

Social Value Statement.

PEGASUS
GROUP

Halsnead Garden Village – Phase 3
On behalf of Taylor Wimpey UK Ltd.

Date: 02/03/2026 | Pegasus Ref: P24-1099_R003v1_EC_MAN_CD_CN

**Taylor
Wimpey**



Expertly Done.

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Executive Summary

Background

This Social Value Statement has been produced on behalf of Taylor Wimpey UK Ltd (the Applicant) and presents the social value benefits of developing up to 190 dwellings on land at Halsnead Garden Village, Knowsley (known as Phase 3). It quantifies the social value that could be created by the scheme both during the construction phase and the operational phase of the Proposed Development. It also includes Economic Benefits likely to arise as a result of the Proposed Development.

Halsnead Garden Village
Phase 3 Social Value

190 homes



CONSTRUCTION PHASE

£9.5million

in GVA per annum supported by the Proposed Development during its construction phase



250

accommodation and food services businesses in Knowsley benefitting from increased spend in the local area

Up to 5 apprenticeship opportunities, delivering

£56,468

in net individual social value



46

Construction jobs supported on-site

£1million

in net social value to local businesses

OPERATIONAL PHASE

£450,543

in additional Council Tax payments to be reinvested in the local area

Supporting 12 jobs in the local economy

£1.1million

in first occupation spend

£5.3million

annual household expenditure



£79,990

per annum in energy bill savings as a result of improved energy efficiency



203.11

Tonnes per year saved in carbon emissions



£203

Economically active residents in employment living in the 190 dwellings



ADDITIONAL SOCIAL VALUE

418

'Social Value Weeks'

£321,556

in social value as a result of Local Areas for Play



£818,005

in social value as a result of the provision of new cycle path



£166,111

in social value associated with residents living near green open space



2.9ha

of green/blue open space



£1.56million

net individual social value as a result of new public realm

1. Introduction

Scope and Purpose

As part of its Validation Checklist, Knowsley Metropolitan Borough Council (KMBC) requires a Social Value Strategy that quantifies the social value to be delivered as part of the Proposed Development. Designed to be read in conjunction with the Social Value Strategy developed by KMBC's local partners, Fusion21¹, this Social Value Statement has been produced on behalf of Taylor Wimpey UK Ltd (the Applicant) and presents the social value benefits of developing up to 190 dwellings at Halsnead Garden Village, Knowsley.

This Social Value Statement quantifies the social value that could be created by the scheme in terms of both during the construction phase and the operational phase of the Proposed Development. It also incorporates calculations from Fusion21, KMBC's local partner, in relation to the social value training and employment weeks to be delivered by the Proposed Development.

The report includes estimates in relation to employment benefits, economic contribution, and the health and wellbeing outcomes related to the impacts of the Proposed Development. The purpose of the report is to place these benefits in context, and provide a robust and accurate overview of the likely social value and economic benefits to be experienced by local communities of the Proposed Development.

The Site: Land at Halsnead Garden Village, Knowsley

The Site for the Proposed Development is located in Knowsley Metropolitan Borough Council (KMBC) and is located c. 12km to the east of Liverpool City Centre. The Site lies immediately to the north of the M62 and east of Junction 6, with Whiston settlement lying c 1.2km to the north. The Site itself extends to approximately 8.7ha.

The application forms a hybrid application for the erection of up to 190 residential dwellings comprising:

- **Phase A** – Full planning application for the erection of 93 dwellings with associated works (including access, public open space, landscaping, sustainable urban drainage systems and other associated works); and
- **Phase B** – Outline planning application for up to 97 dwellings (with all matters reserved for future approval).

The site forms part of Halsnead Garden Village, which comprises two adjacent Sustainable Urban Extensions released from the Green Belt and allocated for development in the Knowsley Local Plan Core Strategy (January 2016). The wider site was subsequently identified as one of 14 pilot 'Garden Villages' by the government in January 2017, with a Halsnead Garden Village Masterplan SPD adopted June 2017.

What is Social Value?

The concept of social value is borne out of the Public Services (Social Value) Act 2012, which requires public authorities to consider how what is proposed to be procured might improve the relevant area's economic, social and environmental well-being and how, in conducting the procurement process, it might secure that improvement.

"In the context of the built environment, social value is created when buildings, places and infrastructure support and enhance environmental, economic and social wellbeing – through this improving residents' quality of life." (UK Green Building Council, 2022)²

Social Value measurement enables the quantification of these improvements to quality of life, through the valuation of important benefits. For example, this includes the benefits to residents of areas such as the local environment, health and wellbeing, and economic benefits. By using social value, we can demonstrate how the Proposed Development delivers value for local residents and communities.

Social Value calculations apply a monetary value to outcomes for which there is no typically established market value, in recognition of the value they provided to local people and places. Pegasus Group's methodology for social value calculation has been developed in line with best practice wellbeing techniques, aligned to HM Treasury's Wellbeing Guidance for Appraisal: Supplementary Green Book Guidance.³ Typically, figures used within this report have been generated using WELLBY wellbeing valuation⁴ or stated preference⁵ methodologies of social value calculation.

In this report, we use a combination of external robust data sources and the HACT Social Value Tool to estimate the value of the social value to be delivered by the Proposed Development. Social Value figures from the Built Environment Bank and the Social Value Bank within HACT have been used, alongside other sources as identified.

HACT's Social Value Bank provides housing associations and local authorities throughout the UK with a methodologically consistent and robust toolkit to accurately measure their social impact using best-practice methodology endorsed by HM Treasury. It provides social value estimates for almost 100 outcomes across 11 different outcome categories, including Employment, Local Environment, Health, Financial Inclusion, Youth, Social Groups & Hobbies, Physical Activity, Homelessness, Maintenance of the Household, Maintenance of the Local Area, and Environment. The Built Environment Bank is an online tool for measuring the social value created within the supply chain and delivery of construction sector projects.⁶

Report Structure

The remainder of the report is structured as follows:

- **Section 2** provides a strategic overview of social value and how it relates to relevant national and local planning policy.
- **Section 3** delivers an analysis of local context through a baseline needs and opportunities assessment, including local housing delivery.
- **Section 4** presents the likely Social Value, Economic, and Environmental benefits that could be delivered during the construction phase of the Proposed Development.
- **Section 5** presents the likely Social Value, Economic, and Environmental benefits that could be delivered during the operational phase of the Proposed Development.
- **Section 6** concludes the report.

¹ Fusion21, Social Value Strategy, 2026, reference: 24/00060/PREAPP
See page 5

² A Guide for Delivering Social Value on Built Environment Projects, March 2022, UK Green Building Council.

³ HM Treasury, 2021 (updated 2022), Wellbeing Guidance for Appraisal: Supplementary Green Book Guidance. Available at: <https://www.gov.uk/government/publications/green-book-supplementary-guidance-wellbeing>

⁴ A WELLBY (wellbeing adjusted life year) equates to a one-point change in life satisfaction on a 0–10 scale, per person per year, to which a social value figure using a WELLBY valuation of £13,000 is then applied.

⁵ Stated preference valuation techniques use specially constructed questionnaires to elicit individuals' preferences, expressed as Willingness to Pay (WTP) or Willingness to Accept (WTA), for non-market goods or services.

⁶ Built Environment Bank Outcomes Methodology Note, June 2024, Simetrica Jacobs.

2. Strategic Overview

Social Value

Public Services (Social Value) Act 2012

The Public Services (Social Value) Act⁷ came into force on 31 January 2013 and requires people who commission public services to think about how they can also secure wider social, economic and environmental benefits.

The Act states that:

'...if a relevant authority proposes to procure or make arrangements for procuring the provision of services, or the provision of services together with the purchase or hire of goods or the carrying out of works... the authority must consider how what is proposed to be procured might improve the economic, social and environmental well-being of the relevant area'.

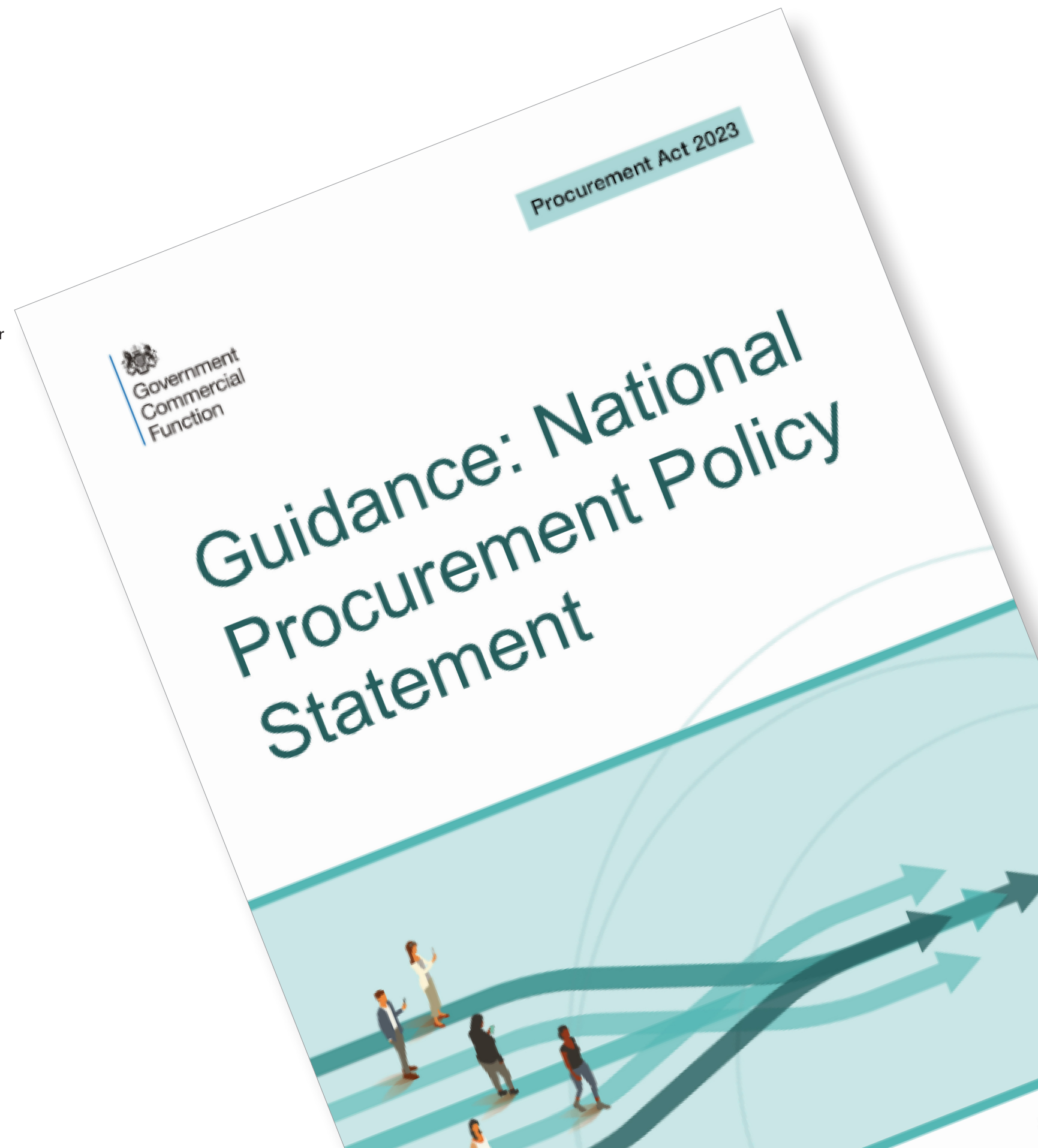
Since the Act was adopted, all public bodies have been legally required to consider how they can deliver additional economic, social and environmental benefits for the community.

In June 2018, central government announced that it would begin explicitly evaluating social value when awarding major contracts and government departments would be expected to report on the social impact of their major contracts.

The importance of Social Value has only strengthened this time, with the **Procurement Act 2023**, strengthening the role of Social Value in procurement decisions. It came into force in February 2025 alongside a new, updated Social Value Model (PPN 002/003).

Under Section 12 of the Procurement Act 2023, contracting authorities must “have regard to the importance of maximising public benefit” when awarding contracts. The National Procurement Policy Statement (NPPS) released alongside the Act in February 2025 reinforces Social Value as a core priority in public procurement.

This represents a major shift from the Social Value Act 2012, which only required authorities to “consider” Social Value. This change places a greater legal obligation to ensure that public contract awards deliver measurable social, economic, and environmental benefits.



⁷ The Public Services (Social Value) Act, 2012, UK Government.

2. Strategic Overview (continued)

Local approaches to social value

Knowsley Council (KMBC) have a Social Value Procurement Framework⁸ which covers the period of 2022–2026. It outlines how the council will achieve social value through procurement to get the best outcomes for communities. The framework sets out the KMBC’s plan, with 8 key objectives underpinning the approach:

- Support organisations to be ‘tender ready’;
- Maintain or increase local spend;
- Challenge the delivery of social value through the supply chain;
- Use this strategy and law (NPPS and New Regulations) to direct change;
- Target social value to council priorities (e.g., sustainability, carbon neutral by 2040);
- Review approach to seeking commitments to the delivery of social value;
- Review approach to measuring, reporting and delivery of social value outcomes; and
- Produce an annual social value statement on what has been achieved.

It is a requirement for Knowsley Council that social value is considered in all procurement activity with a value of £25,000 or more, with procurement activity below this value encouraged to consider social value. The Council is committed to reviewing and strengthening social value contract management, practices, and reporting to clearly demonstrate impacts and outcomes. Each year a Social Value Maturity Index and action plan will be completed, with achievements reviewed in a published statement, also listing what needs to be targeted in the following 12 months.

KMBC’s Social Value Guidance⁹ seeks to underpin the vision of “supporting Knowsley’s people and communities to thrive”, with a focus on the following priorities:

- Effective support for those in need
- Inclusive growth and skills
- Achieving Net Zero 2040

The report details what objectives and commitments can be undertaken to achieve the council’s priorities relating to the three themes of social value (social, economic and environmental). It provides guidance on how contractors and bidders can support this, including:

- Growth and skills including supporting residents to acquire the skills needed to secure job opportunities.
- Recruiting and sourcing locally, and providing employment opportunities such as apprenticeships.
- Helping to achieve KMBC’s Net Zero targets through using goods from sustainable sources, minimising waste and re-using and recycling where possible. Reducing energy consumption and increasing sustainable travel is also encouraged.

Taylor Wimpey’s approach to social value

Taylor Wimpey is committed to delivering social value for local residents and places through its developments. This report outlines how it will deliver social value within the Proposed Development, in the context of their corporate commitments and local requirements.

Taylor Wimpey is committed to collaborating with chosen partners to ensure social value deliverables are monitored and reported back to Knowsley Council (KMBC). They have also demonstrated willingness to contribute financially to KMBC to assist in the delivery of employment and skills targets to help achieve target social value weeks.

The report outlines Taylor Wimpey’s commitments during its construction activities, and the social value to be delivered once the Proposed Development is complete.

⁸ Social Value Procurement Framework 2022–2026, Knowsley Council.

⁹ Social Value Guidance, Knowsley Council.



2. Strategic Overview (continued)

Planning Policy Overview

The National Planning Policy Framework¹⁰ (NPPF) published in December 2024 and amended in February 2025 notes the significance of delivering outcomes that align with social Sustainable Development objectives.

Paragraph 96 of the NPPF states that planning policies and decisions should aim to achieve healthy, inclusive and safe places which promote social interactions, are safe and accessible and enable and support healthy lives.

A key focus of the framework is to achieve sustainable development, as outlined in paragraph 8, which requires three interdependent objectives that need to be pursued in a mutually supportive way, these objectives are completely aligned with the aims behind the Social Value Act:

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.



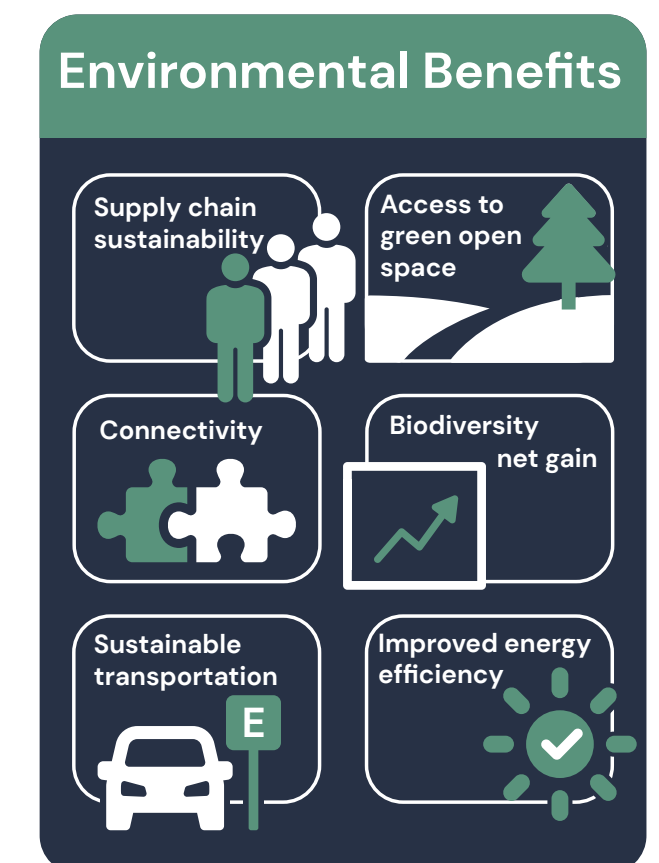
Social Objective:

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 current and future needs and support communities' health, social and cultural well-being.¹¹



Environmental Objective:

To protect and enhance the 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.



¹⁰ National Planning Policy Framework (NPPF), December 2024.

¹¹ For the purposes of this report, outcomes related to this area are grouped under 'Health and Wellbeing'

2. Strategic Overview (continued)

Knowsley Local Plan Core Strategy

The Knowsley Core Strategy was adopted in January 2016 and sets the strategic framework for the growth and development of Knowsley up to 2028 and beyond. The vision outlined in the Core Strategy is that by 2028, Knowsley Borough “will be known for its successful suburban townships that provide a sense of place and community, having sustainable, diverse, more prosperous and healthy populations.” In addition, the economy of Knowsley “will be stronger and more diverse” and “Knowsley will provide a wide choice of housing to meet needs”

The Core Strategy goes on to outline Strategic Objectives, such as Strategic Objective 1 “to encourage and maintain sustainable economic and employment growth in Knowsley”. Strategic Objective 2 relates to the housing market and aims “to promote a well-balanced housing market throughout Knowsley by providing a sufficient quantity and mix of high quality sustainable housing in appropriate locations to meet needs and demand”.

To meet these objectives, the Core Strategy sets out a number of policies relating to various matters within the Knowsley economy. Policy CS3 outlines that provision will be made for 8,100 new dwellings to be delivered in Knowsley across the period between 2010 and 2028, equating to 450 dwellings per annum. Policy CS4 relates to Economy and Employment and explains that “planning, site assembly and other available interventions will be used to support sustainable economic growth”.

Halsnead Garden Village

In January 2017, Halsnead was announced as one of 14 proposed new Garden Villages nationally. Delivering social value through the Proposed Development is within the context of the Halsnead Garden Village Masterplan Supplementary Planning Document, which states that:

Halsnead will become an attractive place of choice offering a very high quality residential environment and strategic employment space in a distinctive setting, with immediate access to a range of established community facilities in both the immediate and wider area.

Development will capitalise on close proximity to the strategic highway network, Whiston Rail Station and Liverpool John Lennon Airport. Development will be structured by an overarching framework that guides comprehensive development and aims to rediscover and celebrate the former Halsnead Park estate. Development will create a place of connected, publicly accessible landscape and open space assets, and be integrated with the existing communities of Whiston. This will provide a high quality of life for a sustainable community that integrates new and existing residents.

Halsnead’s signature will be the extent and quality of green infrastructure. This will create a unique backdrop and structure for development, including integration of a new Country Park proposed to south of the M62. Attractive treelined streets, grass verges, accessible woodlands, water features, play areas, allotments, retained and enhanced planting, green lanes and drainage attenuation areas will all enhance the experiential quality and sense of place.

A specific opportunity is to connect existing woodlands through clear green links as part of a coherent landscape structure that enhances biodiversity and residential amenity. This will include opening up wonderful views across the Mersey Valley and the high quality rural fringes to the east and south.

At the heart of Halsnead, a new primary school that functions for all the community at different times of the day and week will provide a community hub. This will help to provide a key, positive interface with the existing Whiston communities.

The former Halsnead Park estate is of historic interest and has left its mark on the character and atmosphere of the site. Retention and reference to former estate features in the layout and design of new development will help to embed a distinctive sense of place. Strategic employment development to the south of the M62 will support and sustain economic objectives for the wider Liverpool City Region. Proximity to key economic drivers such as Liverpool Superport, Jaguar Land Rover and Knowsley Business Park will ensure that Halsnead is accessible to a wealth of new job opportunities for the wider community.



3. Baseline Needs and Opportunities Analysis

Introduction

To provide context to the social and economic benefits to be delivered by the Proposed Development, a baseline analysis reveals the needs and opportunities within the local area. This section presents a socio-economic profile of Knowsley local authority, the North West region and England. Where available, data are also presented for the ward of Whiston and Cronton, in which the Proposed Development is located. It includes the following topics:

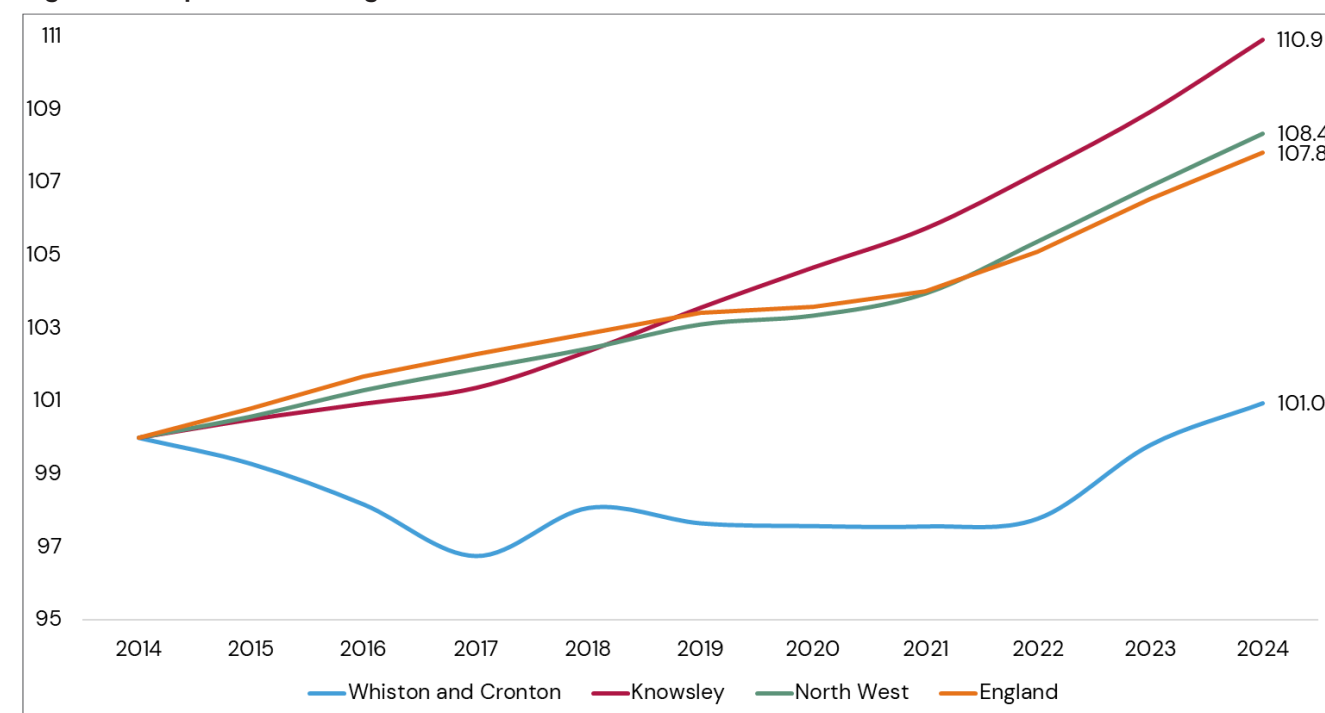
- Demographics – population estimates, current and future.
- Employment – change over time and key sectors.
- Deprivation.
- Claimant count.
- Economic activity.
- Qualifications.
- Earnings.
- Physical activity.
- Health profile & mental health profile.
- Housing market – including affordability, delivery, and tenure.

Population

As of 2024, according to the ONS, the population of Knowsley was around 162,656 people, and 9,344 people within this lived within the Whiston and Cronton ward. The Knowsley population increased by 10.9% between 2014 and 2024, which is a larger increase than that seen across the North West and across England.

During the same time period, the Whiston and Cronton ward saw much lower growth of just 1.0%. **Figure 3.1** shows the population growth in this timeframe for the ward, local authority and comparator areas in more detail.

Figure 3.1: Population Change, 2014–24 (2014 = 100)



Source: ONS, Mid-Year Population Estimates

Tables 3.1–3.4 present population change by age between 2014 and 2024 for the Whiston and Cronton ward, Knowsley, the North West, and England. It shows that across all areas population growth has been driven by an ageing population.

Across Knowsley the number of people aged 65+ increased by 16.2% which is above the equivalent figure in the North West and in England. At a ward level this age group saw a lower increase.

However, the Whiston and Cronton ward also saw much lower growth in its working age population, and a decline in those aged 0–15, compared to an increase in other areas. This suggests that the local area is likely to be more affected by the challenges presented by an ageing population, but schemes such as the Proposed Development can help to attract families and working age people back into the area.

Table 3.1: Population Change by Age in Whiston and Cronton, 2014 – 2024

	2014	2024	Absolute Change	Percentage Change
0–15	1,765	1,679	–86	–4.9%
16–64	5,687	5,730	43	0.8%
65+	1,804	1,935	131	7.3%
Total	9,256	9,344	88	1.0%

Source: ONS, Mid-Year Population Estimates

Table 3.2: Population Change by Age in Knowsley, 2014 – 2024

	2014	2024	Absolute Change	Percentage Change
0–15	28,239	32,267	4,028	14.3%
16–64	94,099	102,138	8,039	8.5%
65+	24,224	28,160	3,936	16.2%
Total	146,562	162,565	16,003	10.9%

Source: ONS, Mid-Year Population Estimates

Table 3.3: Population Change by Age in the North West, 2014 – 2024

	2014	2024	Absolute Change	Percentage Change
0–15	1,343,816	1,440,242	96,426	7.2%
16–64	4,518,731	4,840,994	322,263	7.1%
65+	1,278,549	1,456,178	177,629	13.9%
Total	7,141,096	7,737,414	596,318	8.4%

Source: ONS, Mid-Year Population Estimates

Table 3.4: Population Change by Age in England, 2014 – 2024

	2014	2024	Absolute Change	Percentage Change
0–15	10,255,533	10,768,248	512,715	5.0%
16–64	34,610,320	36,870,761	2,260,441	6.5%
65+	9,504,466	10,981,092	1,476,626	15.5%
Total	54,370,319	58,620,101	4,249,782	7.8%

Source: ONS, Mid-Year Population Estimates

3. Baseline Needs and Opportunities Analysis (continued)

Tables 3.5–3.7 include data from the most recent subnational ONS population projections (2022–based) in Knowsley, the North West and England (projection data are not available for wards). The data indicate that all areas are expecting to see growth between 2022 and 2042, with the population of Knowsley expected to increase by the highest percentage of 17.4%.

When looking into the data, the growth in Knowsley is projected to be largely driven by growth of those aged 65+ with this age group expected to grow by 29.2%. However, Knowsley is expected to see higher growth in those aged 0–15 and 16–64 compared to the North West and England. This represents an opportunity for the local area, which can respond to this projected growth in the working age population by building new and attractive housing, such as that being delivered through the Proposed Development.

Table 3.5: Population Projections in Knowsley, 2022 – 2042

	2022	2042	Absolute Change	Percentage Change
0–15	31,016	32,844	1,828	5.9%
16–64	99,166	116,853	17,687	17.8%
65+	26,925	34,780	7,855	29.2%
Total	157,107	184,477	27,370	17.4%

Source: ONS, Mid-Year Population Projections

Table 3.6: Population Projections by Age in the North West, 2022 – 2042

	2022	2042	Absolute Change	Percentage Change
0–15	1,405,777	1,302,895	–102,882	–7.3%
16–64	4,695,546	5,224,537	528,991	11.3%
65+	1,414,395	1,814,518	400,123	28.3%
Total	7,515,718	8,341,922	826,204	11.0%

Source: ONS, Mid-Year Population Projections

Table 3.7: Population Projections by Age in England, 2022 – 2042

	2022	2042	Absolute Change	Percentage Change
0–15	10,567,635	9,646,795	–920,840	–8.7%
16–64	35,915,152	39,408,988	3,493,836	9.7%
65+	10,629,755	14,205,816	3,576,061	33.6%
Total	57,112,542	63,261,582	6,149,040	10.8%

Source: ONS, Mid-Year Population Projections

Deprivation

The 2025 Index of Multiple Deprivation provides an indication of the average levels of deprivation for Lower Layer Super Output Areas (LSOAs) across England. The index provides an overall assessment of the average levels of deprivation as well as an assessment against domains of deprivation. In total England has 33,755 LSOAs. All LSOAs are ranked in the English Indices of Deprivation (2025) from 1 (being the most deprived) to 33,755 (being the least deprived). The Proposed Development Site falls across two LSOAs, Knowsley O13C and O17C.

Knowsley O13C falls within the 40% most deprived LSOAs in England, and the most deprived domain is health, for which Knowsley O13C ranks in the top 20% most deprived LSOAs. The least deprived domain for Knowsley O13C is the living environment domain, for which the LSOA ranks in the top 20% least deprived.

Knowsley O17C falls within the 50% most deprived LSOAs in England, and the most deprived domain is employment, for which Knowsley O17C ranks in the top 40% most deprived LSOAs. The least deprived domain for Knowsley O17C is the crime domain, for which the LSOA ranks in the top 20% least deprived.

Table 3.8: Knowsley O13C and O17C IMD 2025 Domain Rankings

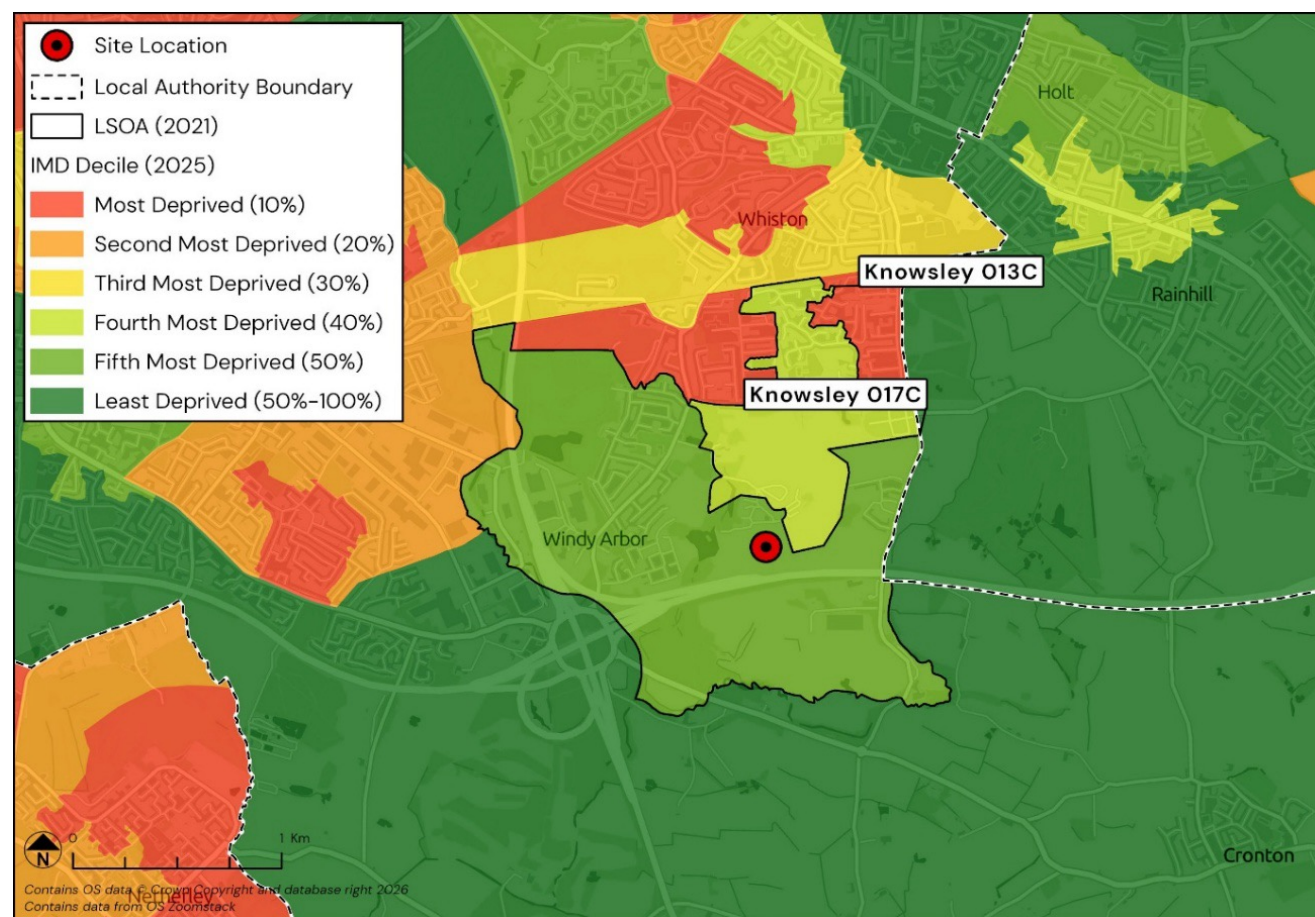
	Knowsley O13C Rank	Knowsley O13C Decile	Knowsley O17C Rank	Knowsley O17C Decile
Overall IMD	12,778	Top 40% (most)	15,734	Top 50% (most)
Income	13,957	Top 50% (most)	17,578	Top 40% (least)
Employment	12,865	Top 30% (most)	12,379	Top 40% (most)
Education & Training	14,831	Top 30% (most)	14,680	Top 50% (most)
Health	7,035	Top 20% (most)	10,643	Top 30% (most)
Crime	12,482	Top 40% (most)	23,922	Top 20% (least)
Barriers to Housing & Services	7,284	Top 30% (most)	14,482	Top 50% (most)
Living Environment	24,543	Top 20% (least)	14,211	Top 50% (most)

Source: Ministry for Housing, Communities & Local Government

3. Baseline Needs and Opportunities Analysis (continued)

Figure 3.2 presents the overall deprivation data for Knowsley O13C and Knowsley O17C and the surrounding area. The majority of the surrounding area to the east and south of the Site is located within the top 50% least deprived LSOAs. However, to the immediate north and west of the Site there are notable LSOAs which fall into the top 10–20% most deprived in England.

Figure 3.2: Index of Multiple Deprivation for Site Location

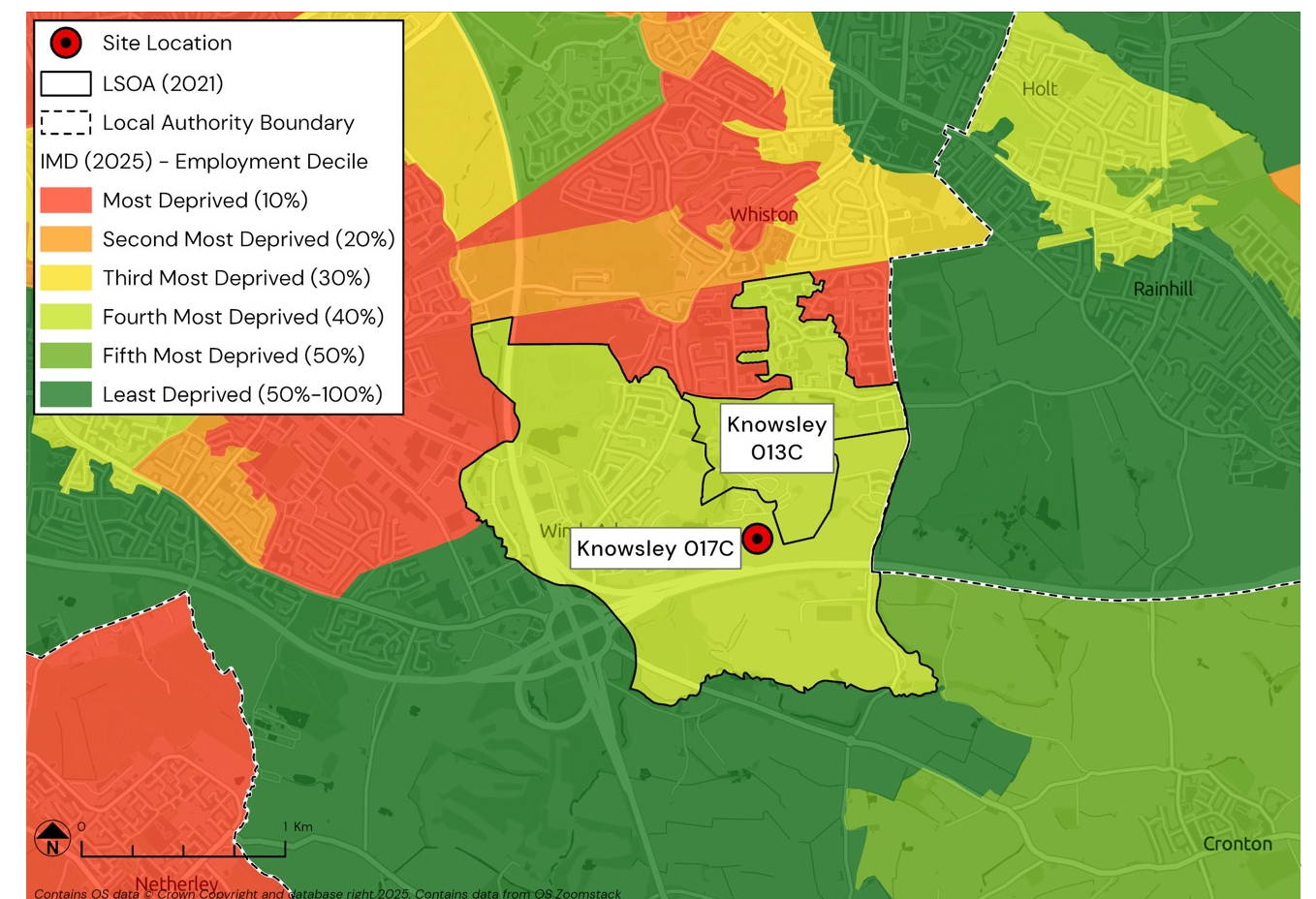


Source: Ministry for Housing, Communities & Local Government.

Employment

As shown in **Figure 3.3**, Knowsley O13C and O17C are in the top 30% and top 40% most deprived LSOAs in relation to Employment.

Figure 3.3: Employment Deprivation for Site Location

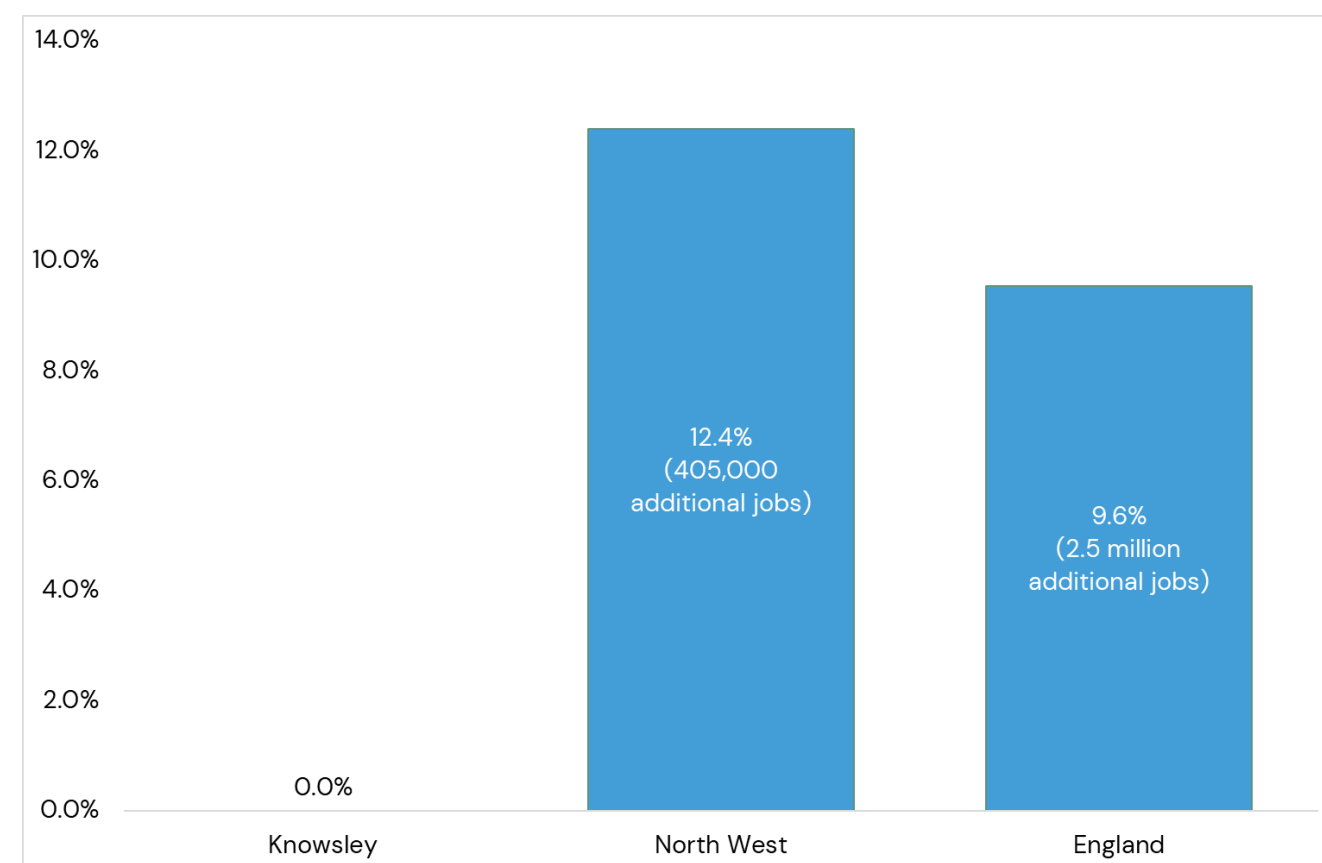


Source: Ministry for Housing, Communities & Local Government.

3. Baseline Needs and Opportunities Analysis (continued)

As of 2024, there were 66,000 jobs in Knowsley, with 2,500 of these jobs based within the Whiston and Cronton ward. As shown in **Figure 3.4**, between 2015 and 2024, Knowsley saw no change in jobs, this compares to growth of 12.4% at a regional level and 9.6% at a national level. This indicates a need to address jobs shortages in the area, which the Proposed Development can help to address through delivering high quality construction jobs.

Figure 3.4: Employment Change, 2015–24¹²



Source: ONS, Business Register & Employment Survey

¹² It is not possible to analyse the change in employment between 2015 and 2024 for the ward due to a change in boundary.

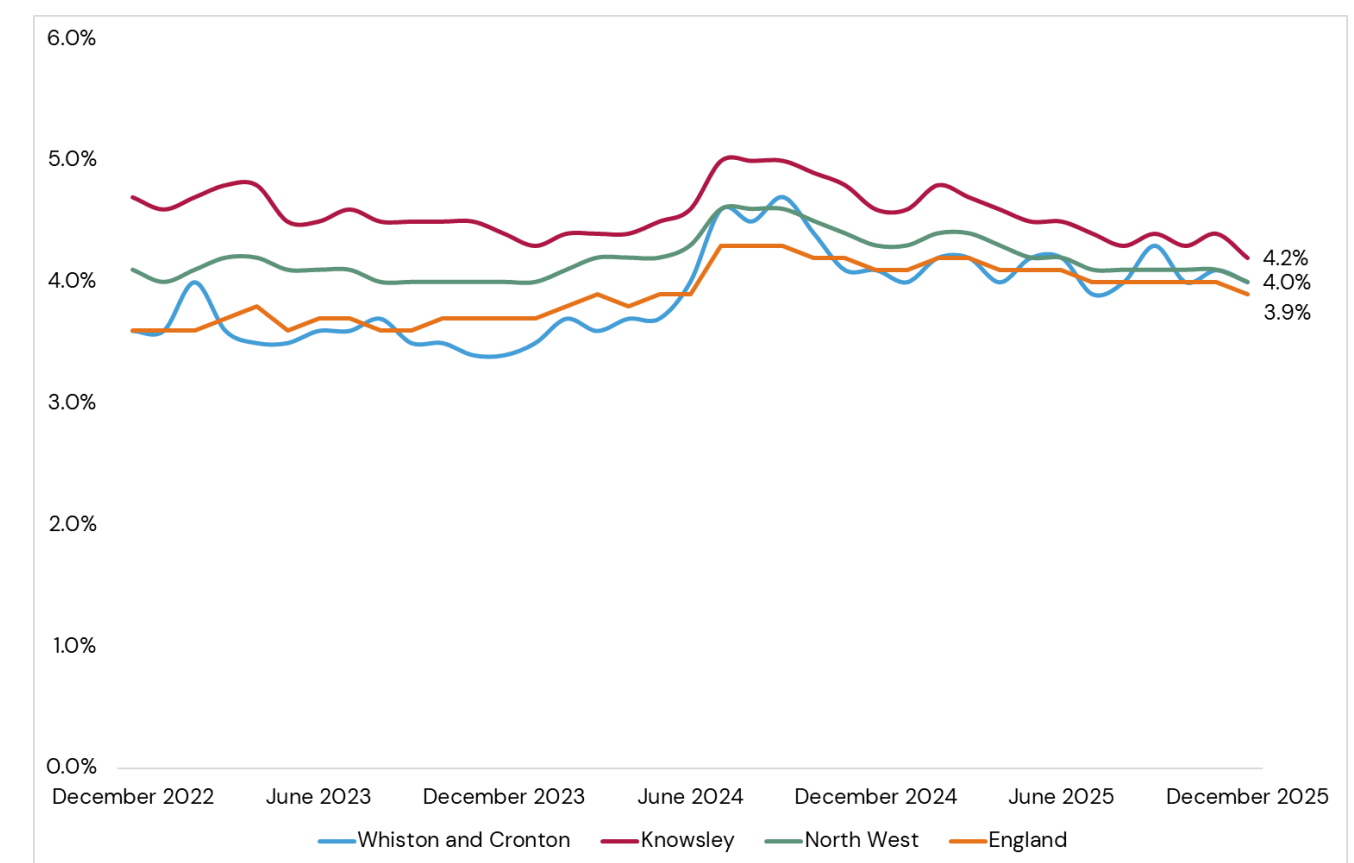
Claimant Count

The claimant count records the number of people claiming Jobseeker's Allowance (JSA) plus those who claim Universal Credit (UC) and are required to seek work and be available for work. **Figure 3.5** shows the claimant count in the Whiston and Cronton ward, Knowsley, the North West and England for every month from December 2022–December 2025, expressed as a proportion of residents aged 16–64.

In December 2022, the claimant count in Knowsley was 4.7%, and has since fallen to 4.2% in December 2025. Over the three-year period the claimant count in Knowsley has been consistently above the regional and national comparators.

More locally, the claimant count in the Whiston and Cronton ward has fluctuated more frequently compared to the rate across Knowsley. Between December 2022 and December 2025 the rate in the ward has increased from 3.6% to 4.0%, and now sits in line with the regional figure.

Figure 3.5: Claimant Count as % of Residents 16–64, December 2022–December 2025

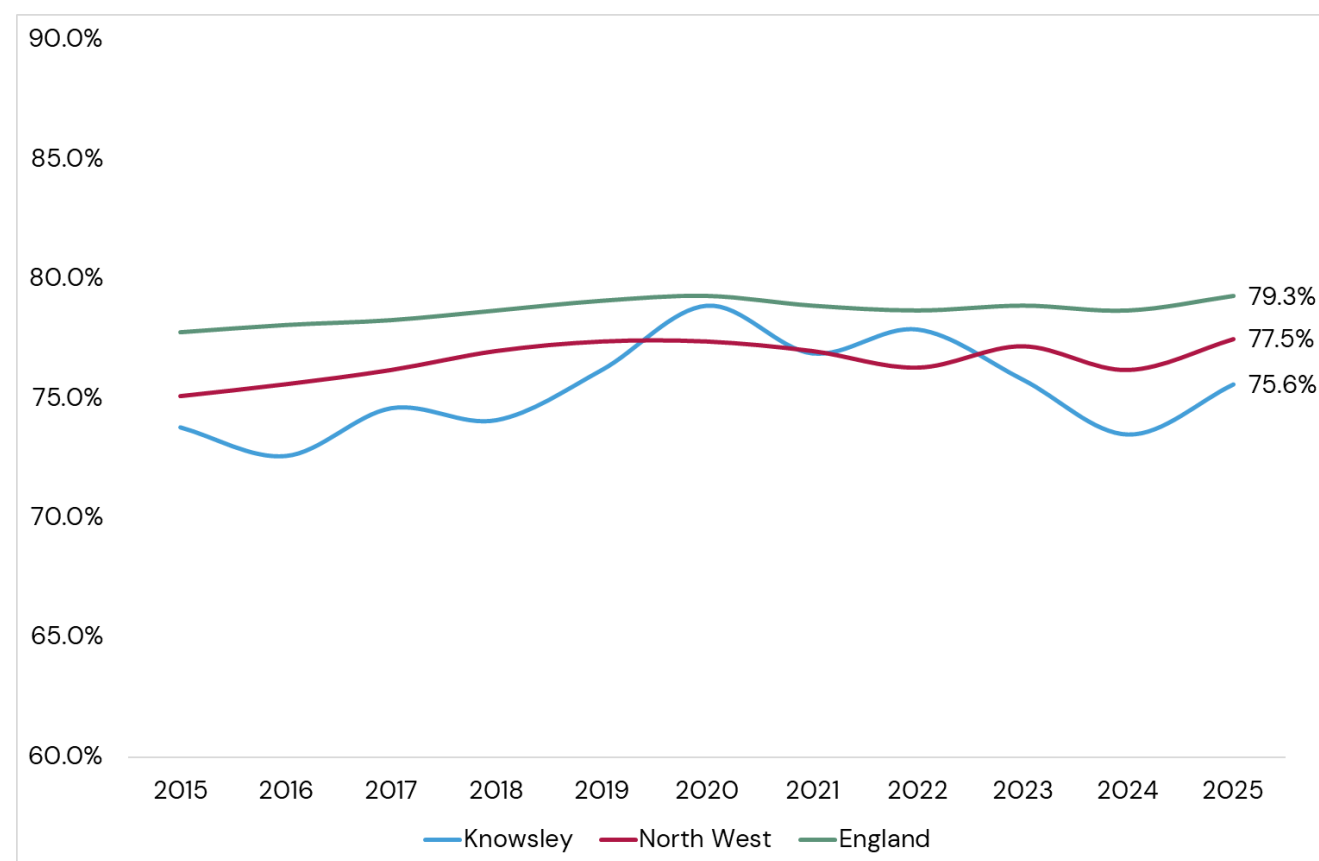


Source: NOMIS

3. Baseline Needs and Opportunities Analysis (continued)

Figure 3.6 shows the economic activity rate of those aged 16–64 in Knowsley, the North West and England between 2015 and 2025. Across this time period, the economic activity rate in Knowsley has fluctuated, but has consistently remained lower than national rates. As of 2025, the rate of economic activity in Knowsley was 75.6%. This was below the regional and national levels.

Figure 3.6: Economic activity rate (Ages 16–64), 2015–2025



Source: ONS, Annual Population Survey

¹² It is not possible to analyse the change in employment between 2015 and 2024 for the ward due to a change in boundary.



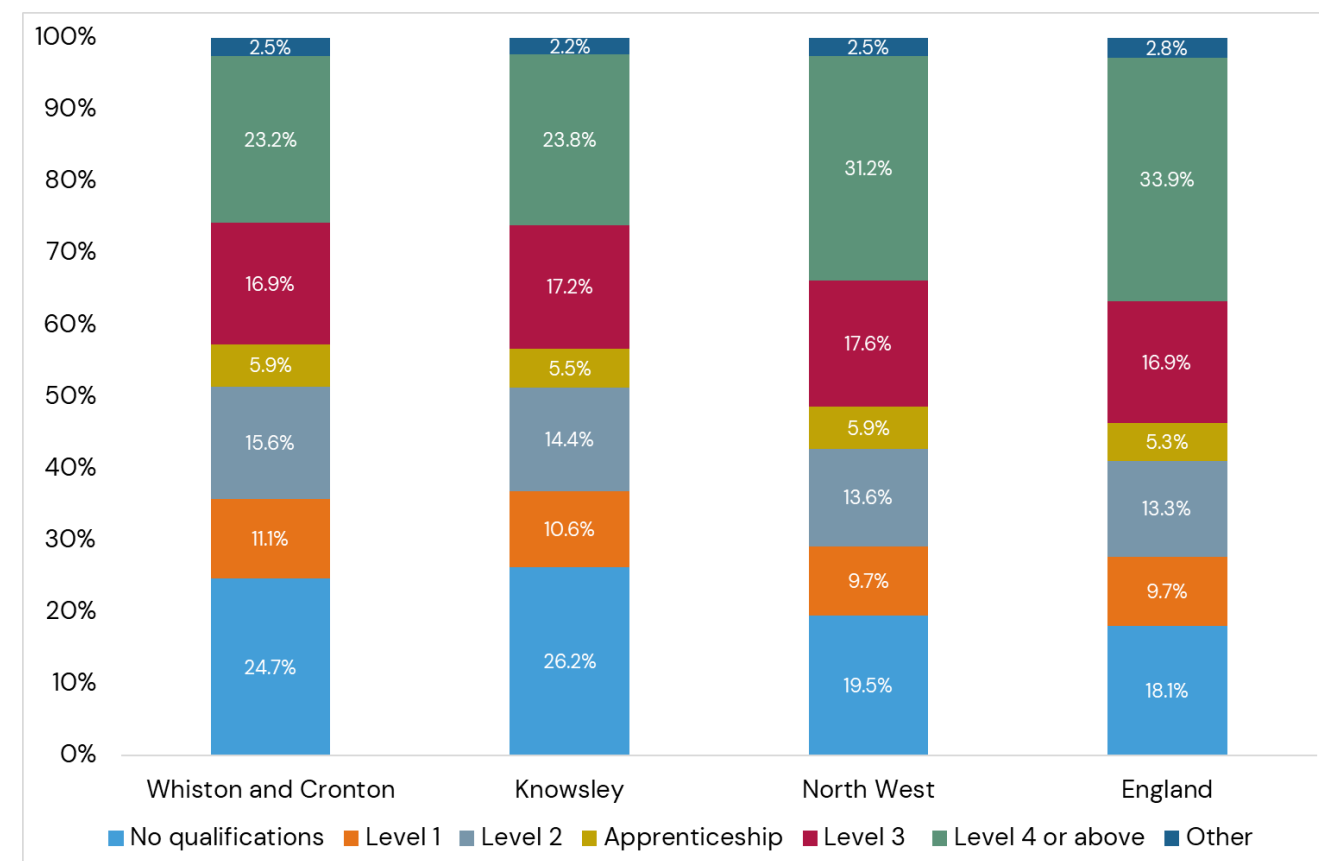
3. Baseline Needs and Opportunities Analysis (continued)

Qualifications

Figure 3.7 shows the highest qualification held by those aged 16 and over in Whiston and Cronton, Knowsley, the North West and England. The data show that the populations locally within the ward, and across Knowsley have lower levels of qualifications on average compared to the North West and England.

For example, in Whiston and Cronton and across Knowsley there are higher proportions of residents with no qualifications compared to regional and national comparators, and lower proportions of residents qualified to a degree level (level 4 or above).

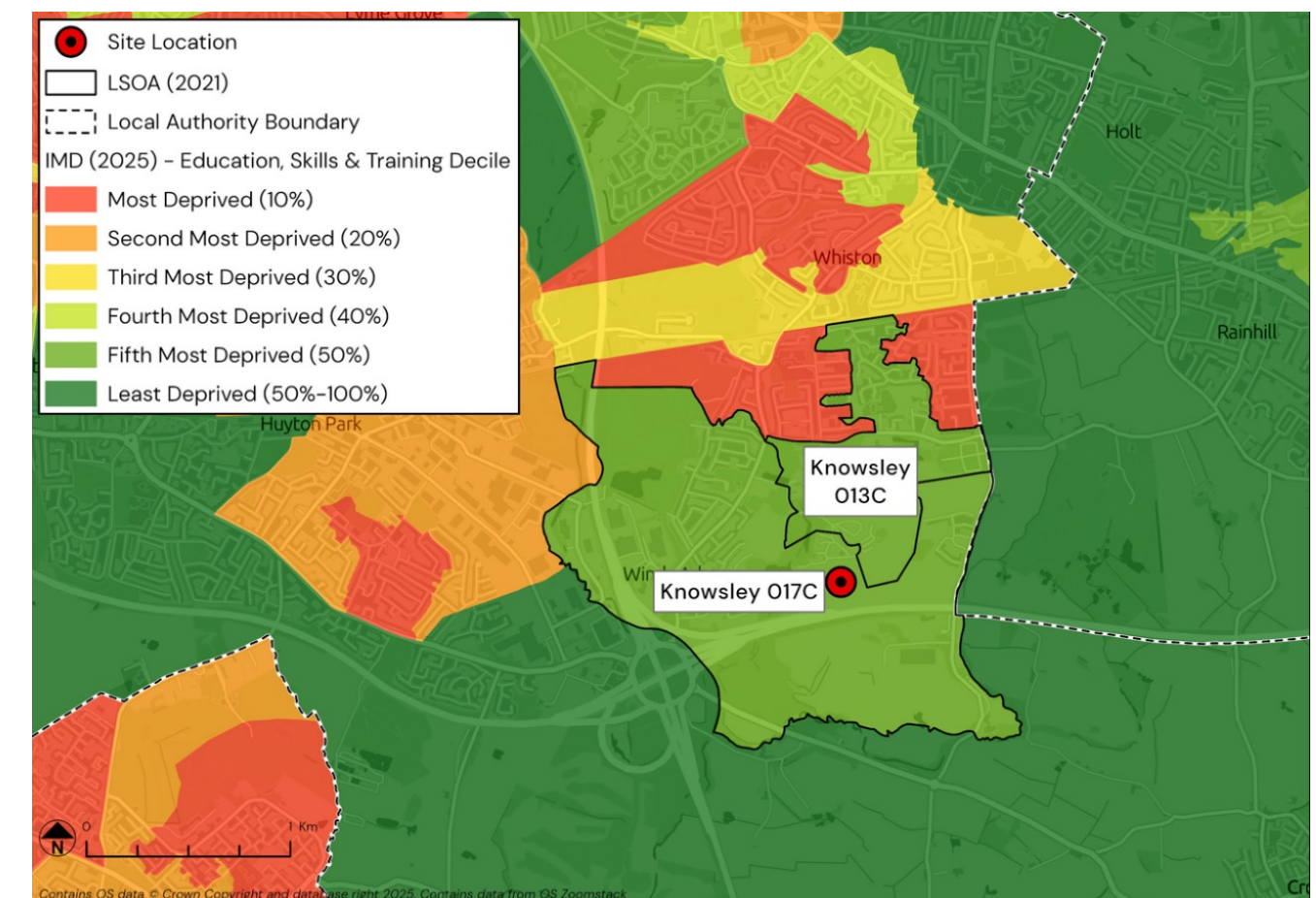
Figure 3.7: Level of Highest Qualification Held (16+), 2021



Source: ONS, 2021 Census

Knowsley O13C and O17C are in the top 30% and top 50% most deprived LSOAs in relation to Education and Training, as shown in **Figure 3.8**:

Figure 3.8: Education and Training Deprivation for Site Location



Source: Ministry for Housing, Communities & Local Government

¹² It is not possible to analyse the change in employment between 2015 and 2024 for the ward due to a change in boundary.

3. Baseline Needs and Opportunities Analysis (continued)

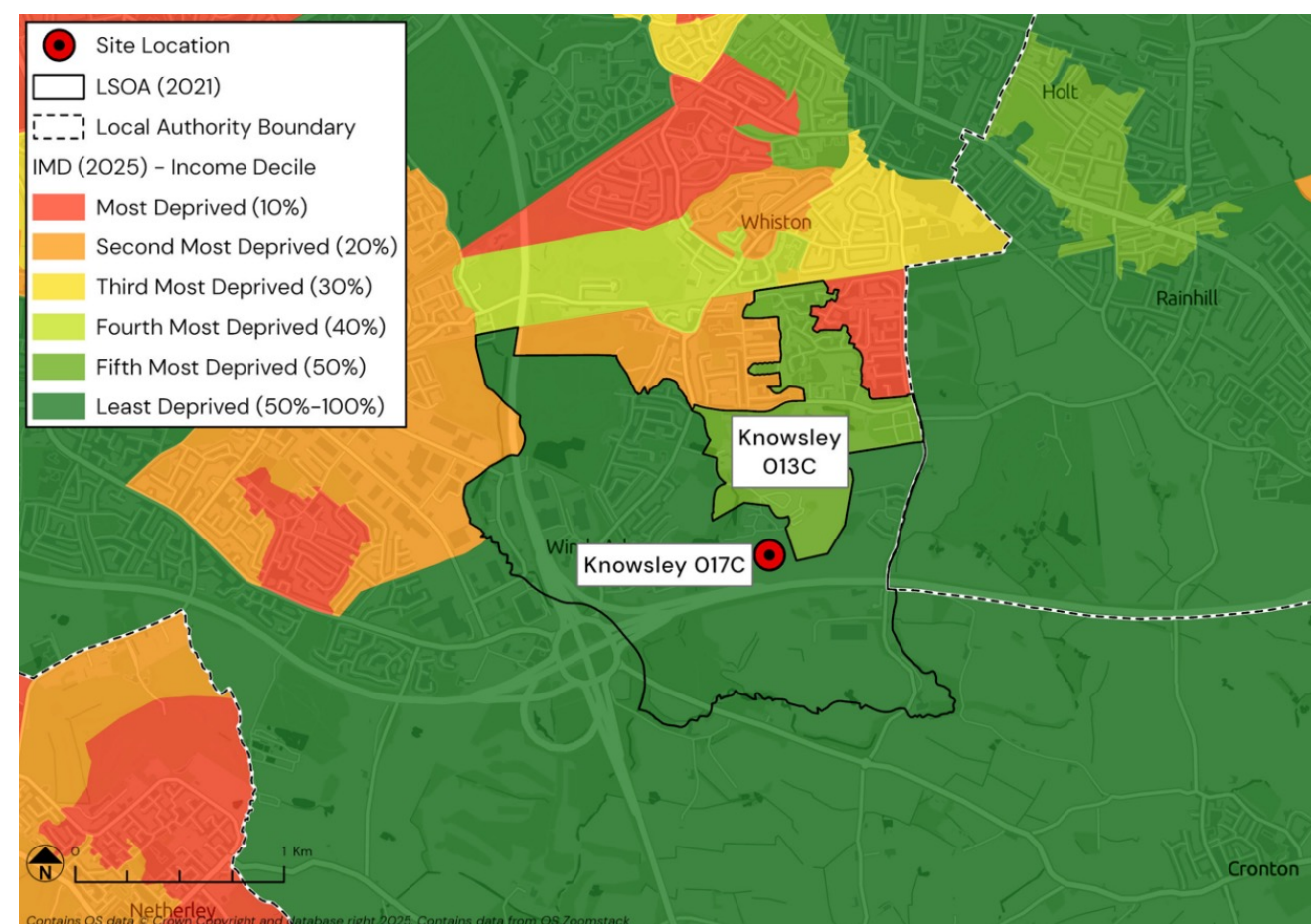
Earnings

Based on data from the Annual Survey of Hours and Earnings (ASHE) for residence-based earnings, as of 2025 the gross median annual salary for full-time workers living in Knowsley was £37,543. This was just above the median annual salary for full-time workers living in the North West (£37,445)

but almost £2,000 below the national average (£39,243). The gross median annual salary for full-time workers who work in Knowsley (but may not necessarily live there) was £39,064¹³, £1,500 higher than for residents.

Knowsley O13C and O17C top 40% and top 50% most deprived LSOAs in relation to Income, as shown in **Figure 3.9**:

Figure 3.9: Income Deprivation for Site Location



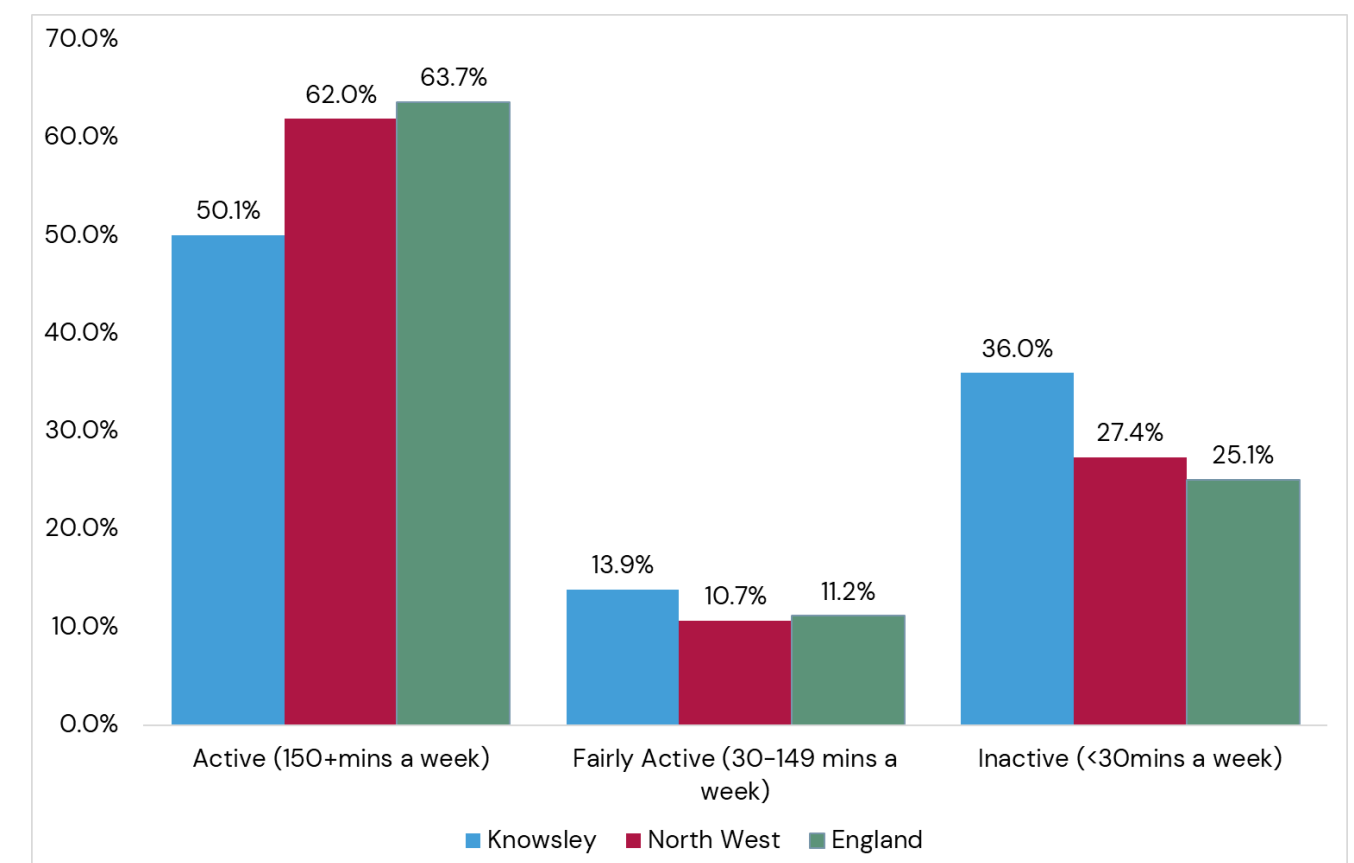
Source: Ministry for Housing, Communities & Local Government.

Physical Activity

Figure 3.10 shows the levels of physical activity of adults aged 16+ in Knowsley, the North West and England for the period November 2023–November 2024. The data shows that activity levels in Knowsley are substantially lower when compared to the regional and national figures, with only 50.1%

of adults reporting that they undertake at least 2.5 hours of exercise a week. This is over 10 percentage points below the regional and national figures. Consequently, a higher proportion of adults within Knowsley are classed as inactive compared to the North West and England.

Figure 3.10: Physical Activity of Adults Aged 16+, November 2023–November 2024



Source: Sport England, Active Lives Survey

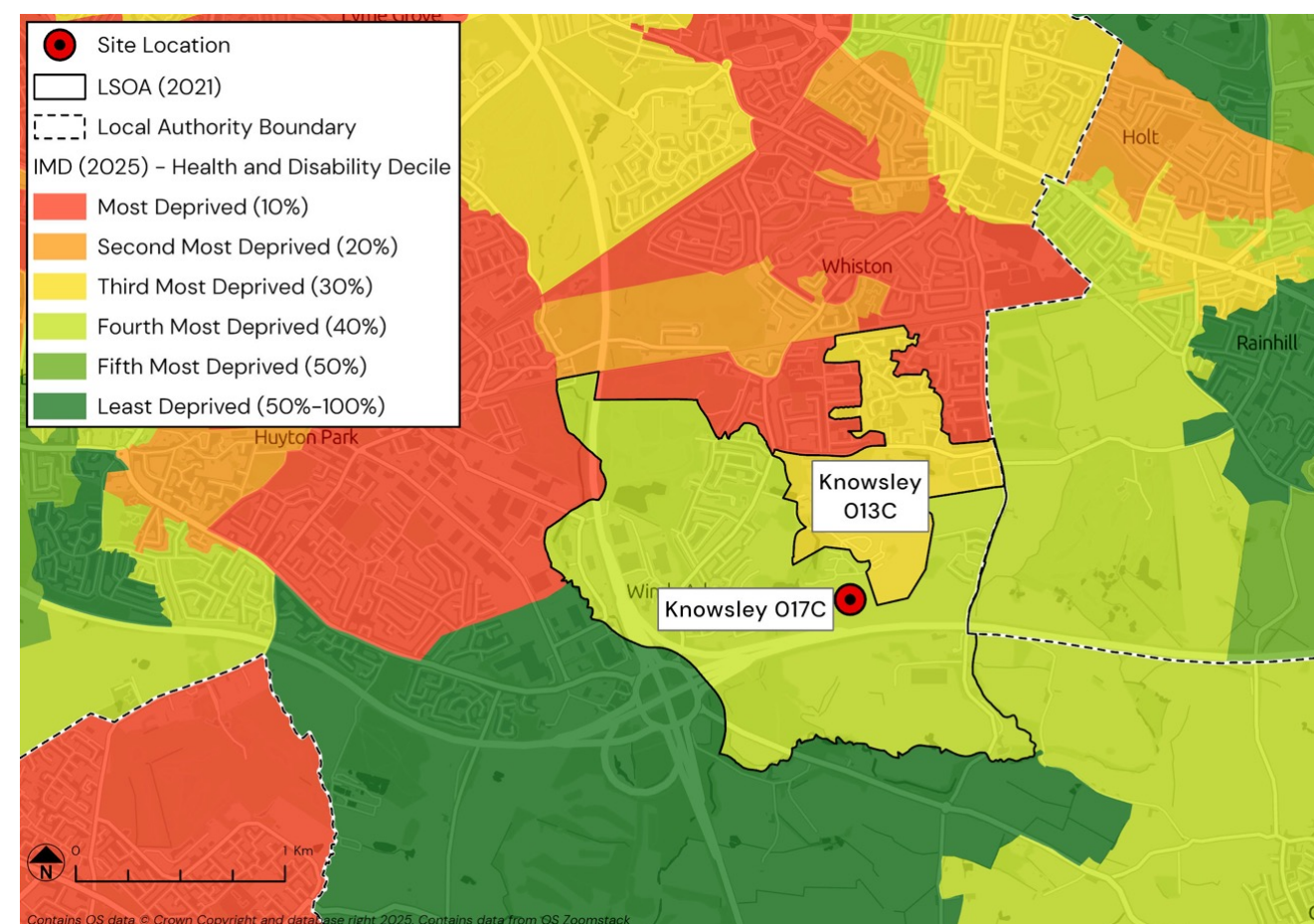
¹³ ASHE data for workplace-based earnings

3. Baseline Needs and Opportunities Analysis (continued)

Health Profile

Overall, the health of Knowsley's population is worse when compared to the North West and England. Knowsley O13C and O17C are within the top 20% and top 30% most deprived LSOAs in relation to Health, as shown in **Figure 3.11**:

Figure 3.11: Health Deprivation for Site Location



Source: Ministry for Housing, Communities & Local Government.

Life expectancy for males in Knowsley in 2023 is 76.8, which is lower than the figure for the North West and the figure across England. Life expectancy for females in Knowsley in 2023 is 79.5, similarly this is lower than regional and national figures.

The under 75 mortality rates from all causes in Knowsley (423.7 per 100,000 population for 2024) is higher than at the regional and national scales. The under 75 mortality rates from all cardiovascular diseases in Knowsley is 89.6 per 100,000 population in 2024, this is slightly lower than the regional average but higher than the national figure.

Knowsley's suicide rate of 12.3 per 100,000 population is lower than the regional figure but again, is higher than the national average. Knowsley's rate of hospital admissions for intentional self-harm in 2023-24 (202.1 per 100,000 population) is much higher than the regional rate and the national rate.

Knowsley's percentage of overweight or obese adults in 2023/24 was 71.1%, which is higher than both the regional and national averages. Meanwhile Knowsley's percentage of physically active adults in 2023/24 (55.7%) is much lower than the regional figure and the national figure. Further detail can be found in **Table 3.9**.

Table 3.9: Health Profile for Knowsley, the North West and England

Variable	Knowsley	North West	England	Year
Life expectancy at birth (male)	76.8	77.7	79.3	2023 (1 year range)
Life expectancy at birth (female)	79.5	81.7	83.2	2023 (1 year range)
Under 75 mortality rate from all causes	423.7	385.2	329.4	2024
Under 75 mortality rate from all cardiovascular diseases	89.6	90.1	74.3	2024
Suicide rate	12.3	13.6	10.9	2022-2024
Hospital admissions for intentional self-harm	202.1	126.2	117	2023/2024
Percentage of overweight/obese adults	71.1%	66.7%	64.5%	2023/2024
Percentage of physically active adults	55.7%	66.5%	67.4%	2023/2024

Source: Public Health England. **Note:** Figures are per 100,000 population

¹³ ASHE data for workplace-based earnings

3. Baseline Needs and Opportunities Analysis (continued)

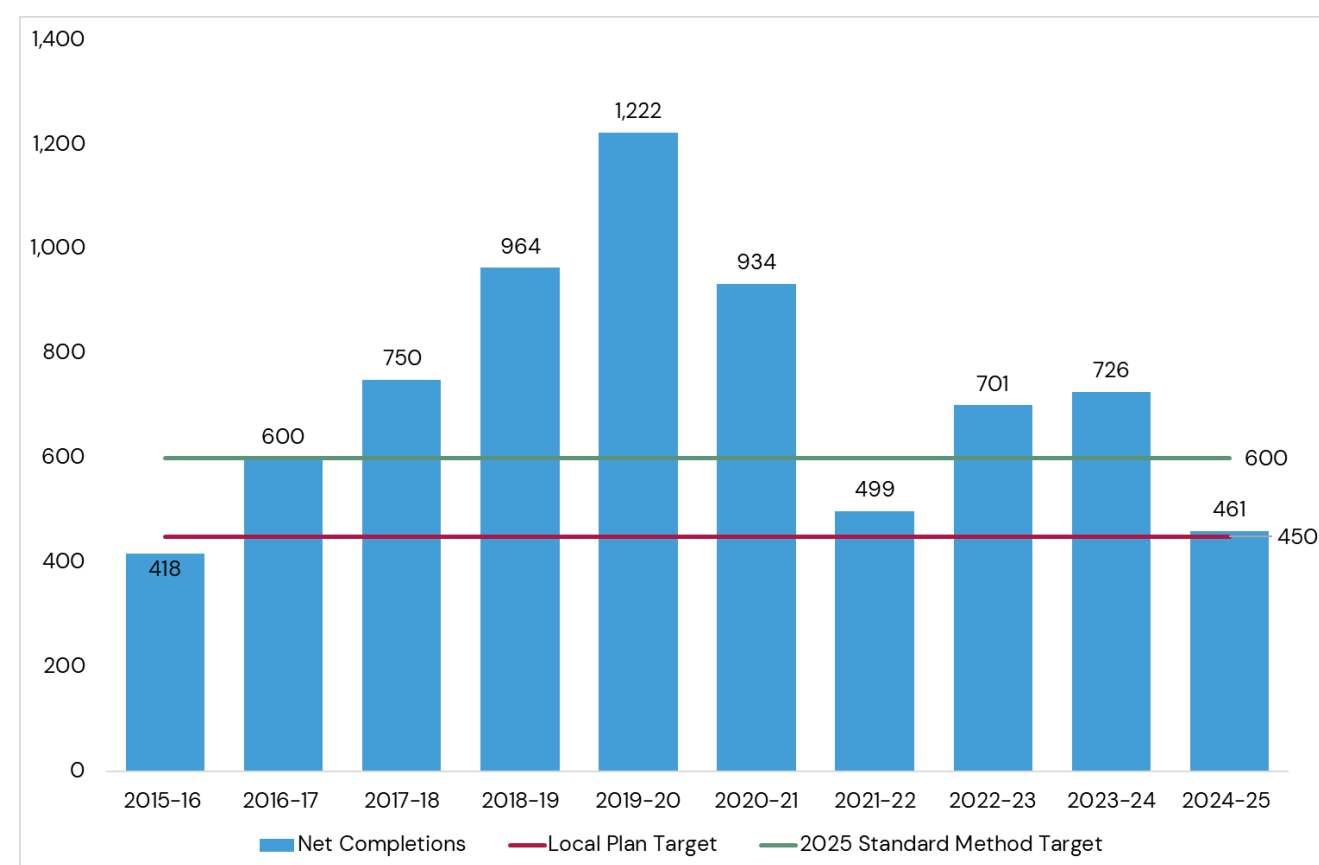
Housing

Home Ownership

The Adopted Local Plan outlined a housing target of 450 dwellings per annum across the local plan period. However, the updated NPPF saw new targets implemented for Local Authorities, and for Knowsley this target now sits at 600 dwellings per annum.

Figure 3.12 shows how housing delivery compares to the housing target within Knowsley. Across the ten year period, housing delivery has been strong, meeting or exceeding the target of 600 dwellings for 7 out of the 10 years analysed. However, two of the years in which housing delivery did not meet the 600 dwelling target have been in the past four years (2021–22 and 2024–2025).

Figure 3.12: Net Housing Completions in Knowsley, 2015–16 to 2024–25



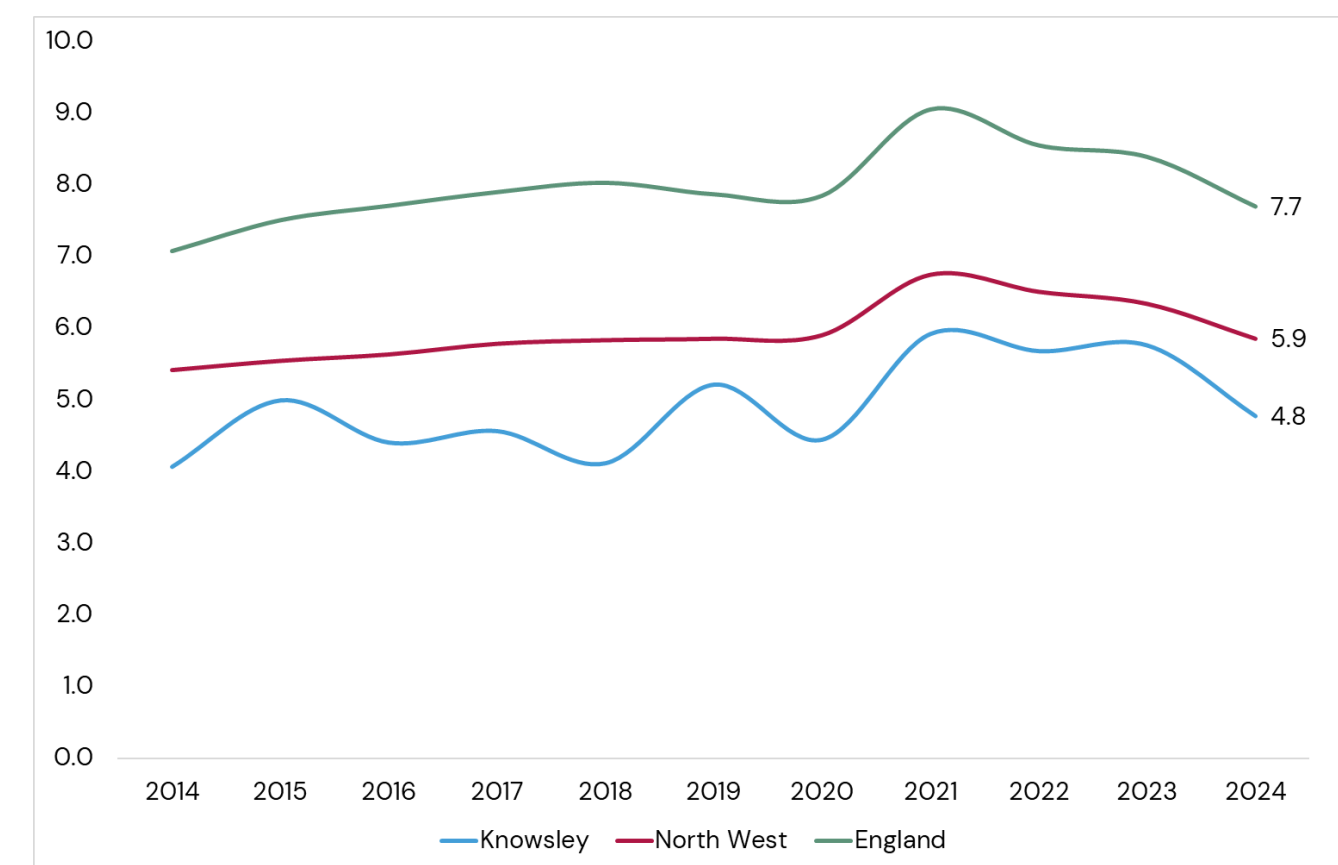
Source: Live Table 122

Affordability

An affordability ratio is calculated by dividing the median house price paid in an area by the median workplace-based annual salary of the area. **Figure 3.13** presents the median affordability ratio in Knowsley along with regional and national comparators from 2014 to 2024.

In 2014 the affordability ratio in Knowsley was 4.1 and, despite recently declining over the past three years, the ratio was 4.9 as of 2024. The affordability ratio in Knowsley has been consistently lower than the regional and national figures over the ten year period

Figure 3.13: Median House Price Affordability Ratio, 2014–2024.



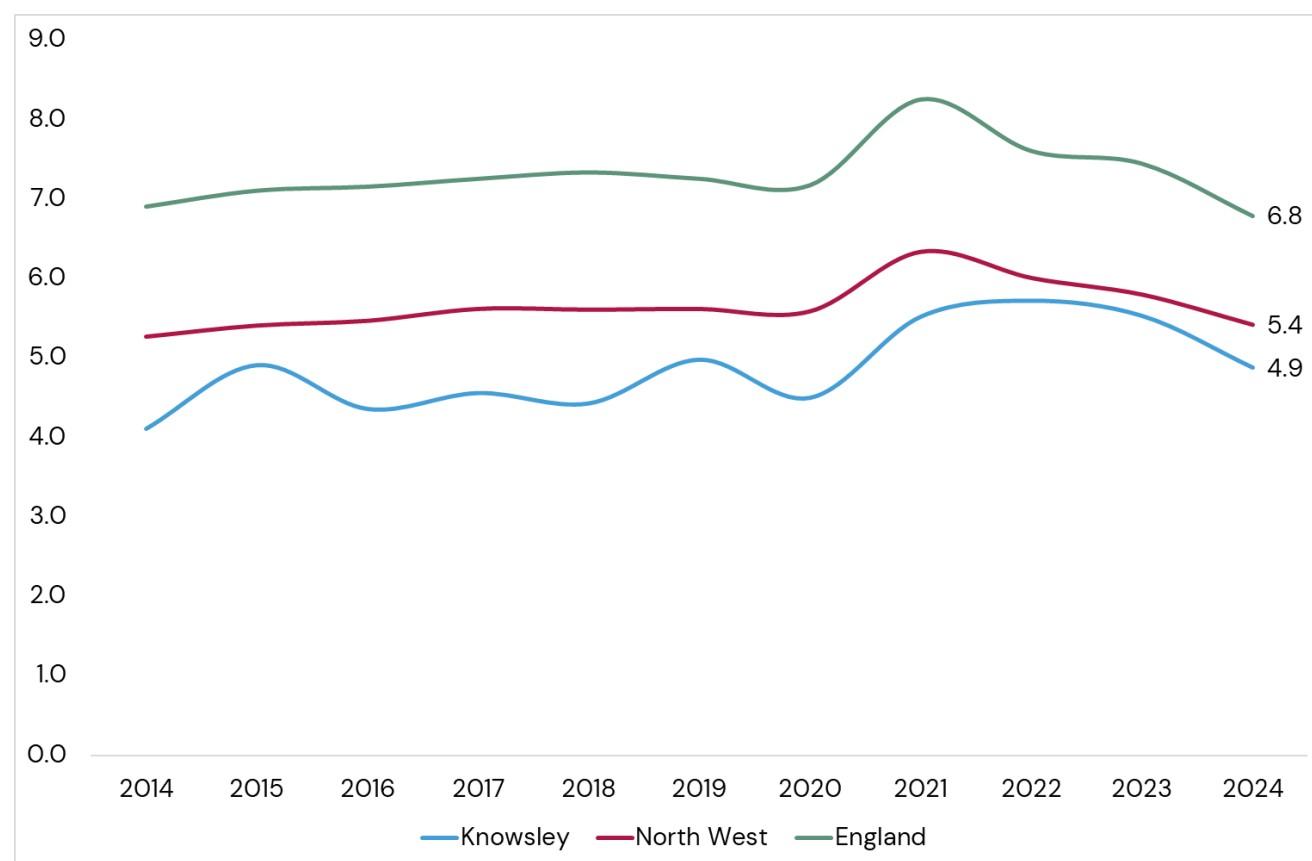
Source: ONS, Affordability Ratios.

¹³ ASHE data for workplace-based earnings

3. Baseline Needs and Opportunities Analysis (continued)

Figure 3.14 presents the lower quartile affordability ratios in Knowsley, the North West and England between 2014 and 2024. In 2014, the lower quartile affordability ratio in Knowsley was 4.1, increasing to 4.9 in 2024. This ratio is below the regional and national figures for 2024. This indicates that housing is more affordable in Knowsley.

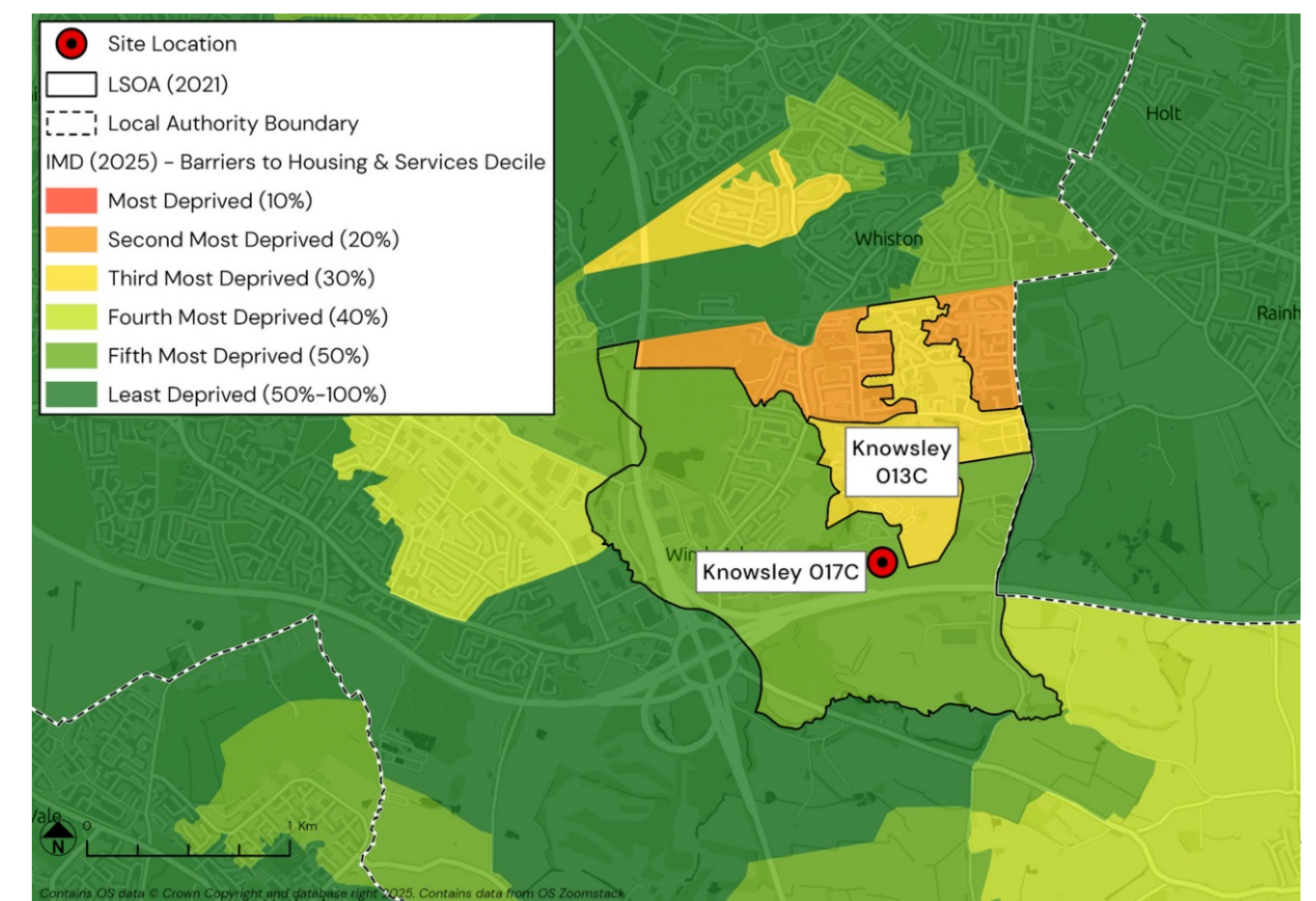
Figure 3.14: Lower Quartile Affordability Ratios, 2014–2024.



Source: ONS, Affordability Ratios.

Knowsley O13C and O17C are within the top 30% and top 50% most deprived LSOAs in relation to Barriers to Housing and Services, as shown in **Figure 3.15**:

Figure 3.15: Barriers to Housing and Services Deprivation for Site Location



Source: Ministry for Housing, Communities & Local Government

3. Baseline Needs and Opportunities Analysis (continued)

Housing Delivery

Tables 3.10 and **3.11** present data derived from the 2011 and 2021 Census regarding housing tenure in Knowsley compared to the regional and national comparators¹⁴.

In 2011, around 61.8% of households owned their home in Knowsley, which was below the proportion

across the North West and across England. Conversely, a much higher proportion of households lived in social rented properties, with over a quarter of households in Knowsley living in such tenure. This also meant that a lower proportion of households in Knowsley were living in private rented properties compared to the North West and England. **Table 3.10** sets the 2011 Census data out in more detail.

Table 3.10: Housing Tenure, 2011

	Knowsley	North West	England
Owned	61.8%	64.5%	63.3%
Shared ownership	0.5%	0.5%	0.8%
Social rented	26.6%	18.3%	17.7%
Private rented	9.8%	15.4%	16.8%
Living rent free	1.3%	1.3%	1.3%

Source: 2011 Census

In 2021, home ownership had decreased to 59.5% of households in Knowsley, this was below the proportion across the North West and across England. Levels of ownership also decreased across the regional and national scale. The proportion of households living in social rented properties

decreased in Knowsley, yet still remained around a quarter of households. Conversely, the proportion of households in Knowsley living in private rented properties has increased since 2011. **Table 3.11** sets the 2021 Census data out in more detail.

Table 3.11: Housing Tenure, 2021

	Knowsley	North West	England
Owned	59.5%	62.3%	61.3%
Shared ownership	0.8%	0.7%	1.0%
Social rented	25.3%	17.6%	17.1%
Private rented	14.3%	19.2%	20.5%
Living rent free	0.1%	0.1%	0.1%

Source: 2021 Census

Summary

The local area in which the Proposed Development will be located (Whiston and Cronton) has seen slower levels of population growth as a percentage of residents in the last 10 years, compared to other areas across the country. The small amount of growth in the local population during this time has also been driven by the older population, with a decline in young and working age people. These trends are expected to continue into the future and will present challenges to existing services and businesses. However, Knowsley is expected to see higher growth in those aged 0–15 and 16–64 compared to the North West and England. This represents an opportunity for the local area, which can respond to this projected growth in the working age population by building new and attractive housing, such as that being delivered through the Proposed Development.

The local area has high levels of deprivation in relation to Income and Employment, and over the last 10¹⁵ years, Knowsley saw no change in jobs, compared to growth of 12.4% at a regional level and 9.6% at a national level. During this time, the economic activity rate in Knowsley has fluctuated, but has remained consistently lower than national rates. This indicates a need to bring employment opportunities into the area, which will also benefit existing local businesses through increased spend.

Overall, the health of Knowsley's population is worse when compared to the North West and England. Providing opportunities for active travel and delivering social value improvements to people's wellbeing through the Proposed Development can help to address this.

Between 2015–16 and 2024–25, housing delivery has been strong in Knowsley, meeting or exceeding the target of 600 dwellings for 7 out of the 10 years analysed. However, two of the years in which housing delivery did not meet the 600 dwelling target have been in the past four years (2021–22 and 2024–2025). Despite this, in Knowsley between 2011 and 2021 the proportion of households that owned their home has decreased from 61.8% to 59.5%. This indicates a need to continue delivering against housing delivery targets in the area.

Providing new and appropriate housing, such as that provided through the scheme, can be an important way of providing local employment, strengthening the local economy, retaining younger working-age residents, increasing the local housing offer, and meeting the demands of a changing population.



¹⁴ Analysis is not provided at the ward level due to boundary changes between 2011 and 2021.

¹⁵ 2015 to 2024

4. Construction Benefits

This section breaks down the Social, Economic, and Environmental benefits likely to accrue to the area as a result of the construction phase of the Proposed Development, demonstrating the Social Value delivered.

Economic Benefits

Supporting Employment

Economic benefits will arise through the provision of temporary jobs during the construction phase of the scheme, which is expected to be five years.

For the Proposed Development, construction costs are estimated to be around £44.5million over the five-year build programme. Construction costs have been calculated using the BCIS Online tool¹⁶ and are exclusive of external works, contingencies, supporting infrastructure fees, VAT, finance charges etc.

Using ONS data on turnover per job in the construction sector in the North West in 2025 (£191,784¹⁷), **46 construction jobs** could be supported on-site per year during the expected five-year build timeframe.

It is widely recognised that housebuilding has knock-on effects for other sectors, which leads to increased demand for building materials and equipment at the construction phase, as well as domestic furniture and carpets etc. following completion. This generates and sustains employment in other sectors. Based on analysis presented in the July 2018 'Economic Footprint of House Building in England and Wales' report by the Home Builders Federation a multiplier of 2.75 for indirect and induced jobs has been used – i.e. for every 1 job in house building, a further 1.75 jobs are supported in the wider economy.

Therefore, as well as the 46 on-site jobs supported per annum during the build phase, an estimated 81 additional jobs could be supported per annum in the wider economy over the construction phase.

In total, an estimated **128¹⁸ temporary jobs per annum** could be supported during the scheme's build phase.

As of September 2025, the Annual Population Survey shows that 4.4% of people aged 16–64 in Knowsley were unemployed. It is estimated that 46 construction jobs will be generated on-site per year during the construction phase of the Proposed Development. If even a quarter of these jobs (11 construction jobs) are taken by people who are currently unemployed, the HACT Built Environment Bank¹⁹ estimates that this could deliver just under **£43,000** in net individual social value per year.²⁰

As set out in the Social Value Strategy prepared by Fusion21 accompanying this Application, the Section 106 (S106) Agreement sets out a minimum social value target that must be delivered during the project's construction phase. Fusion21 calculate this target to be '**418 social value weeks**'. To achieve this, Taylor Wimpey have agreed to make a financial contribution to KMBC to fund employment and skills initiatives to help achieve the target of '418 weeks'. To ensure that local communities benefit as much as possible, this will be delivered in collaboration with approved delivery partners, with progress reported back to KMBC.

Contributing to Economic Output

Another way of looking at the economic impact of the construction phase is to calculate the contribution a development makes to wealth creation, as measured by the increase in the value of goods and services generated within an area. This can be done by looking at the increase in gross value added (GVA)²¹, a common proxy for economic output. Using ONS data, it is possible to calculate GVA per employee by sector at a regional level.

Applying these estimates to the job numbers outlined above, the construction phase of the scheme could generate **£9.5million of GVA per annum** for the economy, or £44.3million over the five-year build phase (current prices).

Wages

Taylor Wimpey is an accredited Living Wage employer, meaning that all directly employed staff and those working for Taylor Wimpey via a subcontractor or service company are paid at least the real living wage, as set by the Living Wage Foundation.

Based on data from the Annual Survey of Hours and Earnings, the gross median annual salary for workers in the construction sector in the North West as of 2025 is £44,112. Applying this to the estimated 46 construction workers on-site at the Proposed Development, gives annual wages paid to on-site workers at an estimated £2.0million. Over the estimated five-year build timeframe, wages paid to on-site workers are estimated to be £10.2million (current prices).

It is not unreasonable to assume that a proportion of these wages will be spent in the local area around the site by the construction workers, such as to buy lunch. This will help support

the 250 accommodation and food services businesses located in Knowsley, particularly the 25 accommodation and food services businesses within the local area²² around the site.

Apprenticeships and Skills

In response to current and future skills gaps, Taylor Wimpey have committed to circa 5% of their workforce being employed in entry level positions as trade apprenticeships, management trainees, and graduates. To further support the future workforce, Taylor Wimpey also engages with a range of schools, colleges and universities through outreach programmes, career fairs and Multi Skills Construction Academy training. They prepare students to enter the workforce by hosting mock interviews and identifying potential apprenticeships.

The construction sector supports a significant number of apprenticeships which can generate socio-economic benefits for the people undertaking them. Research published by the Home Builders Federation in 2024 suggests that on average, 2.5 apprenticeships are supported for every 100 net additional dwellings constructed²³. Within the context of the Proposed Development, this translates to **around 5 apprenticeship opportunities**.

¹⁶ Accessed: 29/11/2025.

¹⁷ 2025 Business Population Estimates.

¹⁸ Figures may not sum due to rounding

¹⁹ HACT, Version 6. Accessed 05/02/2026.

²⁰ Assuming 11 construction jobs provided to individuals who were formerly unemployed, converted to person-weeks of employment

²¹ Gross value added is the measure of the value of goods and services produced in an area, industry or sector of an economy.

²² For businesses, the local area is defined as Middle Super Output Areas (MSOAs) Knowsley 009 and 013. Data from the 2025 UK business count.

²³ *The Economic Footprint of Home Building in England and Wales*, September 2024, Home Builders Federation. Available at: https://www.hbf.co.uk/documents/13965/The_Economic_Footprint_of_Home_Building_in_England_and_Wales_report_September_2024_v.pdf.

4. Construction Benefits (continued)

Health and Wellbeing Benefits

The provision of apprenticeships can result in social value benefits, benefitting local young people looking for work. When reviewing the social value associated with the 5 apprenticeships, the HACT Social Value Bank²⁴ estimates that the adjusted total social value to individuals of these could be **£56,468**.

The construction of the Proposed Development can offer opportunities for local suppliers. Taylor Wimpey acknowledges the importance of supporting small businesses, as the foundation of the local economy. Where possible, they employ local family-run SMEs who provide the labour and trades necessary for their construction sites. This supports local supply chain resilience. Meet the Buyer events are regularly organised to inform people how existing firms can support large scale construction sites. When reviewing the social value associated with the construction of the development, and assuming that a portion of the build cost will be with local suppliers, the HACT Built Environment Bank²⁵ estimates that a net social value to local businesses of just over **£1million will be produced**.²⁶

Taylor Wimpey's approach to health and safety on-site during construction will ensure the health and wellbeing of construction workers, through training and embedding processes that all staff and subcontractors are expected to abide by. Safety is a top priority for Taylor Wimpey, with rigorous policies and procedures in place to address safety risks and embed a culture of safety. All subcontractors are required to train their employees on Health and Safety, and Taylor Wimpey also conduct its own training for site operatives. As members of the Home Builders Federation (HBF) Health

and Safety Committee, employees regularly contribute to the HBF Action Plan for Health and Safety, and are members of the British Safety Council.

Suitable health and safety is also monitored on site through inspections, including a biannual Construction Quality Review conducted by the National House Building Council. In 2024, the Annual Incidence Rate (AIR) of 212 (per 100,000 employees and contractors) on Taylor Wimpey's schemes remains below the average for the housebuilding sector of 246²⁷, with the AIR for major injuries reduced to 59 (per 100,000).

Environmental Benefits

As outlined within the DAS, construction will follow a CEMP, ensuring resource efficiency and site biodiversity protection. Locally sourced, low-maintenance materials reduce embodied carbon.

As set out in their 2024 Sustainability Statement, Taylor Wimpey is committed to sustainability within the supply chain. Their Supply Chain policy sets standards for suppliers on safety, quality, ethics, human rights, and the environment. The Supplier Code of Conduct requires suppliers to respect workers' human rights and prohibits all forms of modern slavery.

In 2024, Taylor Wimpey updated their approach to assessing risks in the supply chain. Each Group supplier is assigned a risk rating based on factors including cost and security of supply as well as ESG-related risks. This enables Taylor Wimpey to prioritise higher-risk suppliers for further engagement and follow up. Group suppliers are asked to provide details of their ESG strategies and targets to inform future supplier engagement.

Taylor Wimpey is committed to being net zero aligned in its operations by 2035 and reaching net zero across the value chain by 2045, five years ahead of the UK's national target. They have also taken measures to ensure sustainable construction techniques are adopted on site, including moving towards using 100% renewable electricity on site. Hybrid diesel and electric generators will be used during construction, and more widely moving towards using HVO to replace diesel use and converting the wider car fleet.

The construction of the homes is designed to reduce environmental impact, with Taylor Wimpey having the lowest water use of any UK house builders. They have also set a target of reducing emissions from materials used in construction and emissions from homes in use by 46.2% by 2030 compared to 2019 rates.

A construction waste group has been formed to manage the delivery of Taylor Wimpey's Zero Waste Strategy. This will reduce the proportion of waste sent to landfill, encouraging waste segregation and recycling.



Summary

- **Direct and indirect construction-related employment:** The Proposed Development could support around 128 temporary jobs on-site and in the wider economy per annum over the expected 5-year build programme.
- **Contribution of construction phase to economic output:** The Proposed Development could generate £44.3million of gross value added (GVA) during the 5-year construction period (current prices).
- **Wages paid to on-site workers:** Wages paid to on-site construction staff are estimated to be £10.2million (current prices) over the 5-year construction programme.
- **Apprenticeship opportunities:** It is estimated that during construction, the Proposed Development could support up to 5 apprenticeship opportunities. The social value to individuals as a result of these 5 apprenticeships is estimated at £56,468.
- **Local supply chain:** The net social value to local businesses as a result of being within the construction supply chain is estimated at £1million.
- **Environmental benefits delivered:** Construction activity will follow a CEMP and locally sourced materials will be used. Sustainable construction techniques will be adopted on-site, working towards Taylor Wimpey's target of becoming net zero in its operations by 2035.

²⁴ HACT, Version 6. Accessed 05/02/2026.

²⁵ HACT, Version 6. Accessed 05/02/2026.

²⁶ Assuming that 10% of the total construction cost (£4,446,570.00) will be met by local suppliers, and applying an LM3 multiplier of 1.75.

²⁷ Source: Taylor Wimpey: Health and Safety

5. Operational Benefits

This section breaks down the Social, Economic, and Environmental benefits likely to accrue to the area as a result of the operational phase of the Proposed Development, demonstrating the Social Value delivered.

Economic Benefits

Increased Supply of Labour

It is estimated that the proposed scheme will provide homes for up to 212 economically active residents. Data from the Annual Population Survey, published by the ONS, show that around 96% of the economically active population in Knowsley are in employment. Assuming this figure remains broadly the same, applying it to the population living at the Proposed Development in Knowsley could result in up to **203 economically active residents in employment living there** once the Site is fully built and occupied. This is likely to be a mixture of people from outside the area, as well as existing residents who move from other parts of the local area.

If residents show a similar employment profile to the existing working age population of Knowsley, 43% could be working in higher value occupations. This includes managers, directors, and senior officials; professional occupations; and associated professional and technical occupations.

Household Expenditure

Additional household expenditure will be supported by the new dwellings. While not all of this spend will be in the local area, it is reasonable to assume that a substantial proportion will be retained within Knowsley. Figures produced by the ONS at a regional level can be used to provide an estimate of what this spend could be worth on an annual basis. For the North West, average household spend is estimated by the ONS to be around £539.50 per week. This covers spend on commodities/ services such as food & drink, clothing, transport and recreation.

Applying the £539.50 average weekly spend figure to the 190 dwellings and translating this into an annual figure, the Proposed Development could generate annual household expenditure of up to **£5.3million per annum** once it is complete and fully occupied. **Table 5.1** shows how this estimated spend breaks down by commodity and service.

Table 5.1: Estimated annual household expenditure supported by the 190 dwellings

Commodity/Service	Estimated annual household expenditure
Food and non-alcoholic drinks	£634,300
Alcoholic drinks and tobacco	£110,700
Clothing and footwear	£181,800
Housing, fuel and power	£875,400
Household goods and services	£358,600
Health	£80,000
Transport	£732,100
Communication	£205,500
Recreation and culture	£666,900
Education	£33,600
Restaurants and hotels	£364,600
Miscellaneous goods and services	£396,200
Other expenditure items	£689,600
Total estimated annual household expenditure	£5,329,300

Note: Spend estimates have been rounded to the nearest hundred based on household spend estimates by region, produced by ONS

Of the total annual household expenditure of £5.3million, it is estimated that £2.3million will be spent on food & drink, leisure, restaurants, clothes, household goods and services, and recreation and culture per year. Based on data published by ONS³¹, the average turnover per job across all sectors in the UK is around £196,411. Treating spend as a proxy for turnover, the £2.3million spend could support an estimated **12 jobs** in the economy.

²⁸ Census 2021: average number of economically active residents per household in Knowsley is 1.12.

²⁹ Annual Population Survey, October 2024–September 2025.

³⁰ Estimates represent a three-year average and are derived from household spend by region for 2022–24, produced by the Office for National Statistics. Of the total annual household expenditure of £5.3million, it is estimated that £2.3million will be spent on food & drink, leisure, restaurants, clothes, household goods and services, and recreation and culture. Based on data published by ONS, the average turnover per job across all sectors in the UK is around £196,411. Treating spend as a proxy for turnover, the £2.3million spend could support an estimated 12 jobs in the economy.

³¹ ONS – Business Population Estimates, 2025.

5. Operational Benefits (continued)

Figure 5.1 shows the site location within Knowsley Local Authority. Data from the UK Business Count shows that as of 2025 there are 925 retail, accommodation and food services, and arts, entertainment and recreation businesses in Knowsley. The £2.3million of household expenditure from the Proposed Development will help support businesses and employment in these sectors.

Figure 5.1: Site Location in Knowsley Local Authority



First Occupation Expenditure

The new residents of the Proposed Development will contribute to an increased footfall for local businesses and amenities, further boosting social value. Local businesses will see an increased number of customers, creating greater economic resilience particularly for smaller businesses. Research published by the Home Builders Federation (HBF) suggests that the average homeowner spends approximately £5,000 to make their house 'feel like home' within 18 months of moving in³². Taking into account inflation, this figure is now estimated to be around £6,000. Applying this to the 190 dwellings gives an estimate of up to **£1.1million** in first occupation spend.

Health and Wellbeing Benefits

Assuming the new dwellings fall within Band D³³, once fully occupied the 190 dwellings are estimated to generate up to **£450,543** on an annual basis in additional Council Tax payments, or £4.5million over ten years at 2025/26 rates.

Increased council tax revenue can be reinvested in the local area to deliver better services for local residents. This may include improved facilities such as public libraries, community centres, and parks and green spaces. This delivers social value for local people through improvements in health and wellbeing, increased community cohesion and reducing isolation. Essential services can also improve from increased investment as a result of increased council tax, such as the provision of social care for children, adults and vulnerable people, emergency service provision, waste collection and recycling schemes.

As per the Halsnead Garden Village Masterplan Supplementary Planning Document, Phase B of the Proposed Development is expected to provide policy compliant level of affordable housing subject to viability review at Reserved Matters stage.

Crime

Knowsley has one of the lowest crime rates in Merseyside³⁴, and the Proposed Development will continue to prioritise residents' safety within the local area. The Proposed Development has been designed with Built Form Principles in mind, with consideration of crime reduction and safety. Design principles include natural surveillance, clear definition of spaces and active frontages. Homes will be positioned to overlook the streets and public spaces allowing neighbours to observe the surroundings, promoting a sense of community within the Site.

Homes will have front and rear doors and windows which are designed to meet PAS 24 standards. Parking is secure, located in the immediate surrounding of the home which is safe and convenient for residents. There is a balance of enclosure and privacy and openness with the rear gardens enclosed by 1.8m fences or walls and the front will establish a boundary using plants or small railings. The design allows for defensible spaces without creating hidden corners or blind spots.

In addition to natural surveillance, public spaces and footpaths will be appropriately lit further to ensure visibility and safety. The lighting has been designed to avoid glare and to protect the ecological areas around the Site. Regarding the layout of the Site, dead-ends and cul-de-sacs have been avoided where possible, increasing the number routes throughout, with clear sight lines across open spaces. This will prevent concealment, supporting movement and passive surveillance.

³² https://www.hbf.co.uk/documents/7876/The_Economic_Footprint_of_UK_House_Building_July_2018LR.pdf

³³ 2025/26 Council Tax for Band D properties in Knowsley is £2,371.28.

³⁴ Police.UK, Compare your area, available at: <https://www.police.uk/your-area/merseyside-police/performance/compare-your-area/?tc=LPKIM> (accessed 10/02/2026)

5. Operational Benefits (continued)

Access to Public Open Space

The Proposed Development will deliver a range of open space on-site. The Design and Access Statement (DAS), states that *'Central to the approach is a landscape-led vision, in which green infrastructure plays an integral role in shaping the identity, structure, and liveability of the new neighbourhood. A network of connected green spaces run throughout the Site, forming a continuous landscape framework that integrates new development into its setting and ensures a strong relationship with the surrounding countryside. Key features include retained trees and hedgerows, areas of green open space, and carefully designed Sustainable Drainage Systems (SuDS). The green infrastructure network will support biodiversity, provide natural play areas, and deliver a strong sense of place.'*

The Proposed Development includes plans for Local Areas for Play (LAP). These will take the form of 'play on the way' or trim-trail type spaces alongside off-road pedestrian routes. The total net individual social value for children living in the Proposed Development associated with the delivery of new outdoor play spaces is estimated by the HACT Built Environment Bank to be **£321,556**³⁵.

As indicated within the DAS, new pedestrian and cycle links through the Site will allow increased connectivity to existing recreational routes, public open spaces and new non-residential facilities. The total net individual social value for residents living in the Proposed Development and non-residents living nearby associated with the provision of new Cycle Path is estimated by the HACT Built Environment Bank to be **£818,005**.³⁶ The promotion of cycling as a primary sustainable mode of transport is a key priority for the Proposed Development, and cycle parking will be implemented in key public spaces within the public realm.

When looking at the social value associated with an increase in new public realm to be delivered by the Proposed Development (2.9ha), the HACT Built Environment Bank³⁷ estimates that a net individual social value of **£1.56million** will be produced.³⁸

The Proposed Development will provide circa 2.9ha of green/blue open space. Research from Homes England³⁹ indicates that having green open space nearby is worth £97 in social value per household per year. This equates to a total of **£18,430**⁴⁰ in social value as a result of green open space delivered by the Proposed Development per year, and **£166,111** (Net Present Value) over 10 years.

Environmental Benefits

Connectivity

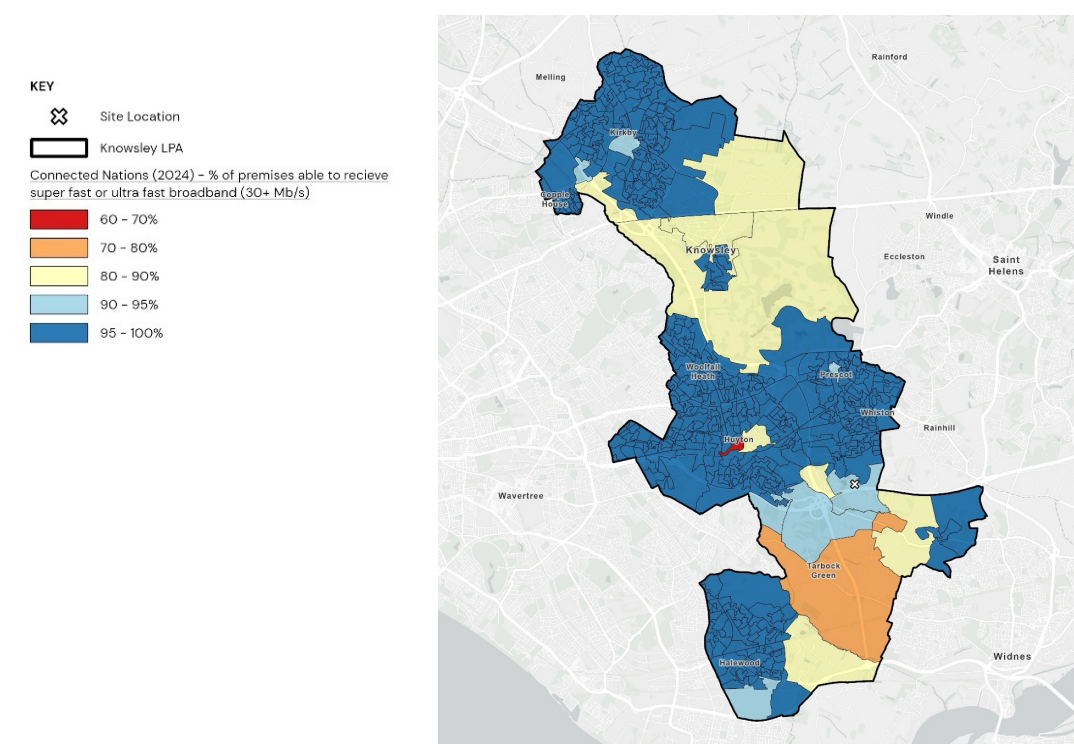
Connectivity is a key factor in social inclusion, with research finding that people who face barriers or difficulties accessing the internet can experience poorer mental and physical health, miss out on work opportunities and become socially excluded⁴¹.

Digital exclusion in older people can also lead to increased social isolation and loneliness. A 2021 Report by Reengage⁴² found that around half of isolated over 75s were not online, which was significantly higher than the national average. Access to the internet for older people can be a tool to help combat loneliness and social isolation through helping to keep in touch with friends and family, get chores done such as shopping and paying bills, helping with a hobby, or providing something for people to do.

Where available, all new dwellings will have full fibre broadband connectivity. As shown in **Figure 5.2**, digital connectivity across Knowsley is generally good, with many areas having up to 100% access to super-fast or ultra-fast broadband. The area within which the Proposed Development is has between 90% and 95% access to super-fast or ultra-fast broadband. Through enabling access to broadband connectivity on-site, the Proposed Development will help increase connectivity in the local area, helping to reduce digital exclusion.

Access to super or ultra-fast broadband within the Proposed Development will also help facilitate homeworking for residents, helping to increase economic activity in the local area.

Figure 5.2: digital connectivity across Knowsley



³⁵ Based on a minimum play space size of 100 sq.m. Assumed population of 88 residents aged 0-15 living at the Proposed Development (20% of total resident population), derived from 2021 Census data.

³⁶ Assuming benefits accrue to 100% of total housing residents (442)

³⁷ HACT, Version 6. Accessed 05/02/2026

³⁸ Assuming benefits accrue to 100% of total housing residents.

³⁹ Measuring Social Value – Paper 2: Brownfield Development Values, Homes England, November 2023. Available at: [Brownfield Development Values](#).

⁴⁰ Current prices

⁴¹ Available here: <https://www.ofcom.org.uk/internet-based-services/technology/exploring-how-people-in-the-uk-are-affected-by-digital-disadvantage>.

⁴² Online in your 80s: Reengage, March 2022.

5. Operational Benefits (continued)

Improved Energy Efficiency

As per the Design and Access Statement, in addition to sustainable building techniques being implemented, during the operational phase a fabric first approach will be taken which includes measures taken to ensure highly efficient homes will be built. The homes delivered by Taylor Wimpey are already highly energy efficient, with further research and development being undertaken to further improve the efficiency of dwellings. According to their 2024 Sustainability Summary⁴³, the majority of the homes built by Taylor Wimpey in 2024 were designed to achieve an Energy Performance Certificate rating of B.

New homes are more energy efficient and, according to research by the HBF⁴⁴, new build homes will on average reduce energy bills for householders by £421 per annum. This is due to 86% of new builds having an A or B Energy Performance Certificate (EPC) rating compared to less than 5% of existing older properties with an A or B EPC rating.

Assuming the Proposed Development delivers homes with an A or B EPC, the potential energy bill savings for householders are estimated to be around **£79,990 per annum**.

Addressing Climate Change and Biodiversity Net Gain

As outlined in Taylor Wimpey's Net Zero Transition Plan 2024⁴⁵, the Applicant aims to be net zero across their value chains by 2045. This includes actions including tackling emissions from raw materials, increased use of timber frames and off-site construction techniques, decarbonisation plan for groundworks, exploring innovative low carbon heating solutions, and exploring nature based solutions for carbon capture and storage.

Taylor Wimpey homes are now being built to their latest specification in line with updates to Building Regulations Parts L and F. Homes include energy efficient measures and low carbon technologies including triple glazing, wastewater heat recovery systems, high efficiency boilers, thermally enhanced lintels and photovoltaic (PV) panels. The measures result in a 31% reduction in carbon emissions in homes in England, compared to the previous Taylor Wimpey Specification.

It is estimated that the carbon emissions savings associated with the Proposed Development could amount to around 203.11 tonnes per year⁴⁶.

The Proposed Development is designed to enhance biodiversity net gain (BNG) by appropriate planting and landscape management. As outlined within the Landscape Strategy Plan, a network of green spaces is distributed throughout the site, focused on existing landscape assets and newly created open spaces at key locations. A generous multi-functional green corridor is proposed along the Site's southern boundary with the M62. This will perform an important role in terms of mitigating noise and air quality, as well as providing a focus for general recreation.

The Halsnead Park Greenway provides a landscape buffer along the sensitive interface with Halsnead Park and the new development to the south. The greenway will have a woodland character, with native tree, shrub, and hedge planting linking the extensive woodland to the west with the existing pockets of woodland along the northern boundary, and within the development site to the east. Small, wooded

glades will be created comprising species-rich meadow and, where space allows, scattered tree planting to create a varied and biodiverse open space. An off-road pedestrian route will link the approved development site to the east to the phase 3 residential area. There is potential for natural, informal 'play on the way' features to be included alongside the footpath route.

A variety of habitats and foraging routes will be created including wetlands, wildflower meadows, native hedgerows and woodlands. The habitats will encourage diversification of the ecology, welcoming species and plants found regionally. Any potential losses will be offset by new enhanced habitat areas, aligning with national and local policy. This will be secured under a Biodiversity Habitat Enhancement Plan.

Taylor Wimpey aim for wildlife enhancement and biodiversity net gain within its schemes to at least 10%. The design of all future Taylor Wimpey sites includes green infrastructure, habitat and wildlife enrichment, and wildlife friendly planting. Taylor Wimpey have a record of exceeding legislation demands regarding biodiversity net gain and have installed more than 5,500 additional nature enhancements since 2021, installing bird nest boxes, bat panels, bug hotels and bee bricks at developments.

Sustainable Transportation

Key to the proposed vision is the promotion of sustainable transport measures, aiming to reduce the reliance of existing and future residents on private vehicle trips.

Reducing the need to travel is the most sustainable tool from a transport planning

perspective. Virtual mobility does not involve any physical travel. It allows access to day-to-day facilities through the use of technology. For example, home working. The development will facilitate the ability of residents to work from home through the provision of working space within dwellings, and access to high-speed broadband.

The development promotes low-carbon travel through walkable streets, cycle connections to the wider area and good access to bus services. New pedestrian and cycle routes that connect to local existing routes will allow existing and future residents to easily travel via walking or cycling. These new paths will be based on desire lines with key routes off-road passing through green corridors. Key public spaces within the public realm will offer cycle parking, in addition to secure cycle parking at each dwelling. Off-road cycleways through the Site have potential to provide an alternative to existing on-road routes.

Proposals will facilitate the inclusion of electric vehicle charging points at each home. This will be supported by a Travel Plan to also promote walking, cycling, the use of public transport and shared travel. Streets will be designed to encourage low vehicle speeds, with high quality walking and cycling routes provided throughout the development. The road hierarchy within the Site has been aligned with green infrastructure, with dedicated cycle routes and pedestrian links to maximise permeability without compromising green structure.

In order to encourage the uptake of sustainable travel by residents, a Travel Plan has been prepared to accompany the development application.

⁴³ Fit for the Future, Sustainability Summary 2024: Taylor Wimpey, March 2025.

⁴⁴ Watt a Save: The New Building Advantage, February 2026. Home Builders Federation. Available at: <https://www.hbf.co.uk/research-insight/watt-a-save-2026/>

⁴⁵ Net Zero Transition Plan 2024: Taylor Wimpey, March 2023.

⁴⁶ Watt a Save: The New Building Advantage, February 2026. Home Builders Federation. Available at: <https://www.hbf.co.uk/research-insight/watt-a-save-2026/>

5. Operational Benefits (continued)

Summary

- **Increased Supply of Labour:** It is estimated that the scheme will provide homes for 203 economically active residents in employment.
- **Household spend:** Once fully built and occupied, the households are estimated to generate additional spend of £5.3million per annum.
- **First occupation expenditure:** Once fully built and occupied, the proposed new dwellings will generate approximately £1.1million in first occupation expenditure within 18-months.
- **Increased Council Tax income:** The construction of the new homes could generate around £450,543 per annum in additional Council Tax revenue.
- **Public open space provision:** The social value associated with the LAP is £321,556.
- **Digital connectivity:** Where available, all new dwellings will have full fibre broadband connectivity.
- **Improved energy efficiency:** The potential energy bill savings associated with the new homes are estimated to be around £79,990 per annum.
- **Addressing climate change:** the carbon emissions savings associated with the new homes could amount to around 203.11 tonnes per year.
- **Promoting sustainable transport:** The development promotes low-carbon travel through walkable streets, cycle connections to the wider area and good access to bus services. The dwellings will be fitted with electric vehicle charging points.

Halsnead Garden Village Phase 3 Social Value

190 homes



CONSTRUCTION PHASE

£9.5million

in GVA per annum supported by the Proposed Development during its construction phase



250

accommodation and food services businesses in Knowsley benefitting from increased spend in the local area

Up to 5 apprenticeship opportunities, delivering

£56,468

in net individual social value



46

Construction jobs supported on-site

£1million

in net social value to local businesses

OPERATIONAL PHASE

£450,543

in additional Council Tax payments to be reinvested in the local area

Supporting 12 jobs in the local economy

£1.1million

in first occupation spend

£5.3million

annual household expenditure



£79,990

per annum in energy bill savings as a result of improved energy efficiency



203.11

Tonnes per year saved in carbon emissions



£203

Economically active residents in employment living in the 190 dwellings



ADDITIONAL SOCIAL VALUE

418

'Social Value Weeks'

£321,556

in social value as a result of Local Areas for Play



£818,005

in social value as a result of the provision of new cycle path



£166,111

in social value associated with residents living near green open space



2.9ha of green/blue open space

£1.56million

net individual social value as a result of new public realm



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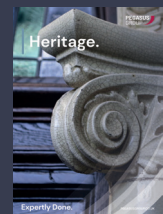
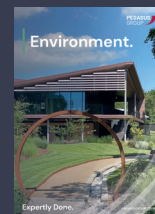
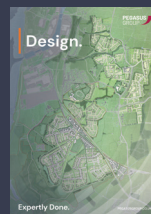
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