

Economic Benefits Statement

St Michael's Place, Huyton

September 2025

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Economic Benefits Infographic

PROPOSED DEVELOPMENT: Mixed-use development comprising a new Council Headquarters, 130-bed hotel, 370-420 homes, commercial floorspace and new car park provision with associated infrastructure and public realm

SITE: St Michael's Place, Huyton Village, Knowsley

Construction Phase



£164 million
Investment

In the construction of the Proposed Development



155 gross jobs

FTE (full-time equivalent) jobs supported on average during construction (c. 6 years)

105 net direct jobs

FTE jobs supported in the Liverpool City Region (LCR), including 40 for Knowsley residents

Plus 50 net indirect / induced jobs

FTE jobs supported in the LCR, including 10 for Knowsley residents



£63 million
Economic boost

GVA¹ economic output during construction in the LCR, including £45.6 million concentrated in Knowsley

Operational Phase²



Up to 1,590 on-site workers

Including up to 1,200 existing Council staff relocating and up to a further 390 FTE employment opportunities generated from new commercial uses, revitalising Huyton Village

Up to 260 net direct jobs

FTE jobs created in the LCR, including up to 100 for Knowsley residents

Up to 130 induced jobs

FTE jobs generated in the LCR, including up to 25 for Knowsley residents



Up to
£18.0 million
Economic boost

GVA economic output in the LCR, including up to £10.8 million in Knowsley



Up to
£1.3 million
Council Tax and Business Rates

Uplift collected annually by Knowsley Council



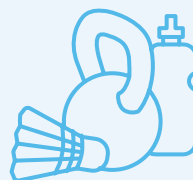
Up to 600
Residents

Living in high-quality new homes, sustaining and growing the local population and generating demand for town centre services



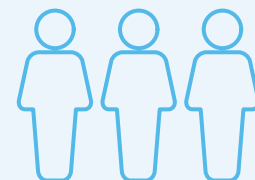
54,400
Visitors

Per annum accommodated in the hotel, boosting the local leisure and business visitor economy



Up to
£9.2 million

Retail and leisure expenditure per annum by residents and visitors in the wider economy



Up to 55
Retail and leisure jobs

Supported in the wider economy by resident and visitor expenditure

¹ GVA (Gross Value Added) measure the value of output created (i.e. turnover) net of inputs used to produce a good or service (i.e. production of outputs). It provides a key measure of economic output.

² Based on two scenarios. Scenario 1 includes up to 420 homes and up to 1,600 sq m of commercial/community floorspace. Scenario 2 includes up to 370 homes, 4,000 sq m office floorspace and up to 1,600 sq m of commercial/community floorspace. Both scenarios also include the Council HQ and a 130-bed hotel. Estimates are presented as the maximum value generated from either Scenario 1 or 2.

1. Introduction

- 1.1 This Economic Benefits Statement has been prepared by Turley Economics on behalf of Genr8 Kajima Regeneration Limited ('the Applicant') in support of the hybrid planning application for 'St Michael's Place', a mixed-use development within Huyton town centre (also known as "The Village") comprising a new Council Headquarters, hotel, public realm, residential apartments, commercial floorspace with associated works, alongside the provision of a new car park (with capacity for up to 400 spaces) and active travel facilities at Lathom Road ('the Proposed Development').
- 1.2 Knowsley Metropolitan Borough Council (KMBC) have entered into a Development Partnering Agreement with Genr8 Kajima Regeneration (GKRL) for the Proposed Development. A Special Purpose Vehicle (SPV), Genr8 Kajima Regeneration (Huyton) Limited, has subsequently been created. The SPV is responsible for delivering this regeneration project.

The Site

- 1.3 The Site comprises 3.8ha of land and is in the centre of Huyton, within the borough of Knowsley. The Site is situated adjacent to the B5199 Archway Road, an existing trafficked highway. The Site is bounded by Archway Road to the north, Poplar Bank to the west, Westmorland Road to the south and Cavendish Walk to the east. The Site is located within 500m of the main shopping/retail area accessible off Derby Road.
- 1.4 The site location is shown in **Figure 1.1** below.

Figure 1.1: Site Location



- 1.5 The Site currently accommodates a number of existing Council owned buildings within the Civic Campus with extensive surface car parking, existing Council buildings on-site including the Municipal Tower and Annex, Computer Building, the former indoor market, Cavendish Walk, Landsdown Way Arcade and No.22 Derby Road. To date, planning permission has been granted for the demolition of the Municipal and Computer buildings and associated enabling works (Planning reference: 23/02803/FUL).
- 1.6 The Council has already invested £13m in initial enabling and de-risking works to make way for the development, including the demolition of the Venue Building in 2021, to provide a temporary car park, and the Yorkon Building in 2023. Additional funding has also been secured to progress the development from the Liverpool City Region Combined Authority to begin Phase 1 of the masterplan. The Council is currently seeking additional external funding from several sources – including the private sector and local, regional and national government - for the physical construction works.

The Proposed Development

- 1.7 The Proposed Development is a mixed-use development comprising a new Council Headquarters as well as hotel, residential and commercial (retail, food and beverage and office) floorspace. The application is made in hybrid form and seeks planning permission for the following:
1. *“Detailed application for the erection of a new Council Headquarters, hotel, public realm, re-development of Lathom Road multi-storey car park to form a surface level car park, change of use of Cavendish Walk to flexible Class E and/or F1 uses, site-wide enabling and associated works following demolition of existing buildings.*
 2. *Outline application for a mixed-use development comprising residential (Classes C2 and C3) uses, commercial and community uses (Classes E and F1), replacement car parking provision at Lathom Road, public realm and associated works, with provision for meanwhile uses.”*
- 1.8 Overall, the Proposed Development will deliver a new Council Headquarters, a 130-bed hotel, residential accommodation, and commercial floorspace that will deliver a number of strategic benefits by:
- Providing a transformational opportunity to diversify and expand the town centre’s offer;
 - Providing a high-quality workplace, with contemporary facilities for KMBC and its staff, thereby helping to attract and retain new skilled talent to Huyton;
 - Creating new employment opportunities and high-quality housing, and with it a new pride within the town;
 - Providing a catalyst for unlocking the wider development and regeneration of the town centre.

Detailed Proposals

- 1.9 The Detailed Element of the Proposed Development includes the demolition of the existing Municipal Tower and Annex, Computer Building, Lathom Road multi-storey car park, former Indoor Market Hall beneath and adjoining 'Lansdowne Way' shopping arcade, no. 22 Derby Road and the removal of associated car parks. The Detailed element of the application seeks to deliver a new Council Headquarters alongside a 130-bed hotel. The proposed total floorspace by land use for the detailed proposals are set out in Table 1.1 below:

Table 1.1: Proposed Development – Detailed Proposals

Use	Gross Internal Area (sqm)
Council HQ	8,461
Hotel (130-bed)	4,842
Total	13,303

Outline Proposals

- 1.10 The Outline Element of the Proposed Development is divided into six development plots. The majority of this is anticipated to come forward as residential use with the prospect of a quantum of office floorspace. The Proposed Development will also deliver a mix of non-residential floorspace at lower levels, including flexible space for food and beverage and amenity uses to complement existing offices in the Village.
- 1.11 The Proposed Development is anticipated to deliver a mix of commercial, office and residential floorspace. This assessment considers two scenarios. Scenario 1 seeks to maximise the number of residential units and Scenario 2 seeks to maximise the commercial floorspace. This is summarised in the Development Specification and in Table 1.2 below.

Table 1.2: Proposed Development Scenarios– Outline proposal

	Scenario 1	Scenario 2
Residential	Up to 420 homes	Up to 370 homes
Commercial/community	Up to 1,600 sqm	Up to 1,600 sqm
Office	-	Up to 4,000 sqm

Source: Development Specification (2025)

- 1.12 The residential apartment offer at the Proposed Development will provide between 370 – 420 apartments depending on the blend of the two scenarios adopted. The apartments will comprise of a mix of open market Build to Rent (BtR) and affordable homes. For the purposes of this assessment, it has been assumed that 55% of homes will be 1-bedroom apartments and 45% of homes will be 2-bedrooms apartments. This is an indicative split that has been assumed to inform the economic benefits of the Proposed Development.

- 1.13 High-quality hard and soft public realm will provide a new focal 'Village Green' square for the local Huyton community and also maximise connections with the existing high street, bus and rail stations and the wider town centre. Amenity space will be provided on the ground floor, with active frontage designed to engage with the public realm, providing a strong placemaking contribution for Huyton Urban Village.
- 1.14 An Illustrative Masterplan for the Proposed Development is shown in Figure 1.2.

Figure 1.2: Illustrative Masterplan



Source: Lucid Design Studio

Economic Impact Assessment

- 1.15 This assessment is informed by the 2014 Homes and Communities Agency's (HCA, now known as Homes England) Additionality Guide (4th edition)¹ 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.
- 1.16 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 multipliers².

¹ Homes and Communities Agency (2014) Additionality Guide 4th Edition

² Ibid

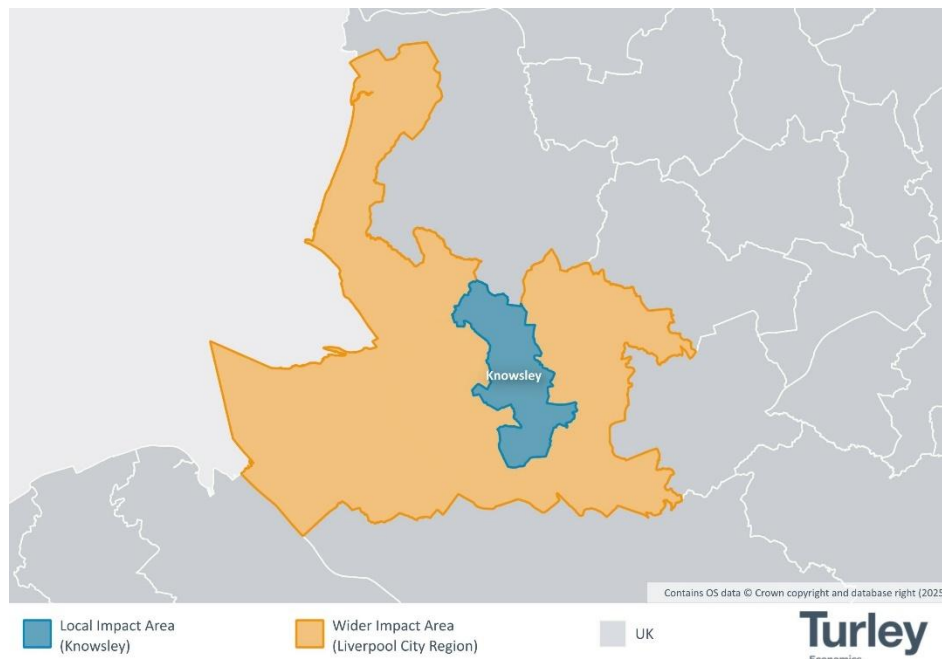
Study Area for the Assessment

1.17 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**. 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 scale³; and
- The **wider impact area**, covering the Liverpool City Region (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.

1.18 The study area is presented spatially below at Figure 1.3.

Figure 1.3: Assessment Study Area



Source: Turley Economics (2025)

³ ONS via Nomis (2024) 2021 Census : Origin-destination data

Structure of Report

1.19 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: Benefits on Completion** – estimates the future net additional economic impact which may be generated by the Proposed Development once completed and fully operational.
- **Section 4: Benefits During Construction** – estimates the future net additional economic impact which may be generated by the Proposed Development during the construction phase.
- **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 infrastructure and 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"*⁴. 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"*⁵.
- 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*

⁴ 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>

⁵ 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*⁶.

- 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”*⁷.
- 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”*⁸.
- 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”*.⁹ Amongst other things, this requires local authorities to produce Local Plans that seek to *“meet the development needs of their area”*¹⁰. 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-date¹¹.
- 2.9 The NPPF also states that to make the most effective use of land, planning policies and decisions should promote previously developed or brownfield land. It notes that substantial weight should be given to the value of using suitable brownfield land within settlements for homes and local planning authorities should take a proactive role in identifying and helping to bring forward land that may be suitable for meeting development needs, including suitable sites on brownfield registers¹².

Plan for Change: Milestones for mission-led government

- 2.10 The Plan for Change¹³ 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.
- 2.11 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

⁶ Department for Levelling Up, Housing and Communities (2024) National Planning Policy Framework

⁷ Ibid, para 85

⁸ Ibid, para 61.

⁹ Ibid, para 10.

¹⁰ Ibid, para 11a.

¹¹ Ibid, para 11c-d.

¹² Ibid, para 119-121.

¹³ UK Government (2024) Plan for Change: Milestones for mission-led government

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.

- 2.12 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.

Homes England Strategic Plan

- 2.13 Homes England published its five-year Strategic Plan in May 2023¹⁴, 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*”¹⁵. 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).
- 2.14 Homes England aimed to focus on supporting the then-Government’s “*broader levelling up agenda and increased focus on pride in place*”¹⁶. 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.

Tourism Recovery Plan

- 2.15 The Tourism Recovery Plan¹⁷ was first published by the UK Government in June 2021 to outline the aims of the tourism sector until the end of 2023, with a further update provided in March 2023¹⁸ evaluating the progress against these aims and setting new long-term targets. The Tourism Recovery Plan replaced the Tourism Sector Deal¹⁹ which was published in 2019 forming part of the national wider modern Industrial Strategy²⁰.
- 2.16 The original aim of the initial Tourism Recovery Plan was for visitor expenditure to recover by the end of 2023, build a more innovative and resilient industry, return the UK to its pre-pandemic position as a leading European destination for hosting business events and ensure visitors stay in the country for longer.
- 2.17 The Update on Delivery of the Tourism Recovery Plan revised the target of visitor expenditure recovering to pre-pandemic levels by the end of 2024 instead of 2023, however this still represents a year sooner than independent forecasts. This change was made to recognise the impacts of the cost-of-living crisis on tourism, thus slowing growth across the economy and indeed the tourism sector.
- 2.18 Visit Britain data currently does not provide an indication as to whether this target was met. The International Air Transport Association and the World Travel and Tourism

¹⁴ Homes England (2023) Strategic Plan: 2023 to 2028

¹⁵ Ibid, page 10.

¹⁶ Ibid, page 6.

¹⁷ HM Government (2021) The Tourism Recovery Plan

¹⁸ Department for Culture, Media & Sport (2023) The Tourism Recovery Plan: Update on Delivery

¹⁹ HM Government (2019) Industrial Strategy – Tourism Sector Deal: Building a world-class experience economy

²⁰ HM Government (2017) Industrial Strategy: Building a Britain Fit for the Future

Council do, however, recognise the anticipated growth of the tourism industry over the next decade, with an estimated 70,000 additional jobs a year created in the UK travel and tourism sector²¹.

- 2.19 In November 2024, the Department for Culture, Media and Sport announced a new ambition to welcome 50 million international visitors per year by 2030 thus planning to further drive economic growth²².

Current Contribution of Tourism to the UK Economy

- 2.20 Travel and tourism is one of the UK's most important economic sectors. It supports employment and value creation within tourism-based businesses but also within related sectors such as transport, accommodation, food & beverage and retail. High-quality tourist accommodation has an important role to play in encouraging overnight stays – those which in many cases generate the greatest local value – with associated benefits for local economies and communities.
- 2.21 The latest (May 2025) statistics published by VisitBritain indicate that British residents accounted for 90 million overnight trips in England in 2024, generating a total expenditure of £27.3 billion²³. Within the North West, British residents accounted for 13.1 million overnight trips in 2024, generating a total expenditure of £4.1 billion.
- 2.22 Whilst current pressures on household expenditure remain due to rising inflation and the cost-of-living crisis, IBISWorld forecasts that domestic tourism expenditure (day-trips and overnight) in the UK will have expanded by 12.7% between 2024 and 2025, from £75.5 billion up to £85.2 billion²⁴.

Regional Policy and Strategy

Liverpool City Region

Plan for Prosperity 2022

- 2.23 The LCR Combined Authority (LCRCA) has devolved powers over the city region's strategic economic development and regeneration. The LCRCA's 2022 Plan for Prosperity²⁵ 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.

²¹ World Travel & Tourism Council (2022) New Report From WTTC Reveals UK Travel & Tourism Sector Is Expected to Create 700,000 Jobs Over the Next Decade. Available at: <https://wttc.org/news/wttc-reveals-uk-travel-and-tourism-sector-is-expected-to-create-700000-jobs-over-the-next-decade#:~:text=The%20forecast%20from%20the%20World,%25%20annually%20between%202022%2D2032>.

²² Department for Culture, Media and Sport (2024) New ambition for 50 million annual visits to UK announced by Tourism Minister. Available at: <https://www.gov.uk/government/news/new-ambition-for-50-million-annual-visits-to-uk-announced-by-tourism-minister>

²³ VisitBritain (2025) 'GB Domestic Overnight Tourism: Latest Results' [Online]. Available at: <https://www.visitbritain.org/gb-domestic-overnight-tourism-latest-results>

²⁴ IBISWorld (2025) Total Domestic Tourism. Available at: <https://www.ibisworld.com/uk/bed/total-domestic-tourism/44062/>

²⁵ Liverpool City Region Combined Authority (2022) Plan for Prosperity

- 2.24 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.
- 2.25 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*”²⁶. This includes maximising the economic and social potential of town centres to enhance the quality of life and provide access to opportunities for local people. In addition, this is anticipated to instil civic pride and diversify the tourism offer within town centres.
- 2.26 The Plan also recognises the significant role of the visitor economy in acting as a catalyst for economic development and highlights the high density of arts, entertainment and recreation jobs within the LCR. In order to build on the existing visitor economy, the LCRCAs aims to enhance the attractiveness of the city region as a visitor destination and ensure that market demand is supported. This also includes building community capacity, managing assets and delivering services to deepen the relationship between the social economy, public services, and businesses.

Liverpool City Region Draft Spatial Development Strategy

- 2.27 The draft Spatial Development Strategy (SPS)²⁷ was published by the LCRCAs in November 2023 to outline a framework for building and development in the LCR over a 15 year period. Repurposing and reimagining the city region’s town centres, including Huyton, is one of a number of priorities.
- 2.28 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. Huyton is identified as a location to deliver future growth and placemaking through the provision of a new mixed-used commercial district with opportunities for a hotel, office space (including a new Council HQ), co-working centre, and residential accommodation as well as improved public spaces.
 - **Policy SP3:** Prioritising brownfield land to meet development needs. The policy outlines that in order to promote regeneration, high priority should be given to developments on brownfield land that is well connected to other infrastructure including active public transport and active travel routes. Specifically, priority should be given to development located in and surrounding urban areas where there are significant levels of deprivation amongst the community.
 - **Policy SP3:** Designates Huyton Town Centre as a Tier 3 Town Centre. The SPS outlines that support will be provided for plans that aim to regenerate centres

²⁶ Ibid. Page 68

²⁷ Liverpool City Region Combined Authority (2022) draft Spatial Development Strategy

and diversify the economic offering while complementing the distinct characteristics and contribution of the centres.

- **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

- 2.29 KMBC's Knowsley Local Plan Core Strategy²⁸, 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."

- 2.30 The need to balance Knowsley's own growth with the strong relationship with Liverpool mean Knowsley aims to complement the growth of the wider city region through providing skills training and economic growth. In particular, Huyton centre was identified as requiring investment to meet its full potential as a town centre. The key identified strategic objectives include:

- **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"*.
- **Strategic Objective 4:** to *"promote [a] distinctive, viable and sustainable town centre in Huyton"*, in order to *"develop in a manner which supports local communities"*.

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

- **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"*.

²⁸ Knowsley Metropolitan Borough Council (2016) Knowsley Local Plan Core Strategy

- **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*”.
- **Policy CS6 – Town Centres and Retail Strategy:** Huyton town centre will ‘*enhance*’ its role in providing comparison and convenience shopping, which ought to be supplemented by a “*complementary mix of leisure, health, residential, education, cultural, employment, service uses and complementary evening and night-time uses*”.

Knowsley 2030

2.32 KMBC’s Knowsley 2030 strategy²⁹ 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.

2.33 The strategy highlights an aim to develop attractive neighbourhoods with “*first class amenities*”, and develop a local economy based on a “*diverse mix of industries*”, supported by skills training. In order to contribute to this, the strategy aims to deliver more than 4,000 new homes across the borough between 2020 and 2030. Specifically, the Council recognises the need to lead on the regeneration of Huyton Village to revitalise the village’s retail and leisure offer.

2.34 The strategy outlines a commitment to build on the distinct identities of town centres within Knowsley, with these centres aiming to build a unique cultural and leisure offer to attract visitors. Within this context, the strategy also identifies Huyton Village Centre, acknowledging that the Council will continue to lead the regeneration of the area, revitalising its retail and leisure offer.

²⁹ Knowsley Metropolitan Borough Council (2020) Knowsley 2030

Housing Strategy 2022 - 2027

2.35 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 borough³⁰. The strategy outlines that a further 4,000 homes are to be delivered before 2030. Not only does the Council 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.

2.36 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.

2.37 The Plan recognises that Huyton Village Centre has the potential to deliver new homes of a mix of tenures to diversify choice within the town centre and further enhance the highly sustainable and accessible location Huyton. In addition, due to the large programme of housing development with Huyton, this has increased the demand for additional retail and leisure opportunities.

Huyton Village Masterplan

2.38 KMBC released the Huyton Village Masterplan SPD in April 2017³¹. Covering the period to 2028, it outlines the planned development for Huyton Village, the town centre. It focuses on the civic role of Huyton within the borough of Knowsley as the focus for development:

"In 2028 Huyton Village will be a thriving attractive destination providing new commercial, retail and residential opportunities that will be at the heart of the local community."

2.39 Within the masterplan, aim for improvement of retail spaces is targeted, alongside a plan for the development of housing in order to benefit from public transport improvements and support the development of an evening economy. The Masterplan also identifies that an existing strength of Huyton is the large amount of footfall from local office employees during office hours as a result of existing Council offices as well as other offices used by private businesses. New buildings within Huyton are anticipated to further expand the Council offices.

³⁰ Knowsley Metropolitan Borough Council (2021) Knowsley Housing Strategy: 2022 - 2027

³¹ Knowsley Metropolitan Borough Council (2017) Huyton Village Masterplan SPD

2.40 Relevant local policies include:

- **Policy HV5 – Strengthening Huyton Village’s civic role:** to strengthen the core of civic uses in Huyton via locating “*new civic uses surrounding a new civic square*”.
- **Policy HV7 – Huyton village as a sustainable place to live:** to ‘*encourage new residential development within Huyton Village to regenerate key sites*’, delivering new housing as apartments.

Local Socio-Economic Conditions

2.41 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 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 2023 stood at c. 159,200 of whom c. 100,100 people were of working age (16-64 years)³². This working-age population equates to 63% of the total population, which is in line with the average across the LCR and England as a whole³³.

Deprivation

- Knowsley ranks as the second most deprived local authority in England out of 317 local authorities (measured using the Index of Multiple Deprivation or IMD)³⁴. The local authority ranks within the top 10% most deprived local 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)³⁵ surrounding Huyton village centre, many of them are within the top 10% most deprived nationally, indicating high levels of deprivation within Huyton.

Economic Activity

- Approximately 75% of the working-age population of Knowsley and the LCR is economically active, which is lower than the rate across England as a whole (79%)³⁶.

³² ONS via Nomis (2024) Population estimates

³³ ONS via Nomis (2024) Population estimates - local authority based by five year age band

³⁴ Ministry of Housing, Communities & Local Government (2019) English indices of deprivation 2019

³⁵ 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.

³⁶ ONS via Nomis (2025) Annual Population Survey: January 2024 - December 2024

- Of the economically active residents in Knowsley, 67,700 people – or 72% of all working age residents – are in employment, which is higher than the level recorded across LCR (71%) but lower than the national average (76%)³⁷.
- As of May 2025, c. 4,650 people in Knowsley aged 16+ are claiming benefits primarily associated with being out of work. This represents an increase of 70 claimants from January 2025 levels. This equates to a 2% increase, in line with the proportions recorded across the LCR and England as a whole over the same time period³⁸. Similarly, the number of claimants as a proportion of residents aged 16-64 in Knowsley is in line (4.6%) with the level across LCR, but higher than the level recorded nationally (4.2%).
- As of May 2025, approximately 45 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 380 across the LCR as a whole³⁹.

Sectors of Employment

- The construction sector supports 4,000 jobs in Knowsley. Accounting for 5.8% of the total jobs in Knowsley, the sector's contribution to total employment is notably higher locally than across the LCR (4.4%) and England as a whole (4.7%)⁴⁰.
- The health sector supports the largest number of jobs in Knowsley, standing at 18,000 jobs. This equates to 26% of total employment which is higher than the sector's contribution to total employment across the LCR (19%) and England as a whole (14%).
- There are 3,000 residents employed in the accommodation & food sector which accounts for 4.4% of total employment. This is lower than the rate across the city region at 7.7% and the rate across England as a whole (7.8%).
- Within Knowsley, 2,000 residents are employed in the public administration and defence sector accounting for 2.9% of total employment. This is lower than the proportion recorded across LCR (6.7%) and England as a whole (4.4%).

Earnings

- Median gross earnings for Knowsley residents in 2024 stood at c. £34,533 per annum, which is lower than the North West average of £35,298 and the national average of £37,617. At £37,656, 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 Knowsley⁴¹.

³⁷ Ibid.

³⁸ ONS via Nomis (2025) Claimant count by sex and age: May 2025

³⁹ ONS via Nomis (2025) Jobseekers Allowance by Occupation: May 2025

⁴⁰ ONS via Nomis (2024) Business Register & Employment Survey: 2023

⁴¹ ONS via Nomis (2024) Annual Survey of Hours and Earnings

Economic Output

- Experian estimates that between 2020 and 2024, Knowsley generated annual average Gross Value Added (GVA)⁴² of c. £4.01 billion⁴³. GVA within the construction sector over this period within Knowsley is estimated to stand at £232.8 million per annum, with the accommodation, food services & recreation sector estimated to generate 45.6 million per annum within Knowsley.

Summary

- 2.42 Overall, 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 and an environment in which businesses can invest, expand and adapt.
- 2.43 The delivery of new housing has also 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.
- 2.44 Knowsley ranks as the second most deprived local authority in England. It also exhibits comparatively low levels 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 town. Data indicates that there is a latent labour force locally who could take advantage of new jobs created and supported through the construction and operation of the Proposed Development
- 2.45 The revitalisation of town centres, including Huyton has been acknowledged by both KMBC and LCRCA as a key priority in this regard to provide opportunities for businesses and communities to thrive and develop, and in turn maximise their economic and social potential as hubs for the local community.
- 2.46 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.
- 2.47 The economic contribution that the Proposed Development can make to the Knowsley and wider LCR economy is set out in the following sections of this report.

⁴² 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.

⁴³ Experian (2025) Local Market Forecasts Quarterly: December 2024

3. Economic Benefits on Completion

- 3.1 This section presents the quantified economic impacts likely to be generated by the Proposed Development when complete and fully occupied. As discussed in Section 1, two scenarios have been assessed for the operational phase with impacts outlined for both Knowsley (the local impact area) and the LCR (the wider impact area).
- 3.2 Both scenarios incorporate the provision of the Council HQ (8,461 sqm) and a 130-bed hotel as part of the detailed proposals. In addition to the Council HQ and hotel, the following mix of uses are assessed for each scenario:
- **Scenario 1:** Up to 420 apartments and 1,600 sqm of commercial floorspace intended for active ground floor uses (in addition to the Council HQ and hotel);
 - **Scenario 2:** 5,600 sqm of commercial floorspace (intended to comprise 4,000sqm of office floorspace and 1,600 sqm of active ground floor uses) and up to 370 apartments (in addition to the Council HQ and hotel)
- 3.3 Therefore, operational phase benefits are presented as ranges, with the actual uses delivered conceivably in between the two scenarios and therefore the operational benefits within the ranges presented in this section.

Employment Impacts

Gross and Net On-Site Employment

- 3.4 The Proposed Development will deliver a new Council HQ alongside new flexible commercial/community floorspace, a hotel and potentially office floorspace, thus supporting permanent employment opportunities once the Site is operational.
- 3.5 As previously outlined in Section 1, a range of employment-supporting commercial uses will be delivered at the Proposed Development; these parameters are reproduced at Table 3.1 below for ease of reference.

Table 3.1: Proposed Development Scenarios

	Scenario 1	Scenario 2
Detailed Proposals		
Council HQ	8,461 sqm	
Hotel (130 – bed)	4,842 sqm	
Outline Proposals		
Residential	Up to 420 homes	Up to 370 homes
Flexible commercial/ community floorspace	Up to 1,600 sqm	
Office	-	Up to 4,000 sqm

- 3.6 It is understood that around 1,200⁴⁴ existing KMBC employees will occupy the new Council HQ once complete. Additional employment opportunities will also be created within the other commercial uses being proposed, including flexible commercial floorspace, 130-bed hotel and office floorspace proposed under Scenario 2.
- 3.7 Based on above, and the application of average employment densities recommended by published guidance⁴⁵ to non-residential floorspace being proposed beyond the Council HQ, it is estimated that a gross total of 1,310 – 1,590 jobs could be supported on-site. This includes 1,200 existing Council employees and between 110 – 390 FTE jobs created within the other commercial uses being proposed.
- 3.8 Based on past professional experience of similar schemes, it is estimated that a further 10 FTE jobs could be supported through residential and commercial building management activities (e.g. concierge, cleaning, maintenance, landscaping). This is outlined at Table 3.2 below.

Table 3.2: Operational Phase Gross On-site Employment

Use	Scenario 1	Scenario 2
Council HQ	1,200	
Flexible commercial floorspace (e.g. F&B / Retail)	55	
Hotel	45	
Building Management	10	
Office floorspace	-	280
Total	1,310	1,590

Source: Turley Economics (2025)

Net Additional Employment

- 3.9 Net additional employment is the 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.
- 3.10 The former Homes and Communities Agency (HCA), now Homes England, recommends a specific approach to calculating additionality⁴⁶. Its recommended approach takes account of multiplier effects generated both through the Site supply chain and induced financial benefits arising from increased local expenditure.

⁴⁴ Provided by the Applicant

⁴⁵ Homes and Communities Agency (2015) Employment Density Guide 3rd Edition. Applied average employment densities comprise: 1 FTE job per 17.5 sqm for both food & beverage and retail uses; 1 FTE job per 3 beds applied for the mid-scale hotel and 1 FTE jobs per 12 sqm for professional services office occupation.

⁴⁶ 'Additionality' is defined in the Homes and 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.

3.11 The approach allows for the consideration of the following methodological points:

- **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 Proposed Development, as opposed to the attraction of new investment and employment arising 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.

3.12 These factors are considered below to estimate the net additional employment impacts generated by the Proposed Development.

Deadweight (the Reference Case)

3.13 As the Site is currently used for employment at the Council HQ, the jobs currently on-site will be relocated to the new HQ building. Therefore, it has been considered the new Council HQ will safeguard the c.1,200 jobs with no uplift assumed within the assessment. This is therefore considered to be deadweight.

3.14 It is however important to recognise that the creation of an enhanced working environment will be likely to attract a greater number of employees to the office, thereby making a significant contribution to realising the Proposed Development's placemaking and town centre revitalisation ambitions.

Leakage

3.15 The creation of employment opportunities at the application Site can be expected to provide new employment opportunities both for local residents of Knowsley and those residing in the rest of the LCR.

3.16 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 LCR⁴⁷. 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

3.17 Displacement occurs when new development takes existing market share – in this case labour – from other existing local businesses.

⁴⁷ ONS via Nomis (2024) 2021 Census: Origin-destination data

- 3.18 As of May 2025, there were c.4,650 residents in Knowsley aged 16+ claiming benefits primarily associated with being unemployed⁴⁸. This increased to c.46,270 at the scale of the LCR. Based on the benchmarks outlined in the Additionality Guide⁴⁹, a low rate of displacement (25%) has been assumed during the operational phase.

Multiplier Effects

- 3.19 Once operational, the Proposed Development will generate considerable expenditure on materials, goods and other services that will be purchased from a wide range of suppliers. This expenditure will have far-ranging benefits both locally and further afield, as it filters down the supply chain (indirect effects). Employees working on-site will also spend their wages on goods and services (induced effects).
- 3.20 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 and could help to sustain employment across the local and wider economy.
- 3.21 Based on the Additionality Guide's recommendations⁵⁰, a 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 Jobs

- 3.22 After making the relevant deductions for deadweight and allowing for the additionality factors of leakage and displacement in line with recommendations set out in published guidance⁵¹, it is estimated that a total of 75 - 260 direct net additional FTE jobs will be generated for residents of the LCR, including 30 - 100 FTE jobs which could be taken by residents of the local impact area of Knowsley.
- 3.23 After also accounting for multiplier effects as recommended by guidance, it is estimated that the operations of the Proposed Development could be expected to support a further 35 - 130 FTE jobs within the wider impact area via indirect and induced effects, inclusive of 5 - 25 FTE jobs in the local impact area.
- 3.24 Summing the above totals, it is therefore estimated that the non-residential floorspace plots once delivered and fully operational will generate a total of 110 - 400 direct, indirect and induced net additional FTE jobs in the wider impact area of the LCR, including 35 - 130 in the local impact area of Knowsley. This is summarised in Table 3.3.

⁴⁸ ONS via Nomis (2025) Claimant count by sex and age: May 2025

⁴⁹ Homes & communities Agency (2014) Additionality Guide 4th Edition

⁵⁰ Ibid.

⁵¹ Homes & Communities Agency (2014) Additionality Guide (4th Edition).

Table 3.3: Operational Phase Net Additional Employment

	Scenario 1		Scenario 2	
	Local Impact Area	Wider Impact Area	Local Impact Area	Wider Impact Area
Gross Employment	1,310		1,590	
<i>Deadweight</i>			<i>1,200</i>	
Net On-site Employment	110		390	
Direct Net Additional FTE Employment	30	75	100	260
Indirect / Induced Net Additional FTE Employment	5	35	25	130
Total Net Additional FTE Employment	35	110	130	400

Note: Some figures may not sum due to rounding

Source: Turley Economics, 2025

Economic Output

- 3.25 The operational phase of the Proposed Development will also contribute towards boosting economic output. Driving economic output in Knowsley and across the wider region is a key ambition in order to raise living standards in the wake of the cost of living crisis.
- 3.26 Applying the relevant GVA per FTE employee measures⁵² to the net employment effects presented above suggests that an annual uplift compared to current uses of £5.1 - £18.0 million GVA will be generated in the LCR following the delivery of all plots, including £3.1 - £10.8 million concentrated in Knowsley. This is summarised in Table 3.4.

⁵² Experian (2025) Local Market Forecasts Quarterly: December 2024 (average 2020 – 2024)

Table 3.4: Operational Phase GVA

	Scenario 1		Scenario 2	
	Local Impact Area	Wider Impact Area	Local Impact Area	Wider Impact Area
Gross Direct Net Additional GVA (Annual)	£59.1 million		£65.7 million	
<i>Deadweight</i>		<i>£56.4 million</i>		
Direct Net Additional GVA (Annual)	£2.7 million		£9.2 million	
Indirect / Induced Net Additional GVA (Annual)	£0.4 million	£2.4 million	£1.6 million	£8.8 million
Total Net additional GVA (Annual)	£3.1 million	£5.1 million	£10.8 million	£18.0 million

Note: Some figures may not sum due to rounding

Source: Turley Economics, 2025

Business Rates

- 3.27 The Proposed Development will generate an uplift⁵³ in Business Rates for collection by KMBC, which will provide an important source of revenue to support the delivery of local public services. Based on similar uses in the locality, it is estimated that the new commercial uses at the Proposed Development could generate estimated annual business rate contributions equating to £359,000 – £564,000 per annum.

Table 3.5: Business Rates

	Scenario 1	Scenario 2
Council HQ	£429,000	
Flexible commercial floorspace (e.g. F&B / Retail)	£133,000	
Hotel	£62,000	
Community floorspace	£6,000	
Office floorspace	-	£204,000
Total (Annual)	£630,000	£835,000
<i>Deadweight</i>	<i>£271,000</i>	
Uplift (Annual)	£359,000	£564,000

Source: Turley Economics, 2025

⁵³ KMBC's HQ is anticipated to deliver an uplift in business rates since the new offices will have a higher rateable value (per sqm)

- 3.28 Under current arrangements⁵⁴, it is estimated that 100% of the business rates would be retained by KMBC and within the LCR⁵⁵, which would support the delivery of public services and infrastructure locally within the authority.

Residential Impacts

Accommodating Population and Households

- 3.29 The Proposed Development will deliver 370 - 420 homes. Therefore, the Proposed Development could grow the local population by **530 - 600 residents** once fully occupied, based on the average household size by number of bedrooms in Knowsley⁵⁶.

Growing the Labour Force

- 3.30 It is estimated – based on the latest Annual Population Survey’s figures regarding the proportion of residents who are of working age, economically active and employed in Knowsley – that the delivery of 370 - 420 new homes in Knowsley would have the potential to accommodate up to 380 - 430 working age, economically active and employed residents once the Proposed Development is complete and occupied⁵⁷.
- 3.31 Indeed, the new homes provided are expected to attract typically young professional, working-age and economically active households that wish to live and work in the town centre. This includes new residents moving from central Liverpool, who could be attracted by lower rents, strong transport links and attractive town centre environment that the redevelopment will create. The Proposed Development will therefore contribute towards sustaining and growing the local population and labour force within Knowsley, generating expenditure within the local economy and creating demand for important local services, shops and businesses.
- 3.32 As such, the Proposed Development will make an important contribution to securing the long-term economic competitiveness of Knowsley by providing a mix of open market BtR and affordable homes that will appeal to and attract skilled people to live in the area, as well as providing a choice of homes for people already living within the area. This will help further enhance the borough as an attractive location to employers as well as support the retail, leisure and cultural economies of the borough.
- 3.33 Growing the local labour force would make an important contribution to the on-going competitiveness of the Knowsley and wider regional economy, given that – as set out in Section 2 – attracting and accommodating a skilled workforce is identified as a key component of meeting the LCR’s vision for strong and prosperous regional economy.

⁵⁴ Ministry of Housing, Communities and Local Government (2025) The Local Government Finance Report (England) 2025-26

⁵⁵ 99% to be retained by KMBC, with the remaining 1% being for the local fire and rescue authority.

⁵⁶ ONS (2024) 2021 Census: RM136 - Tenure by household size by number of bedrooms. Applying an assumed split of 55% one-bed homes and 45% two-bed homes

⁵⁷ ONS via Nomis (2025) Annual Population Survey (January 2024– December 2024)

Resident Expenditure

- 3.34 Household income and expenditure in the local economy will occur throughout the period in which each home is occupied.
- 3.35 The Annual Survey of Hours and Earnings provides income data by occupational group. 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 £11.3 - £12.9 million per annum⁵⁸.
- 3.36 This income will be used to meet housing and other fixed household costs. However, a considerable proportion will be available for discretionary expenditure by households in the local economy. Expenditure from new residents living on the Proposed Development will contribute to sustaining local shops and businesses in Knowsley and across the wider region, which in turn are an important source of local employment.
- 3.37 Annual expenditure on convenience and comparison goods is estimated to equate to an average of £6,057 per resident in Knowsley⁵⁹. It is estimated on this basis that the Proposed Development could generate total retail expenditure of £3.2 - £3.6 million per annum on convenience and comparison goods, some of which is likely to be directed to the Village, with any increased footfall helping to support the vitality and viability of existing local businesses in the area
- 3.38 Expenditure on leisure goods and services is estimated to equate to an average of £2,615 per annum per resident in Knowsley⁶⁰. It is estimated on this basis that the Proposed Development could generate total expenditure of £1.4 - £1.6 million per annum on leisure goods and services, a proportion of which could again be retained within the Village.
- 3.39 This additional expenditure is expected to support further jobs within the local 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 approximately 30 - 35 retail and leisure-related employee jobs in Huyton Village and across the wider economies of Knowsley and LCR⁶¹.

Council Tax Revenues

- 3.40 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 from 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.

⁵⁸ 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.

⁵⁹ Experian (2024) Experian Area Comparison Report

⁶⁰ Ibid.

⁶¹ Analysis utilises BPE 2024 North West data for the retail, food and accommodation services and arts, entertainment and recreation sectors to determine the number of jobs supported and / or generated.

- 3.41 Based upon the assumed mix of new homes to be developed and their estimated Council Tax banding, the Proposed Development is expected to generate £710,000 - £810,000 in additional Council Tax payments annually once fully occupied to be collected by KMBC. The residential impacts generated by each scenario are summarised in Table 3.6 below.

Table 3.6: Residential impacts

	Scenario 1	Scenario 2
Number of homes	370	420
Population	530	600
Working-age population	380	430
Resident incomes	£11.3 million	£12.9 million
Resident expenditure	£4.6 million	£5.2 million
Council tax revenue	£710,000	£810,000

Source: Turley Economics, 2025

Visitor Impacts

- 3.42 Visitors staying overnight in the 130-bedroom hotel at the Proposed Development will have an impact on the local economy over and above the effects derived from the direct operation of the Proposed Development. Visitors will generate economic impacts through expenditure on wider leisure and tourism activities, in local shops and on transport.
- 3.43 The visitor expenditure analysis has been undertaken on the basis of the average occupancy rate across the LCR in 2023 standing at 76.5%⁶². On the basis of the 130 rooms provided, the Proposed Development is expected to **sell approximately 36,300 rooms** on an annual basis. This is anticipated to accommodate **approximately 54,400 overnight visitors** on an annual basis⁶³.
- 3.44 Aside from expenditure on accommodation, which is assumed to support the operation of the Proposed Development, visitors will generate economic impacts through their expenditure on wider leisure and tourism activities, in local shops and on transport. Some of this expenditure will also likely be directed to Huyton Village helping to increase footfall and sustain the vitality and viability of existing local businesses.
- 3.45 VisitBritain data from the Great Britain Tourism Survey (2023) indicates that each domestic overnight visitors is estimated to spend £119 per night (including accommodation cost)⁶⁴. Assuming 38%⁶⁵ of this is spent on accommodation, each

⁶² Liverpool City Region Combined Authority (2024) Tourism Data Summary – August 2024

⁶³ Based on professional experience from other hotel developments accommodating 1.5 guests per room. This represents a conservative estimate.

⁶⁴ VisitBritain (2025) Great Britain Tourism Survey

⁶⁵ Kantar on behalf of Visit Britain (2019) The GB Tourist 2019 Annual Report. Table 1.7.13

visitor is estimated to spend £73.80 per day. Based on the estimated 54,400 visitors to the Proposed Development, this is anticipated to generate £4.0 million per annum. This level of visitor expenditure would be expected to support and sustain up to **20 employee jobs per annum** within local industries in Knowsley in the leisure and tourism sector.

- 3.46 Supporting employment within the wider leisure and tourism sectors will serve to further boost local productivity and sustain economic growth within both Knowsley and the wider LCR as a whole over the long-term.

Summary

- 3.47 In summary, the re-development of the Site and subsequent operation of the Proposed Development has the potential to generate the following economic impacts:

- Supporting **1,310 – 1,590** jobs on-site, enhancing the working environment for c. 1,200 KMBC employees and generating a total of **110 - 400** direct, indirect and induced net additional jobs for LCR residents, including **35 - 130** for Knowsley residents;
- Generating an annual economic boost of **£5.1 - £18.0 million** GVA, including **£3.1 - £10.8 million** concentrated in Knowsley;
- Increasing the local population, as a result of the **530 - 600** residents living at the Proposed Development;
- Accommodating **380 - 430** additional economically active and employed residents, benefiting local businesses and employers located close to the Site;
- Supporting resident income of **£11.3 - £12.9 million** per annum, a proportion of which is likely to be spent in Knowsley;
- Supporting **£3.2 - £3.6 million** in local household retail expenditure and **£1.4 - £1.6 million** on leisure goods and services per annum, in turn supporting and maintaining 30 - 35 retail and leisure-related jobs in Huyton Village and across the Knowsley and LRC economies more widely;
- Generating **£710,000 - £810,000** per annum in Council Tax and **£359,000 - £564,000** in Business Rate payments for collection by KMBC – boosting public revenues and contributing towards delivering vital services within the local and wider impact areas;
- Welcoming **54,400** overnight visitors annually – in high-quality new hotel accommodation, boosting Huyton, Knowsley and the wider LCR's visitor economy; and
- Generating annual visitor expenditure in the wider economy of **£4.0 million** – sustaining **20** further jobs in the local and regional retail, leisure and tourism sectors.

4. Economic Benefits During Construction

- 4.1 This section outlines the economic impacts estimated to result from the Proposed Development during the construction phase and are again outlined with respect to Knowsley (the local impact area) and the LCR (the wider impact area).
- 4.2 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) to the local and wider economy. The construction phase impacts for both scenarios are presented as one set of estimates.

Gross Employment

- 4.3 The delivery of the Proposed Development will require sizeable investment in construction equating to c. £164 million⁶⁶, the scale of which could be expected to support up to 920 'person-years' of direct employment, based on the average turnover per employee in the construction industry in the North West⁶⁷. This equates to an average of c. 155 gross full-time equivalent (FTE) construction-related jobs throughout the estimated 6-year construction period.

Net Additional Employment

- 4.4 As introduced in the previous section, net additional employment refers to the final scale of employment that is generated once a number of economic considerations have been taken into account.
- 4.5 The creation of temporary construction jobs during the build period will provide new employment opportunities for the local and wider labour force in Knowsley and across the LCR. The positive economic impacts of the Proposed Development will 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.
- 4.6 Allowing for these additional factors such as leakage and displacement⁶⁸, **Table 4.1** outlines that the construction of the Proposed Development will directly support 105 direct FTE employment opportunities for LCR residents on average during the construction period, of which 40 could be local to Knowsley.
- 4.7 A further 50 indirect and induced FTE jobs could be annually supported across the LCR through economic multiplier effects, of which 10 could be local to Knowsley.
- 4.8 Summing the above figures, the direct, indirect and induced impacts of the construction of the Proposed Development can therefore be expected to create an annual average of 155 net additional FTE employment opportunities for LCR residents

⁶⁶ Provided by the Applicant

⁶⁷ Department of Business and Trade (2024) Business Population Estimates: 2024 (Table 12 –North West)

⁶⁸ Deadweight is assumed to be zero in the construction phase.

over a 6-year period, inclusive of 50 jobs for residents of Knowsley. This is summarised in the table below.

Table 4.1: Construction Phase Employment

	Local Impact Area	Wider Impact Area
Person-years of Employment		920
Construction Period (Years)		6
Gross FTE Employment		155
Direct Net Additional FTE Employment	40	105
Indirect / Induced Net Additional FTE Employment	10	50
Total Net Additional FTE Employment	50	155

Note: Some figures may not sum due to rounding

Source: Turley Economics, 2025

Economic Output

- 4.9 The construction phase of the Proposed Development will generate an increase in GVA, which 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).
- 4.10 Estimates sourced from economic data provider Experian indicate that the average FTE employee in the construction industry in Knowsley generates c. £67,700 GVA annually⁶⁹. This is slightly higher than the GVA generated by the average FTE employee across all sectors in Knowsley (£63,500), demonstrating the importance of the construction sector towards driving economic growth.
- 4.11 Applying the appropriate GVA measures to the net additional employment impact generated by construction of the Proposed Development indicates that £10.5 million GVA could be generated annually across the wider impact area during the construction period, inclusive of £7.6 million concentrated in Knowsley. Over the 6-year construction period, it is therefore calculated that construction of the Proposed Development will generate £63.0 million GVA within the LCR, inclusive of up to £46.6 million concentrated in Knowsley. This is summarised in the following table.

⁶⁹ Experian (2025) Local Market Forecasts Quarterly: December 2024 (average 2020 – 2024)

Table 4.2: Construction Phase GVA

	Local Impact Area	Wider Impact Area
Direct Net Additional GVA (Annual)	£7.0 million	
Indirect / Induced Net Additional GVA (Annual)	£600,000	£3.5 million
Total Net additional GVA (Annual)	£7.6 million	£10.5 million
Total Net Additional GVA (Construction Period)	£45.6 million	£63.0 million

Source: Turley Economics (2025)

Summary

4.12 In summary, construction of the Proposed Development has the potential to generate the following economic impacts:

- Investment of **£164 million** in construction of the Proposed Development;
- Supporting **920** person-years of employment, equating to an average of **155** FTE gross jobs during the estimated 6-year construction period;
- Creating an average of **155** direct, indirect and induced net additional FTE employment opportunities in the LCR throughout construction, inclusive of **50** for residents of Knowsley; and
- Contributing a total net additional **£63 million** GVA to the economic output of the LCR economy during construction, of which **£45.6 million** will be concentrated in Knowsley.

5. Conclusion

- 5.1 This Economic Benefits Statement has been prepared by Turley Economics on behalf of Genr8 Kajima Regeneration Limited to support a hybrid planning application for 'St Michaels Place', a mixed-use development within Huyton town centre comprising a new Council Headquarters, hotel, residential and commercial floorspace with associated infrastructure and public realm.
- 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 creating employment opportunities and delivering infrastructure and housing through a supportive planning system.
- 5.3 The delivery of the necessary commercial and residential projects 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 apartments and commercial floorspace, revitalising Huyton village whilst generating an uplift in expenditure and supporting local businesses. The provision of on-site food and beverage, retail and office floorspace will offer job opportunities to residents of Knowsley and the wider region and provide supportive services to meet the needs of residents new and existing alike. Public revenues will also be boosted directly through the payment of Business Rates and Council Tax by the commercial and residential occupiers.
- 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 Upon completion, the Proposed Development will generate a range of economic impacts. These impacts will persist over the long-term, and are likely to include the following:
- Supporting **1,310 – 1,590** jobs on-site, enhancing the working environment for c. 1,200 KMBC FTE employees and generating a total of **110 - 400** direct, indirect and induced net additional jobs for LCR residents, including **35 - 130** for Knowsley residents;
 - Generating an annual economic boost of **£5.1 - £18.0 million** GVA, including **£3.1 - £10.8 million** concentrated in Knowsley;
 - Increasing the local population, as a result of the **530 - 600** residents living at the Proposed Development;

- Accommodating **380 - 430** additional economically active and employed residents, benefiting local businesses and employers located close to the Site;
- Supporting resident income of **£11.3 - £12.9 million** per annum, a proportion of which is likely to be spent in Knowsley;
- Supporting **£3.2 - £3.6 million** in local household retail expenditure and **£1.4 - £1.6 million** on leisure goods and services per annum, in turn supporting and maintaining 30 - 35 retail and leisure-related jobs in Huyton Village and across the Knowsley and LRC economies more widely;
- Generating **£710,000 - £810,000** per annum in Council Tax and **£359,000 - £564,000** in Business Rate payments for collection by KMBC – boosting public revenues and contributing towards delivering vital services within the local and wider impact areas;
- Welcoming **54,400** overnight visitors annually – in high-quality new hotel accommodation, boosting Huyton, Knowsley and the wider LCR's visitor economy; and
- Generating annual visitor expenditure in the wider economy of **£4.0 million** – sustaining **20** further jobs in the local and regional retail, leisure and tourism sectors.

5.7 Construction of the Proposed Development is likely to generate the following economic impacts:

- Investment of **£164 million** in construction of the Proposed Development;
- Supporting **920** person-years of employment, equating to an average of **155 FTE** gross jobs during the estimated 4-year construction period;
- Creating an average of **155** direct, indirect and induced net additional FTE employment opportunities in the LCR throughout construction, inclusive of **50** for residents of Knowsley; and
- Contributing a total net additional **£63 million** GVA to the economic output of the LCR economy during construction, of which **£45.6 million** will be concentrated in Knowsley.

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