing biodiversity** through the provision of a green corridor fronting Stoney Lane and the central SuDS basin and making a contribution to improving existing open space within the Whiston area;

- **Installation of nature enhancements**, such as bird boxes, bat panels, bug hotels and bee bricks; and
- **Encouraging low-pollution lifestyles** by providing access to electric charging points and existing public transport routes. Each home will have access to cycle parking, with all plots having either a garage or a garden shed in which bikes can be stored.

5. Conclusion

- 5.1 This Economic Benefits Statement has been prepared by Turley Economics on behalf of Taylor Wimpey to support a full planning application for Land at former Glen Dimplex, Stoney Lane, Whiston comprising 204 new homes with associated landscaping.
- 5.2 Facilitating sustainable economic growth and economic recovery is a key priority of national and local Government, with a focus on generating economic growth through delivering infrastructure and housing through a supportive planning system.
- 5.3 The delivery of the necessary residential developments to support investment, job opportunities and to grow the local population and workforce are considered by planning and economic policy and strategy to be key to the future growth of Knowsley and the wider LCR. It is therefore imperative to enable projects to come forward which will attract investment and drive sustainable economic growth and recovery.
- 5.4 Once delivered, the Proposed Development will help support economic growth and recovery ambitions through continuing to grow Knowsley's population and workforce sustainably through the delivery of high-quality new housing whilst generating an uplift in expenditure and supporting local businesses. Public revenues will also be boosted directly through the payment of Council Tax by the residential occupiers at the Proposed Development.
- 5.5 This report has considered the quantifiable economic impacts likely to be generated by construction and operation of the Proposed Development, both locally within Knowsley and across the wider LCR, which are summarised again below.
- 5.6 Construction of the Proposed Development is likely to generate the following economic and community benefits:
- Investment of **£37.5 million** in construction of the Proposed Development;
 - Supporting **200** person-years of employment, equating to an average of **45** FTE gross jobs during the estimated 4.5-year construction period;
 - Creating an average of **45** direct, indirect and induced net additional FTE employment opportunities in the LCR throughout construction, inclusive of **15** for residents of Knowsley;
 - Taylor Wimpey have agreed to make a **financial contribution to KMBC** to fund employment and skills initiatives equivalent to '**452 weeks**', with progress to be reported back to the Council; and
 - Contributing a total net additional **£12.2 million** GVA to the economic output of the LCR economy during construction, of which **£8.6 million** is anticipated to be concentrated in Knowsley.

5.7 Upon completion, the Proposed Development will generate a range of economic benefits. These impacts will persist over the long-term, and are likely to include the following:

- Increasing the local population, as a result of the **500** residents living at the Proposed Development;
- Accommodating **220** additional economically active and employed residents, benefiting local businesses and employers located close to the Site;
- Supporting resident income of **£6.8 million** per annum, a proportion of which is likely to be spent in Knowsley;
- Supporting **£2.8 million** in local household retail expenditure and **£1.2 million** on leisure goods and services per annum, in turn supporting and maintaining 25 retail and leisure-related jobs across the Knowsley and LCR economies more widely; and
- Generating **£520,000** per annum in Council Tax payments for collection by KMBC – boosting public revenues and contributing towards delivering vital services within the local and wider impact areas.

5.8 As well as the following community benefits⁶²:

- Delivery of **healthy, high-quality, affordable energy efficient homes** that support flexible working arrangements through including at least one study area for a desk;
- **Well connected homes**, in close proximity to existing social infrastructure, retail provision and public transport options.
- **Enhancing biodiversity** through the provision of a green corridor fronting Stoney Lane and the central SuDS basin and making a contribution to improving existing open space within the Whiston area;
- **Installation of nature enhancements**, such as bird boxes, bat panels, bug hotels and bee bricks; and
- **Encouraging low-pollution lifestyles** by providing access to electric charging points and existing public transport routes. Each home will have access to cycle parking, with all plots having either a garage or a garden shed in which bikes can be stored.

⁶² Full assessment of social benefits provided in Turley (2025), Land at former Glen Dimplex: Social Benefits Assessment

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