

St Michael's Place

Statement of Community Involvement

June 2025

1. Introduction

- 1.1. This Statement of Community Involvement (SCI) has been prepared by Charlotte Leach Communications Ltd on behalf of Genr8 Kajima Regeneration Ltd (GKRL).
- 1.2. It has been prepared to accompany the hybrid planning application for St Michael's Place, a major regeneration scheme located in the heart of Huyton Town Centre, known locally as 'The Village'. ('the Site'). The local planning authority is Knowsley Metropolitan Borough Council (KMBC).
- 1.3. This document sets out the consultation and engagement activities undertaken during the pre-application stage, summarises the feedback received, and outlines how this has informed the evolving development proposals.
- 1.4. This SCI has been prepared in accordance with both national guidance and Knowsley Council's adopted Statement of Community Involvement (2023) and reflects industry best practice in engaging stakeholders and local communities in the planning process.

2. The Proposals

- 2.1. The regeneration of Huyton Town Centre is a strategic priority for KMBC.
- 2.2. This ambitious £200m project will transform Huyton by delivering new homes, modern commercial space, a hotel and a new village green. It will also create jobs and support local businesses, revitalising the town centre.
- 2.3. The development proposals are located on land at Civic Way, Cavendish Walk and Lathom Road, Huyton. The hybrid application that has been submitted comprises:
 - (Part A) Detailed application for the erection of a new Council Headquarters, hotel, public realm, 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.
 - (Part B) 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.'

3. Policy Context

The National Planning Policy Framework (2024)

- 3.1. The Applicant recognises that the importance of community involvement as a key part of the planning application process, as outlined in the National Planning Policy Framework (NPPF, December 2024).

- 3.2. The NPPF emphasises the importance of early and meaningful engagement with local communities, local planning authorities and other stakeholders in the preparation of planning proposals.
- 3.3. The NPPF encourages applicants to work closely with those affected by development to evolve designs and resolve issues before applications are submitted.

Knowsley Council (KMBC) Statement of Community Involvement (2023)

- 3.4. The Council's SCI outlines expectations for early-stage consultation, including the use of accessible, inclusive methods; clear information; and the need to demonstrate how feedback has been considered and used to refine proposals.
- 3.5. This Statement of Community Involvement demonstrates compliance with both frameworks and reflects the applicant's commitment to inclusive, transparent, and proactive engagement with local communities.

4. Consultation Approach

Consultation Objectives

- 4.1. A robust consultation strategy was prepared to ensure that a wide range of stakeholders had the opportunity to comment on the proposals. The objectives of the consultation were as follows:
 - Inform and engage local residents, businesses and stakeholders about the proposals;
 - Gather feedback to refine proposals ahead of submitting a planning application;
 - Ensure transparency and accessibility in the consultation process;
 - Address any stakeholder and community concerns; and
 - Encourage participation from diverse groups, including underrepresented voices.

Pre Consultation Engagement

- 4.2. GKRL, alongside KMBC have been promoting the regeneration of Huyton Town Centre for several years. Prior to this phase of consultation, numerous activities have taken place in support of the development proposals. This has included the following:
 - November 2018 to February 2019 - Huyton Village Perception Survey. Face-to-face engagement and online surveys via Knowsley News site and social media (1,075 responses from local residents).
 - Perception survey results were used to inform the Delivery Plan preparation.
 - Approximately 200 'face-to-face' responses and 1,000+ online responses were collected through the 2019 Huyton Perception Survey, the largest ever response to any public survey conducted by Knowsley Council suggesting a highly engaged local community.
 - Given the passage of time since the 2019 Perception Survey, the Council decided to refresh of the Huyton Village Perception Survey in September/October 2021.
 - In the previous Perception Survey respondents said they wanted to see a number of improvements to help make the village centre more attractive. This included the installation of CCTV, broadening the food and drink offer, improving the appearance of shop units and delivering town centre events. 312 people responded to this second survey.
 - Regular internal liaison has taken place with elected members at KMBC regarding the early-stage proposals.
 - September 2019/December 2019 - Delivery Plan Internal Stakeholder Workshops (8 in total) to engage internal officers from across local authority.

- January 2020 - Huyton Village Centre Delivery Plan Members Workshop to engage in optioneering approach for Delivery Plan.
- March 2021 - Derby Road Elected Members Workshop. Attended by 19 key stakeholders to shape design proposals for streetscape scheme by strategic partners.
- In addition, Council officers and elected Members have been provided with numerous updates on the development of the project and key staff have specifically been involved in the development of the new HQ to ensure it meets specific user requirements.
- Various workshops held March 2021. Engaged with the Huyton Traders Association and local businesses of which approx. 13 attended forum and specific workshops.
- 2021-2022 - Liverpool University Showcase. The Council has been working with architectural students at the University of Liverpool to help further develop plans for the Village Centre including looking at high street redevelopment and repurposing of existing buildings
- A site visit by the Parliamentary Under Secretary of State for Local Growth and Building Safety, Alex Morris MP. This was attended by local MP Anneliese Midgley and representatives from GKRL and KMBC.
- In addition, all Knowsley MPs are provided with regular updates on the project and have been supportive of the redevelopment plans for Huyton, providing formal support for the Council's previous funding applications (LUF).
- A variety of engagement approaches, including social media and "go-to-them", have been adopted to capture a broad range of views. Most notably through the Huyton Perception Survey, face-to-face engagement with different age groups was conducted at events such as 'Foodie Friday', 'Knit and Natter', 'Tea and Tech' and 'Lego Club'.

Consultation Methods

- 4.3. This phase of consultation ran for a period of four weeks from 29th April 2025 – 27th May 2025, giving ample opportunity for people to share their views with the project team.
- 4.4. A variety of engagement tools were utilised to gather feedback and limit barriers to participation.
- 4.5. Two public consultations were held at The Village Green, one during the day and one at the weekend where stakeholders and residents could view the proposals in detail and speak to the project team.
- 4.6. The events were held on Monday 12th May 2025 from 12pm-7pm and Saturday 17th May from 10am-3pm.
- 4.7. Across both exhibitions, there were 82 attendees.
- 4.8. A dedicated website was built and hosted at <https://stmichaelshuyton.co.uk/> providing comprehensive project information, FAQs, an interactive feedback form, and contact details. During the consultation period, the website was visited over 5,000 times.
- 4.9. Targeted social media posts were published to encourage widespread participation and collect digital feedback. These posts reached 31,800 accounts, received 35,200 impressions and 274 people clicked through to read the story.
- 4.10. A consultation leaflet was issued to nearby residents and businesses (within 0.25 miles of the town centre – 750 properties), summarising key proposals and guiding them toward ways to engage.
- 4.11. The consultation leaflet was also available to pick up in high footfall areas such as Huyton Library and Knowsley Leisure and Culture Park and was shared with community groups.
- 4.12. An E-leaflet mailout was issued to Knowsley Chamber members, local schools and partner agencies.

- 4.13. The consultation was also advertised on internal KMBC channels including James' blog, intranet, team briefing, team meetings.
- 4.14. A press release was issued to local, regional and trade media to broaden public awareness and encourage participation from a wider audience. The release was issued to the following outlets and links to coverage secured is in the table below.

- The Liverpool Echo
- BBC Radio
- ITV Granada news
- NW Tonight
- Place North West
- The Business Desk
- NW Insider
- Downtown in Business
- The Guide Liverpool
- Bauer media - Hits Radio Liverpool and Greatest Hits Radio Liverpool & The North West
- Green Street News
- Property Week
- CoStar
- Pro Installer
- Property Industry Eye
- Property Investor News
- Property Wire

29.04.25	The Guide	https://theguideliverpool.com/public-consultation-launched-on-major-regeneration-plans-for-huyton-village/
29.04.25	Business Desk	https://www.thebusinessdesk.com/northwest/news/2151365-consultation-period-opens-on-163m-huyton-village-regeneration-proposals
29.04.25	Liverpool City Region	https://www.liverpoolcityregion-ca.gov.uk/news/mayor-set-to-invest-2m-to-help-unlock-transformation-of-huyton-town-centre
30.04.25	Place North West	https://www.placenorthwest.co.uk/genr8-kajima-launches-huyton-village-consultation/
30.04.25	Liverpool Echo	https://www.liverpoolecho.co.uk/news/liverpool-news/village-set-50m-transformation-have-31539228
30.04.25	Knowsley News	https://www.knowsleynews.co.uk/public-invited-to-have-their-say-on-huyton-regeneration-plans/

5. Stakeholder Engagement

- 5.1. The following stakeholders were considered to be of specific relevance and were contacted as part of the consultation process.
- 5.2. Stakeholders were identified through a stakeholder mapping exercise which was regularly reviewed to keep an up-to-date mailing list and to ensure engagement remains relevant and inclusive.

Statutory Consultees	Environment Agency
	Merseyside Police

	Active Travel England Lead Local Flood Authority Local Highway Authority HSE
Key Stakeholders	KMBC Leader and Cabinet Member KMBC Ward Members (Huyton Area Liaison) KMBC Management (Officers) KMBC Staff (separate engagement with Library Staff) Anneliese Midgley MP Mayor Steve Rotheram Liverpool City Region Combined Authority Knowsley Chamber of Commerce KMBC Housing Team KMBC Public Health ICB Knowsley Place Team KMBC Conservation and Heritage Teams Arboricultural Officer, KMBC Historic England Natural England Merseytravel Electricity North West Merseyside Environmental Advisory Service University of Liverpool The Royal British Legion United Utilities

	Other Utility providers (to be agreed with design team and LPA)
	National Grid
Local Businesses and Community	Huyton Traders and Traders Association Local land and property owners Make CIC Christopher Parkin (Visually Impaired Group) Knowsley Disability Concern Knowsley Older People's Voice Health – Cheshire & Merseyside NHS Merseyside Fire & Rescue Service Livv Housing Group and other active local registered providers Knowsley Carers' Forum Karma in the Community One Knowsley Thrive Knowsley L14 Group Rebound CIC Stocksbridge Village Hub Swanside Community Centre Young Adult Respite Service Huyton & Roby Sea Cadets Rob Community Centre Huyton Army Cadets Lyndale Cancer Support Whiston & Huyton Scout Group

	Nearby Schools Knowsley Community College Knowsley's Care-experienced Group St Michael's Church (Local Deanery) Merseyside Youth Association (currently delivering youth offer)
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5.3. Ahead of and during the consultation, meetings took place as follows:

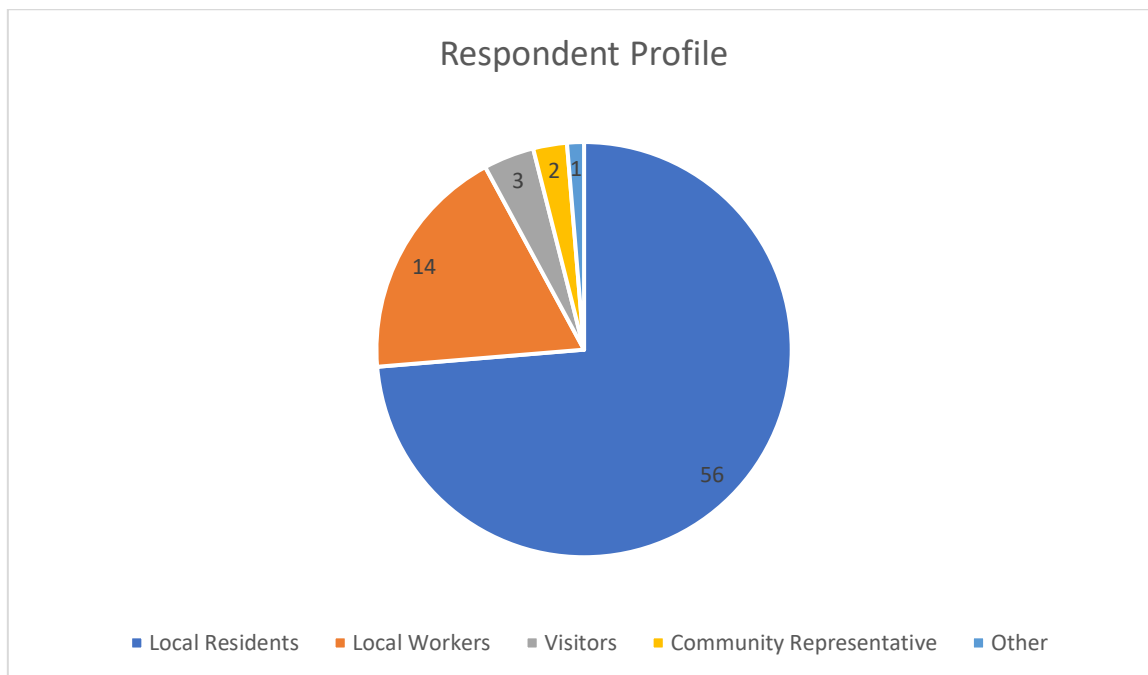
- A meeting took place with the War Memorials Trust to discuss the relocation of the Cenotaph as part of the wider plans.
- Phone calls were made on 1st April, 2nd May, 6th May, 9th May and 30th May to the Huyton Traders Association to make them aware of the consultation and ask the details to be shared on their WhatsApp group.
- The project team met with Huyton Royal British Legion on 2nd May to present the plans and make them aware of the consultation and upcoming public events.
- A member of the project team attended the Knowsley Older Person's Voice (KOPV) Roadshow on 12th May.
- A meeting took place with Christopher Parkin who is a local campaigner on behalf of visually impaired people. He recommended that the consultation be advertised on a radio station for the blind community called Connect Radio who were subsequently contacted.

6. Consultation Feedback

- 6.1. Stakeholders and residents were provided with a feedback form to share their views on the draft development proposals. The key findings are noted below and were shared with the wider project team for consideration as part of the design process.
- 6.2. A total of 68 responses were received via the online consultation platform and in-person events. Respondents were able to complete as much or as little of the form as they wished, so individual responses varied in length and focus. The reason for structuring the form this way was so that it did not discourage participation.

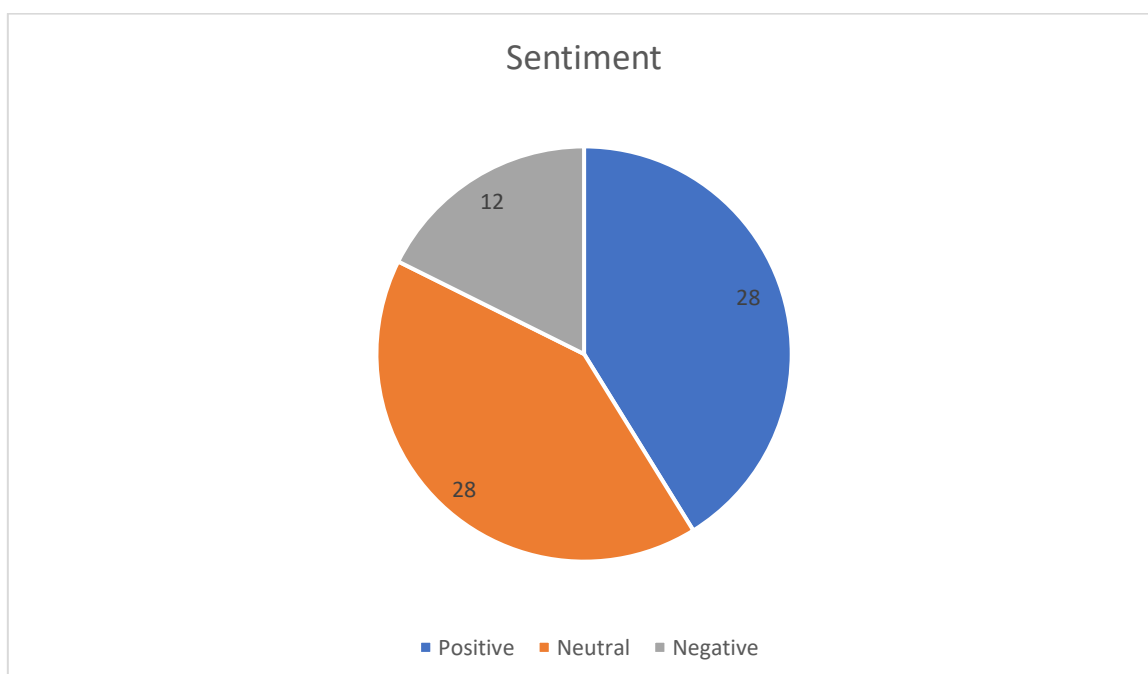
Respondent Profile

- 6.3. Participants identified with the following roles (some selected more than one category).



Sentiment Overview

- 6.4. A sentiment analysis of all open-ended feedback reveals that the majority of responses were either **positive** or **neutral**, with only a small number expressing negative views.
- 6.5. This indicates that whilst most respondents were constructive or supportive in tone, there were a small handful of respondents to raised specific areas of concern.



Thematic Insights

6.6. Feedback demonstrated a strong appetite for investment and positive change in Huyton Town Centre. Several key themes emerged consistently across submissions:

Theme	Feedback Summary
Green Space	Widely welcomed, seen as vital for improving the visual appeal and supporting wellbeing
Library relocation	Strong support for bringing the library back to the high street as a civic anchor
High street revitalisation	Respondents expressed a desire to see more independent shops, cafes and restaurants to support the vibrancy of the town centre
Support for the local economy	Interest in how new development will increase footfall and benefit local businesses
Anti-social behaviour	Concerns about the volume of existing anti-social behaviour
Car Parking	Concerns from council staff about reduced provision. This was raised less frequently by the general public
Building heights	Sensitivity around the massing of the proposed HQ, particularly along Archway Road
Hotel provision	Mixed views on the need for a hotel. Many residents did not see the benefit for themselves personally and questioned demand, but others welcomed the increased footfall and visitor numbers
Construction impact	Concerns raised around dust, noise and traffic during the build phase
Housing tenure	Support for residential used, with questions about affordability and allocation
Later living	Several responses highlighted the importance of accommodation suitable for older residents

6.7. These themes have been reviewed by the project team and have been used to inform the final design decisions. A summary of the response to feedback is provided below.

Other Feedback

6.8. During the meeting with Christopher Parkin, the following points were made regarding the impact the proposed development could have on visually impaired people:

- A changing town centre can be particularly challenging for blind people or those with sight loss issues as they rely on routine and routes they know.
- In particular, the issue of shared spaces was raised which can be a challenge for the visually impaired and their guide dogs who need to be able to identify where a pavement finishes and the road starts.
- Low curbs can also be a challenge and a trip hazard.
- Support was expressed for tactile paving at crossing points.
- Careful consideration needs to be given to lifts in public buildings to ensure buttons have braille and are not touch screen. Lifts should also announce which floor they are stopping at.
- For public realm, colour contrasts to paving can be used to signify a change such as at the base of walls or bottom of posts.
- Lighting is important for those with sight loss and can help with direction.

- Outdoor seating areas need to be barriered to prevent accidents of walking into furniture or colliding with other people.
- Anti-social behaviour locally with motorised bikes are a deterrent to visually impaired people.
- As the plans progress, clear communication with affected local residents will be essential.

6.9. Huyton Royal British Legion raised the following:

- The RBL stressed the importance of relocating the War Memorial correctly.
- They want to make sure that the new proposed location is big enough to accommodate up to 200 people.
- They are supportive of the new proposed location, in front of the Council HQ and facing the town centre.
- Any landscaping should not block the view of the memorial from the town centre.

6.10. The War Memorials Trust brought up several points:

- Whilst the trust rarely support the relocation of War Memorials due to potential damage which could affect the historic fabric, in this instance they could understand the wider benefits of relocating to a more suitable and prominent location, noting the current location is between a road and car park and is not the original location of the War Memorial.
- They also believe the current plinth may not be original and may have been taller from looking at historical photographs.
- Commented that any relocation needs to be undertaken sensitively using highly specialist conservation contractors using appropriate techniques for a War Memorial, specifically not general builders.
- They welcomed early engagement with the local RBL and wider public.

6.11. During the KOPV Roadshow, attendees raised the following:

- There was general support and positivity about the plans.
- Questions were asked about the demand for a new Hotel.
- Attendees asked about how the plans will support existing retail.
- The issue of antisocial behaviour was raised.
- Interest was expressed in the need for affordable housing and accommodation for older people.
- Concerns were raised that they did not want to see the housing used as temporary accommodation.
- Attendees would like to see a more varied retail offering in the town centre.
- Support was expressed for the relocation of the library to Derby Road, provided all existing services and classes are retained.
- General comments about the support for better lighting, increased green space and better links to the train and bus station which are well used by older residents.
- Support for the relocation of the War Memorial and making it more prominent in the town centre.

7. Response to Feedback

Theme: Green space

Feedback Summary: Widely welcomed, seen as vital for improving the visual appeal and supporting wellbeing.

Response: The central Village Green design has been developed to be a welcoming and inclusive space that serves the entire local community, including residents, visitors and workers. A key objective of the masterplan is to prioritise access to high quality, useable green space for all, recognising its social, environmental and health benefits. To support this, the green spaces have been carefully planned to include clear legible routes that improve connectivity across the site. These routes will link the public realm to key destinations including the high street and public transport routes, ensuring the Village Green is both accessible and well-integrated in the wider area.

Theme: Library relocation

Feedback Summary: Strong support for bringing the library back to the high street as a civic anchor.

Response: The relocation of the library to a high street location is intended to strengthen its function as a key community asset and civic hub. By activating the space throughout the day and into the evening, the library will help address concerns raised about the vitality of this part of the high street. The refurbished Cavendish Walk building will support a wider range of community uses, and has been designed to enhance connectivity and visibility, creating two frontages (one facing the high street and the other facing St Michael's Place.) This dual aspect improves accessibility and pedestrian links between the two areas, reinforcing the library's role as a welcoming, inclusive space and a key civic anchor in the wider regeneration of this area.

Theme: High street revitalisation

Feedback Summary: Respondents expressed a desire to see more independent shops, cafes and restaurants to support the vibrancy of the town centre.

Response: Whilst the high street itself largely falls outside the red line boundary of this scheme, the redevelopment of St Michael's Place will play a significant role in supporting the town centre. Improved pedestrian and active travel routes from key transport hubs through the site will enhance access to the high street, helping to strengthen its role as the commercial heart of the area.

The scheme has been designed to promote active ground floor frontages that will complement rather than compete with the existing high street. Additionally, we are exploring opportunities for temporary and meanwhile uses during the construction phases. These flexible spaces can help build momentum and benefit the longevity of the high street.

Theme: Support for the local economy

Feedback Summary: Interest in how new development will increase footfall and benefit local businesses

Response: This regeneration scheme is designed to stimulate local economic activity in both the short and long term. New homes within the town centre will bring new residents who will use local shops, services and amenities, helping to boost footfall and spending in the area.

The introduction of a high-quality hotel will attract visitors and business travellers, encouraging local spending in nearby restaurants, cafes and shops, and supporting both daytime and evening economies. Importantly, the hotel will also help capture overnight demand that is currently being lost to surrounding areas due to a lack of premium accommodation, ensuring that more visitor spend stays within the local economy.

The refurbishment and enhancement of the public realm will create a more attractive, accessible and welcoming environment, encouraging people to stay longer, explore more and return regularly, increasing dwell time and supporting local businesses.

Theme: Anti-social behaviour

Feedback Summary: Concerns about the volume of existing anti-social behaviour.

Response: The scheme has been carefully designed to help reduce these issues by creating a safer, more welcoming environment that the community can take pride in. The development includes safe, well-lit active travel routes through the site, encouraging footfall and natural surveillance throughout the day and evening. The scheme will provide safe well-designed areas for congregation and play, offering positive and appropriate spaces for people of all ages to come together. By delivering high quality, well lit and overlooked public spaces across the area, we aim to foster a sense of ownership and respect among users, which is proven to help minimise anti-social behaviour. The

creation of homes in the town centre will bring more residents who increase natural surveillance and foster a sense of community pride, both of which help deter anti-social behaviour. A vibrant, populated area with active streets and local businesses creates a safer, more welcoming environment for everyone.

Theme: Car parking

Feedback Summary: Concerns from council staff about reduced provision. This was raised less frequently by the general public.

Response: A robust and well-evidenced car parking strategy will be developed by transport experts to demonstrate how parking provision will be phased, optimised and effectively managed to meet the future needs of the town centre, balancing accessibility with sustainable travel objectives.

Theme: Building heights

Feedback Summary: Sensitivity around the massing of the proposed HQ, particularly along Archway Road.

Response: As part of the planning application, careful consideration has been given to the siting of this key building to ensure it has an appropriate prominence in the area without dominating surrounding homes. The building has been set back from Archway Road to retain trees and hedgerows and create an appropriate relationship to the street. A series of massing diagrams, cross sections and visuals will be submitted to illustrate the building's relationship to its setting. These will be carefully reviewed by the local planning authority against relevant planning policies and guidance to ensure the design is appropriate for its context.

Theme: Hotel provision

Feedback Summary: Mixed views on the need for a hotel. Many residents did not see the benefit for themselves personally and questioned demand, but others welcomed the increased footfall and visitor numbers

Response: Market analysis has identified a clear and unmet demand for high-quality accommodation in the area. The proposed hotel will help capture visitor and business stays that are currently going to surrounding towns due to a lack of suitable options locally. By encouraging more people to stay, spend, and use local services in Huyton, the hotel will contribute to the local economy, supporting shops, cafés, and restaurants that residents can benefit from too.

Theme: Construction impact

Feedback Summary: Concerns raised around dust, noise and traffic during the build phase.

Response: A detailed Construction Management Plan will be put in place to minimise disruption, including clear measures for traffic management, restricted hours for noisy work, and controls for dust and noise monitoring and suppression. Once a contractor is appointed, there will be ongoing community engagement, providing regular updates and clear channels for residents to raise questions or concerns throughout the build.

Theme: Housing tenure

Feedback Summary: Support for residential uses, with questions about affordability and allocation

Response: A detailed research exercise has been undertaken in collaboration with KMBC's Housing Team to ensure the proposals reflect both the current and future housing needs of the local area. This work will be ongoing through future phases and will help guide the mix, tenure, and affordability of homes to ensure they meet local demand and support a balanced, inclusive community.

Theme: Later living

Feedback Summary: Several responses highlighted the importance of accommodation suitable for older residents

Response: This will be considered as part of the ongoing housing needs assessment, carried out in partnership with KMBC's Housing Team and informed by local data. If a clear, evidence-based need is identified, the scheme will respond accordingly to help ensure a mix of homes that support residents at all stages of life.

8. Conclusions

- 8.1. The applicant has undertaken comprehensive engagement and pre-application consultation with key stakeholders and the community and is grateful for all feedback received as part of this consultation exercise.
- 8.2. Through the engagement process, the project team have gained a better understanding of community aspirations and provided residents with the opportunity to feedback on key local issues.
- 8.3. It is clear that there is positivity in the local community about the need to regenerate Huyton Town Centre and that residents are broadly supportive of the development proposals.
- 8.4. The applicant considers that consultation exercise that has been undertaken has been proactive, accessible, meaningful and effective.
- 8.5. The applicant will continue to engage with the local community as the proposals progress.

Appendices

Welcome to the consultation on our plans for Huyton Village & St Michael's Place

Thank you for taking the time to visit our exhibition where you will learn more about our transformational plans. This is your opportunity to meet the project team and ask any questions.

Once you have read through the boards, we would encourage you to share your thoughts and provide comments via one of our feedback forms. Your views are important as we shape the future of the project.

Knowsley Council, in partnership with Genr8 Kajima Regeneration (GKRL), is leading an exciting transformation of Huyton Village, including the Council's 7-acre site known as St Michael's Place. The council is committed to creating a thriving, sustainable, and inclusive town centre that meets the needs of residents, businesses, and visitors.

Now, GKRL is preparing a planning application to progress these plans (which are subject to funding). Your views are needed to inform the planning application.

The consultation will run from Tuesday 29th April to Tuesday 27th May.

Scan here to have your say



Our Vision

Part of the plans for Huyton include the transformation of the council's 7-acre site – to be known as St Michael's Place, named in recognition of the nearby St Michael's Church landmark and wider history of the area.

Records show that a church has existed on this site since Anglo Saxon times and has always been at the heart of the community. St Michael's Place takes its inspiration from this and will be a place for the people of Huyton and wider community.

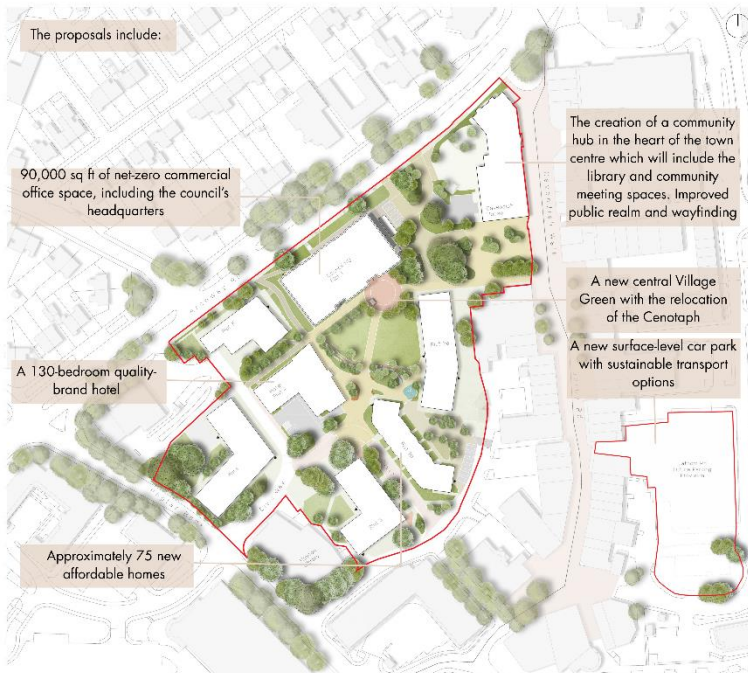
This ambitious £200m project will transform Huyton by delivering new homes, modern commercial space, a hotel and a new village green. It will also create jobs and support local businesses, revitalising the town centre.

In addition, this transformational project includes the creation of a community hub in the heart of the town centre (at Cavendish Walk), which will include the library.

The existing multi-storey car park will be redeveloped into a sustainable travel hub with EV charging points, improved security and parking facilities, including cycle parking. There will also be improved accessible pedestrian routes and accessible car parking though and around the town centre.



The Proposals



Future phases will include:

- Up to 150,000 sq ft of additional office space.
- 300 additional homes to boost footfall and support the local economy.

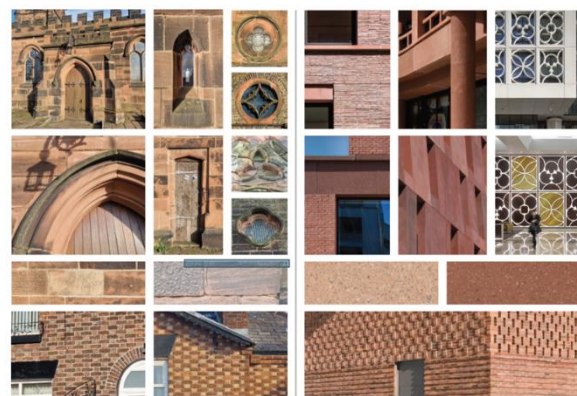
Benefits include:

- Delivering much needed new homes in the Borough
- Increasing the number of residents, visitors & footfall in the town centre helping create a vibrant community
- £50m per year growth in local economic activity
- £2.7million extra town centre spend each year
- Up to 1,700 new and retained jobs
- Contribution to Knowsley's Net Zero ambitions

New Offices

The Council is reducing the amount of space they occupy across Huyton. Many of the current buildings are outdated, sprawling, costly and inefficient. Consolidating the Council's footprint will make land available to deliver the masterplan and provide new homes, employment opportunities and public spaces as well as delivering cost savings in the long term.

A single new office building will replace a number of old Municipal Buildings and provide a new home for Knowsley Council as part of the wider masterplan. It will provide 90,000 sqft of space over 5 floors and will be significantly more energy efficient and less costly. The design of the new office celebrates Huyton's historic character and retains Knowsley Council's strong identity within the local community.



Context

Pattern & Character

Materiality

Texture & Tone

Design Development Visualisations

A New Quality Hotel

The proposed hotel development forms part of ambitious St Michael's Place Masterplan.

A new, quality branded hotel will offer exceptional hospitality in a beautiful setting. With purposely designed 130 guestrooms over 6 floors and inviting public areas overlooking a newly developed public space. New development will enhance the overall experience of Huyton for both residents and visitors.



View from the East



View from the HQ



Ground Floor Site Plan



Guestroom Floor Plan



THE BREAKFAST EXPERIENCE
This contemporary style is both
inviting and comfortable.



SPIN AND SWIRL
The hotel's modern design is
both functional and stylish.



Hotel Interior Reference Images

Improved Public Spaces A Greener Centre for Huyton



The scheme will create a new public green space for everyone that is complementary to the high street feel of Derby Road. Key features include:

- A new celebratory setting for the relocated cenotaph in pride of place directly opposite the entrance to the new Council HQ and visible from Derby Road. This space will allow for both quiet personal reflection and public commemoration.
- A green civic heart for Knowsley, with open views, clear spaces and the capacity to host activities and events. It also creates a pleasant amenity space for both town centre residents and visitors.
- There will be lots of space for people to sit, relax and socialise away from the hustle and bustle of the high street.
- Spaces which promote wellbeing and enhance biodiversity.
- Enhanced walking links back to Derby Road and the station will include improved surfacing, lighting and opportunities for public art.



Tree planting with bold seasonal interest



Informal pathways through lush planting. (Riverlight - Image credit: Gillespies, John Shorrocks)



Diverse planting typologies and rain gardens as part of a wide-scale SUDS strategy (Image credit: Gillespies, Giles Rochell)



Seating and play pockets set within lush planting and mature woodland canopy (Allied Place - Image Credit: LDA Design)



Flexible green spaces for informal seating & events (Image Credit: Gillespies, John Shorrocks)

Highways, Access and Sustainable Transport - A more Connected Huyton

The scheme has been carefully designed to ensure easier access around and through Huyton village centre in the following ways:

- New cycling and walking routes through the site, connecting with existing routes, the wider town centre and Huyton Bus and Rail Stations.
- The reconfiguration and consolidation of some of the existing car parking to other locations within the town centre.
- A new car park to replace the underused and unsightly multi-storey car park on Lathom Road, with better facilities including improved lighting and security.
- New parking provision will provide for sustainable transport modes e.g., EV charging point spaces, cycle parking, car sharing.
- Servicing and delivery vehicles for the new residential and commercial uses will be carefully managed through the site.
- Overall the scheme aims to deliver on the community's transport needs, improve bus and rail connectivity, and prioritise sustainable transport modes, aligning with the Council's net zero carbon goal by 2040.
- Accessible parking and pedestrian routes will be integrated throughout Huyton to ensure safe and inclusive access for all users, supporting both mobility and wayfinding from arrival to entrance.



Image Credit: Colapines and Ben Page

What happens next?

We are carrying out this consultation to ensure local communities and stakeholders can help shape the plans before we submit a formal planning application.

Your feedback will play a vital role in developing the final plans.

You can contact the project team and share your feedback by:

- Submitting a feedback form – a hard copy is available at today's event or you can fill one out online by scanning here: 
- Emailing us with your comments, questions or feedback at hello@stmichaels Huyton.co.uk
- Writing to us at Knowsley Council, Nutgrove Building, Ground Floor, Huyton, Knowsley, L36 6NA.

Both the council and GKRL are committed to ensuring the scheme can progress quickly once funding is secured. Following this public consultation, a planning application will be submitted. The first phase is expected to commence once funding has been secured, and planning approvals have been confirmed. The project could take several years to complete, with later phases dependent on demand and investment.

About Genr8 Kajima Regeneration Ltd (GKRL)

Genr8 | iKAJIMA
Regeneration™

The Genr8 Kajima Regeneration Ltd (GKRL) partnership is a 50/50 joint venture formed in 2020 between Genr8 Developments, a leading regeneration specialist and Kajima Partnerships, a social impact investor, developer, and manager.

Scan here to find out more about GKRL.



About Knowsley Metropolitan Borough Council



Knowsley Council provides essential support and services to over 156,000 residents and over 3,700 businesses. In the last five years, the council and its partners have invested more than £120m into Knowsley's town centres. That includes major retail development in Kirkby and the creation of Shakespeare North Playhouse – a multi-award-winning cultural venue in Prescot. Plans are also progressing in Halewood to deliver £30m of investment in the town centre. The Council has also delivered 5,700 homes over the past eight years as part of the house building programme.

Scan here to find out more about Knowsley Council.



Appendix Two – Leaflet



Knowsley Council has exciting and ambitious plans to transform Huyton Town Centre (known as Huyton Village). Working in partnership with Genr8 Kajima Regeneration Ltd (GKRL), we would like to hear your views to help to inform and progress these plans.

GKRL is preparing a planning application to transform the council's 7 acre site, known as St Michael's Place.

Subject to securing funding, the plans include something for everyone - a modern town centre, improved access to services and facilities, a great choice of living accommodation, new office accommodation, an attractive leisure and retail offer (including a hotel), an emerging night-time economy and the creation of a new village green.

There are also plans to create a community hub at Cavendish Walk, which will include the library and meeting and community spaces. Plans also include transforming the existing multi-storey car park into a sustainable and modern travel hub offering car and cycle parking, electric charging points, improved security and lighting.

There are lots of ways that you can view the plans and share your views:

- **Drop-in events** are taking place on:
Monday 12 May 2025 from 12pm until 7pm at Huyton Village Green, Derby Road
Saturday 17 May 2025 from 10am until 3pm at Huyton Village Green, Derby Road
- **Share your views** online by completing a short survey at www.stmichaels Huyton.co.uk
- **Pick up a paper copy of the feedback form** from Huyton Library and Knowsley Leisure and Culture Park.

You can request a paper copy to be sent to you or the survey produced in an alternative format by emailing hello@stmichaels Huyton.co.uk

This is a once in a lifetime opportunity to help to shape the future of Huyton Town Centre.

The closing date for comments is 5pm on **Tuesday 27 May 2025**.

Let's talk about **Huyton**

Share your views on plans to
transform Huyton Village &
St Michael's Place.

Find out more at
www.stmichaelshuyton.co.uk

Closing date for comments is
5pm on 27 May 2025.



Genr8 | iñKAJIMA
Regeneration





25 April 2025

Dear

As you will be aware, Knowsley Council has exciting and ambitious plans to transform Huyton Town Centre (known as Huyton Village). The purpose of this letter is to inform you of our upcoming consultation and seek your feedback on our proposals.

The Council is working in partnership with Genr8 Kajima Regeneration Ltd (GKRL) to progress these plans and GKRL is now starting to prepare a planning application.

The planning application includes the transformation of the Council's 7-acre site, known as St Michael's Place (named after Huyton's St Michael's Church)

Subject to securing funding, the plans for the first phase of the Huyton Village regeneration include an enhanced town centre, improved access to services and facilities, a great choice of living accommodation, new office accommodation, an attractive leisure and retail offer (including a hotel), an emerging night-time economy and the creation of a new village green. Plans also include the creation of a community hub at Cavendish Walk, which will incorporate the library, along with community and meeting spaces. Plans also include transforming the existing multi-storey car park into a sustainable and modern travel hub.

In order to inform the planning application, a public consultation will open on Tuesday 29 April 2025 and run until Tuesday 27 May 2025. This will include in-person drop in events, online feedback as well as providing feedback via a hard copy survey.

Drop-in events, including information boards showcasing the plans and representatives from both the Council and GKRL being available to answer any questions you have, will be taking place on Tuesday 12 May 2025 from 12pm until 7pm and Saturday 17 May from 10am until 3pm at Huyton Village Green, Derby Road, Huyton.

You can also view the plans and share your views online at www.stmichaelshuyton.co.uk. The website will go live on Tuesday 29th April 2025.

Hard copies of the survey can also be picked up at Huyton Library and Knowsley Leisure and Culture Park. Alternative formats of the survey can be requested by emailing hello@stmichaelshuyton.co.uk.

We hope that you are able to take the time to view the plans and share your views either in person at one of our drop-in events on 12 or 17 May or online before 5pm on Tuesday 27 May 2025.

Yours sincerely

James Duncan
Chief Executive, Knowsley Council

Mike Smith
Director, Genr8 Kajima Regeneration Ltd

Archway Road, Huyton, Merseyside, L36 9YU

Share your views: Huyton Village & St Michael's Place

We would like to know what you think of the proposals, which elements you support and if any cause you concern. Please take a few minutes to complete the following questions and then return the form to us either at one of our public exhibitions or via post to Knowsley Council, **Nugrove** Building, Ground Floor, Huyton, Knowsley, L35 6NA

Personal details (optional)

Name:

Postcode:

Email:

Please tick as appropriate:

Local resident ☐ Community representative ☐ Local Worker ☐
Visitor ☐ Other ☐

Q1. Do you think there are any opportunities to improve these proposals?

Yes ☐ No ☐ Unsure ☐

Please give a reason for your answer.

.....

Q2 Which aspects do you particularly support and why?

.....

Q3 Is there anything in the proposals that you don't support? If so, please say why.

.....

Q4 Do you think the proposals will help the local economy and prospects for local businesses including increasing footfall in the town centre?

Yes ☐ No ☐ Unsure ☐

Q5 Do you think these proposals would make the local area a better place to live?

Yes ☐ No ☐ Unsure ☐

Please give a reason for your answer.

.....

Q6 Do you support the design of the buildings, including the proposed size and scale?

Yes ☐ No ☐ Unsure ☐

Please give a reason for your answer.

.....

Q7 Do you support the proposed additional public spaces within the town centre?

Yes ☐ No ☐ Unsure ☐

Please give a reason for your answer.

.....

Q8 Do you support the mix of uses including residential buildings, a hotel, commercial buildings and public green spaces?

Yes ☐ No ☐ Unsure ☐

Please give a reason for your answer.

.....

Q9 Do you support the proposed range of homes?

Yes ☐ No ☐ Unsure ☐

What types of homes do you think are the most needed in the local area and why? E.g. affordable homes, homes for private rent, homes to buy etc.

.....

Q10 Do you have any other overall comments, including aspects you think need further consideration?

.....

.....

.....

Thank you for taking the time to give your views. As part of the planning process, all feedback will be summarised in a report called a Statement of Community Involvement which details what local residents have said, and how this has helped to inform the final plans. For more information and to view the privacy policy, please visit www.stmichaels-huyton.co.uk.

By providing your details you agree to be contacted by Knowsley Council and/or Genr8 Kajima Regeneration Limited about St Michael's Place, part of Huyton Village. We will keep your information on file until the development is complete. We will not pass your details to any third party. You can be removed from the mailing list at any time by contacting hello@stmichaels-huyton.co.uk.



Welcome to Huyton Village & St Michael's Place

Thank you for visiting our public consultation for Huyton Village & St Michael's Place

Knowsley Council, in partnership with Geni8 Kajima Regeneration (GKRL), is leading an exciting transformation of Huyton Town Centre. The council is committed to creating a thriving, sustainable, and inclusive town centre that meets the needs of residents, businesses, and visitors.

Now, GKRL is preparing a hybrid planning application to progress these plans (which are subject to funding). Your views are needed to inform the planning application.

Share your views

The regeneration of St Michael's Place and Huyton Town Centre is a transformational and deliverable plan led by Knowsley Metropolitan Borough Council and Geni8 Kajima Regeneration Limited.

Full pages can be viewed at: <https://stmichaelshuyton.co.uk/>