



L32 Trading Ltd (Part of Green Circle Leisure)

Kirkby Valley Golf Club

Economic Impact Assessment

14 July 2023

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1 Introduction

1.1 Overview

AMION Consulting (AMION) have been appointed by L32 Trading Ltd (L32 Trading), which is part of Green Circle Leisure, to prepare an economic impact and social value assessment of the proposals for Kirkby Valley Golf Club, in Knowlsey. The proposals will deliver:

- An improved 18-hole, par-72 golf course;
- New clubhouse;
- Driving range;
- Adventure golf;
- Academy building; and
- A 9-hole par-3 academy/junior golf course.

The report confirms that the proposed investment and associated improvements in the quality and range of the facilities at Kirkby Valley Golf Club will result in important economic and wider social benefits for the local community.

1.2 Scope of the assessment

The approach adopted in undertaking this assessment is consistent with established principles for the assessment of local economic impact, as outlined within published guidance at the UK level. Underpinned by a review of the strategic policy and local socio-economic conditions, it identifies the need for investment and the alignment of proposals with strategic objectives for regeneration and levelling up within the local community of Kirkby and adjacent neighbourhoods in Knowlsey, Sefton and Liverpool.

In preparing the report, AMION Consulting has received business information and project proposals from L32 Trading and their appointed advisors and has held meetings to discuss this information.

A brief description of the project and the anticipated principal beneficiaries of the proposals have been included within the report, along with an estimation of the benefits and overall impact of the scheme. This has incorporated an analysis of the projects anticipated quantifiable outputs relating to levels of development and new employment opportunities generated, as well as an assessment of several wider, less tangible benefits.

In terms of employment, the assessment has sought to estimate both the gross direct and potential indirect and induced impacts of the development. As part of this consideration has been given to whoever is likely to secure the benefits generated, both directly and through wider expenditure effects.

The assessment also seeks to establish the potential net additional employment and GVA impacts. This is based on an assessment of additionality – the extent to which the activity takes place at

all, on a larger scale, earlier or within a specific designated area or target group because of the project.

1.3 Structure of the Report

The report continues in five further sections, as follows:

- Section 2 describes the proposed project, its rationale, principal beneficiaries, and linkages;
- Section 3 sets out the project's strategic and socio-economic context, highlighting the alignment of the scheme with policy objectives and local need;
- Section 4 presents the economic and wider benefits associated with the proposed scheme;
- Section 5 concludes the economic impact assessment.

2 Kirkby Valley Golf Club Proposals

2.1 Introduction

This section sets out a brief overview of the proposals for Kirkby Valley Golf Club. It outlines the expected development outputs which underpin the assessment of economic impact.

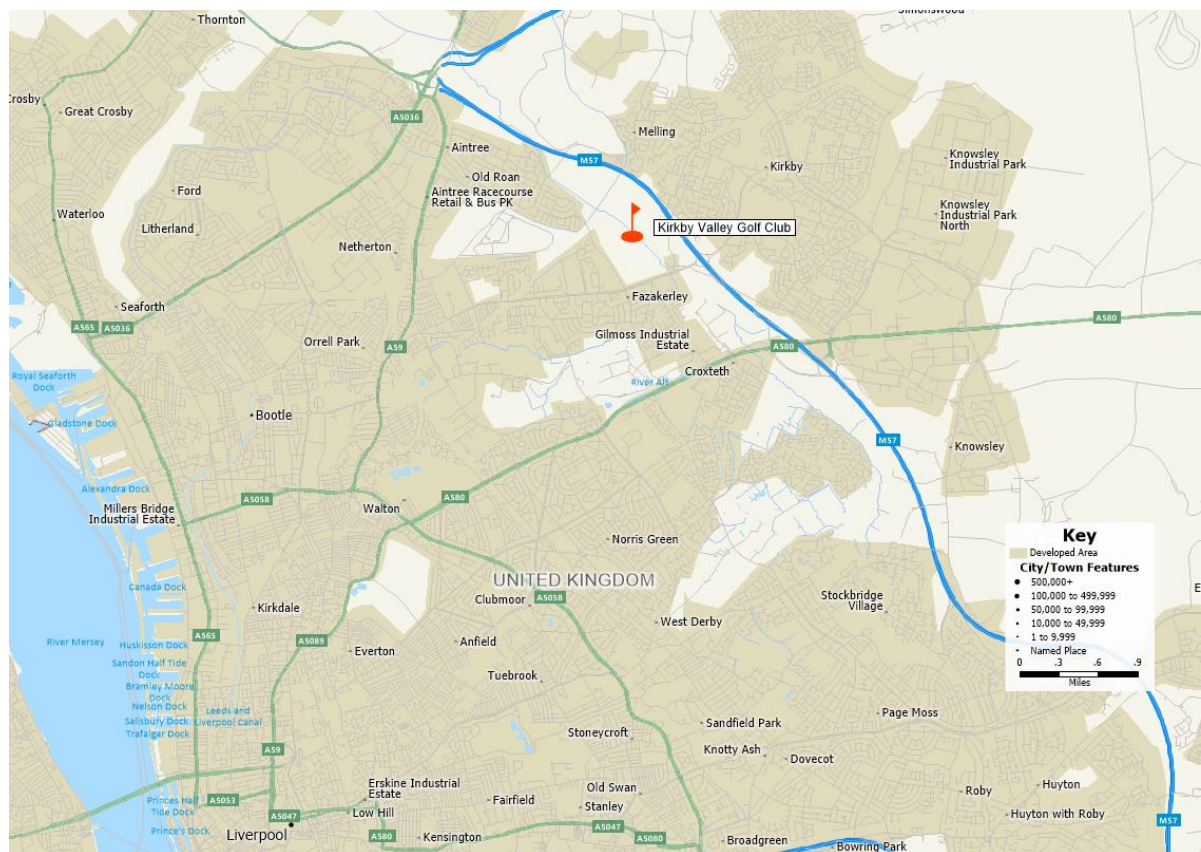
2.2 Location

The proposals extend across the existing Kirkby Valley Golf Course and a vacant and underused area of open space which lies adjacent to the west of the existing club house. The site is located in the local authority area of Knowsley, adjacent to the boundary with the local authority areas of Liverpool and Sefton.

The site is accessed from the A506 Valley Road, which runs to the south and links directly to the M57 which runs along the east boundary and provides strategic access to the wider Liverpool City Region and beyond. Kirkby town centre is located approximately 1km to the east of the site.

The location of Kirkby Valley Golf Club is set out in Figure 2.1.

Figure 2.1: Location plan



2.3 Site description

Kirkby Valley Golf Club was founded in 1928. It currently comprises an 18-hole municipal parkland course set in over 80 hectares of Green Belt land, bisected by the River Alt (which is a protected Greenspace and Ecological Corridor). Its current built form includes the Club House and maintenance facilities.

Due to the age of the golf course, there are numerous health and safety concerns relating to the layout which does not adhere to the Professional Golf Association Design Consulting (PGADC) Guidelines for the safe design of golf courses. While the built facilities are dated and have significant maintenance obligations, they continue to fulfil an important role as a community asset, hosting events and supporting a low level of employment. However, the potential of the Golf Club is not being fulfilled and the development proposals will provide a high-quality facility benefiting the local and wider community, addressing safety concerns, and developing an improved course fit for the 21st century.

Whilst located in Knowsley, the course is owned by Liverpool City Council. Due in part to the City Council's budget cuts, the Council sought an experienced and reputable golf operator to assume management of the facility. As such, in 2014, the Council opted to lease the course to Green Circle Leisure, via its subsidiary L32 Trading. Initially a 25-year operating lease was granted, however, to enable Green Circle to undertake the masterplan improvements proposed in this planning application, a new 150-year lease was granted in March 2019 to enable the works to be fundable on a proper headlease structure.

2.4 Development proposals

The proposals represent a major investment, designed to enhance the potential of the existing site, taking advantage of the immediate motorway access and the location. The new course layout will be a great improvement to the current 18-hole course, with an additional 9-hole academy course.

In addition to the works to improve the course, two new buildings will be constructed to support the objectives of improving quality and extending the appeal of the Golf Club. The new facilities will include:

- A new club house accommodating changing facilities, a pro-shop, restaurant, bar, and function suite at first floor level;
- The refurbishment of the existing course club house will be to facilitate the teaching and education curriculum of the Golf Academy. A modest extent of overnight accommodation will be provided for visiting golf professionals and teaching staff.
- A new 2-tier golf driving range building, within which will be a large golf shop, bar, restaurant, and hospitality offer which will be served to each of the driving tee booths. This building will also have the very latest golf simulators for teaching and improving personal golf, which will also form part of the Golf Academy facility; and
- Adventure Golf comprising a family oriented 18-hole putting course that is both inclusive to all whilst remaining challenging for the experienced golfer.

The proposed layout of the new course and associated facilities is outlined in Figure 2.2.

Figure 2.2: Overall proposed site layout



3 Project Context

3.1 Introduction

This section describes the context for the delivery of the development, the policy drivers, and alignment of the proposals with local strategic objectives. The prevailing socio-economic conditions within the area have also been reviewed.

3.2 Strategic context

The proposals for Kirkby Valley Golf Club have strong strategic alignment with policy objectives at the Liverpool City Region Level and that of the Knowsley Local Authority area.

City Region:

- **LCR Plan for Prosperity (2022)** – The Plan for Prosperity sets out the LCR’s vision for delivering Prosperity Through a Fairer, Stronger, Cleaner City Region. The Kirkby Valley Golf Club development will support this through offering local jobs in both the construction and operation of the Golf Club, recognising the location of the club within the City Region.
- **LCR Skills Strategy (2018 – 2023)** – The LCRC Skills Strategy sets out the approach to making sure that people have the skills to get a job and progress in work and employers have people with the right skills they need for growth. There is a commitment from the Golf Club to work with local partners to deliver apprenticeships in golf course construction and management (green keeping) and also in food and beverage/hospitality type roles.

Knowsley:

- **Knowsley 2030 Strategy (Draft)** – a long term strategy for the borough, building on an extensive programme of community engagement, it sets out key priorities for investment and action within Knowsley. Proposals for investment to sustain and significantly improve Kirkby Valley Golf Club will align with each of the guiding principles of the strategy, particularly: a thriving and inclusive economy with opportunities for people and businesses; and active and healthy places.
- **Knowsley Council Plan (2022-2025)** – The Knowsley Council Plan 2022-2025 seeks to respond to the significant challenges and impact of the pandemic, whilst maintaining a focus on the longstanding ambitions for the Borough. Under an overarching vision of ‘Supporting Knowsley’s people and communities to thrive’, the proposals for investment at Kirkby Valley Golf Club will directly support core objectives to promote inclusive skills and growth, underpinned by the principles of investing in partnership with local communities to achieve social value and facilitating community access to greenspace and activity.
- **Knowsley Economic Growth Plan (2016 - 2020)** – The Economic Growth Plan was prepared with the aim of bringing together the aspirations of the public and private sector and clearly documenting the vision, priorities, and targets for growth. The development of Kirkby Valley Golf Club will support the council’s growth targets by securing new employment opportunities and providing a new leisure offer.

- **Knowsley Green Space Strategy (2015 – 2020)** – The Green Space Strategy was produced having regard to the Council being at the forefront of improving the quantity, accessibility, and quality standards across all of the borough’s green space assets, whilst managing the impacts of significant reductions in public sector funding. The significant investment will support the local community and ensure access to good quality greenspace is retained for all.

Investment to improve, extend and broaden the appeal of facilities at Kirkby Valley Golf Club therefore support a range of local policy objectives relating to securing investment, providing pathways to local employment, enhancing leisure and recreation facilities, supporting community health, and improving green space.

3.3 Socio-economic context

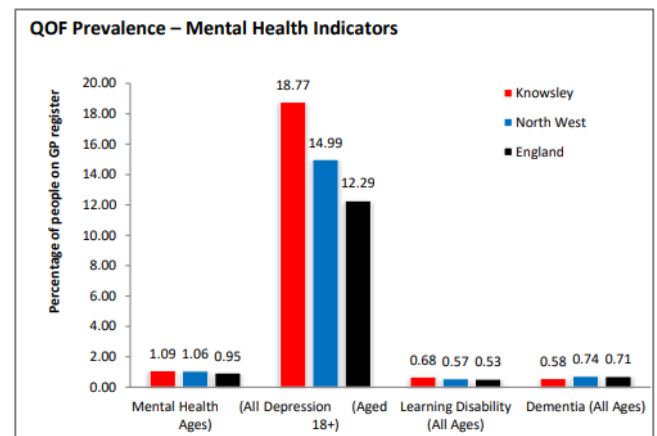
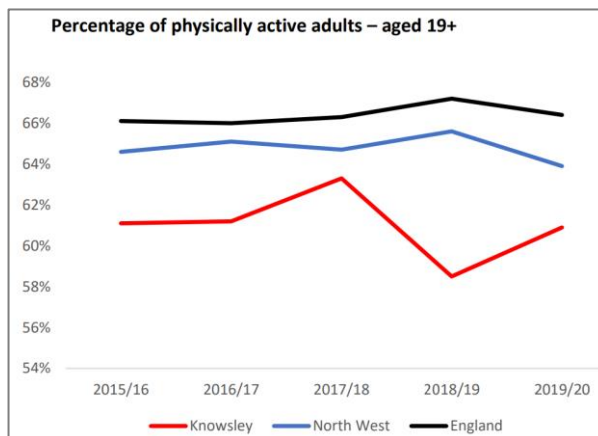
The summary below highlights the socio-economic conditions for Knowsley, the wider area of impact (Knowsley, Liverpool, and Sefton), the North West and the United Kingdom. It provides an overview of current performance for a number of key economic indicators, highlighting the role of Kirkby Valley Golf Club in supporting local employment and providing the opportunity for further qualifications in the golf industry.

Table 3.2: Indicators of socio-economic performance				
	Knowsley	Area of impact	United Kingdom	Comments
Demographics				
Resident population	154,974	919,154	67,026,292	Large catchment population with average working age percentage
Working age population 16-64	63%	64%	63%	
Economic activity				
Economically active	78.2%	74.5%	78.3%	High rates of economic activity and employment in Knowsley, lower across the wider area, with unemployment rate above UK average
In employment	75.8%	72.1%	75.5%	
Unemployed (Claimant rate) (May 2023)	4.7%	5.2%	4.2%	
Employment by occupation (resident based)				
SOC 2010 Major Group 1-3	37.4%	50.1%	50.5%	Low rate of Knowsley residents work in managerial / professional roles (SOC1-3). High rates in SOC4-5 (administrative), SOC6-7 (trades) and SOC8-9 low skilled roles.
SOC 2010 Major Group 4-5	26.3%	20.2%	19.3%	
SOC 2010 Major Group 6-7	17.7%	13.3%	14.9%	
SOC 2010 Major Group 8-9	18.0%	16.0%	15.0%	
Qualifications (resident based)				
NVQ 4 and above	31.2%	40.8%	43.5%	Percentage of residents qualified to high level (NVQ4+) is significantly below average for UK and wider area of impact. A high proportion have a qualification level of NVQ2 or lower, or no recognised qualifications
NVQ 3 and above	48.9%	59.9%	61.4%	
NVQ 2 and above	73.7%	78.5%	78.1%	
NVQ 1 and above	81.0%	86.6%	87.4%	
Other qualifications	9.6%	5.8%	5.8%	
No qualifications	9.5%	7.6%	6.8%	
Earnings (gross weekly)				
By place of residence	£589.1	-	£640.0	Average resident earnings are 8% below the UK average.
By place of work	£614.0	-	£640.0	

Knowsley is ranked as the second most deprived local authority area in England, with some neighbourhoods experiencing severe and persistent deprivation based on a range of measures relating to income, employment, health, education, and crime.

The Joint Strategic Needs Assessment for Knowsley confirms that while progress has been made in tackling challenges, neighbourhoods continue to be affected by unemployment, poor housing conditions, poor education, and low-quality living environment. These factors impact on the healthy life expectancy of residents and their quality of life. Health disparities in England were exacerbated by the Covid-19 pandemic and associated lockdowns. Key issues identified within the Joint Strategic Needs Assessment include:

- **Healthy lifestyles** – habits relating to lifestyle, including low rates of exercise, are impacting negatively on some residents, particularly those living in more deprived parts of the Borough. There is recognised need to support residents to engage in healthy behaviours and lifestyles to prevent severe illness, including diabetes;
- **Life expectancy and healthy life expectancy** – Knowsley have shorter lives and spend more of their lives in poor health compared to averages for the North West and England as a whole;
- **Wellbeing and mental health** – a high proportion of adults in Knowsley suffer from poor mental health and wellbeing.



4 Economic Impact Assessment

4.1 Introduction

This section sets out the expected economic impacts arising from the development proposals for Kirkby Valley Golf Club. The direct job and GVA impacts in the construction and operational phases are outlined.

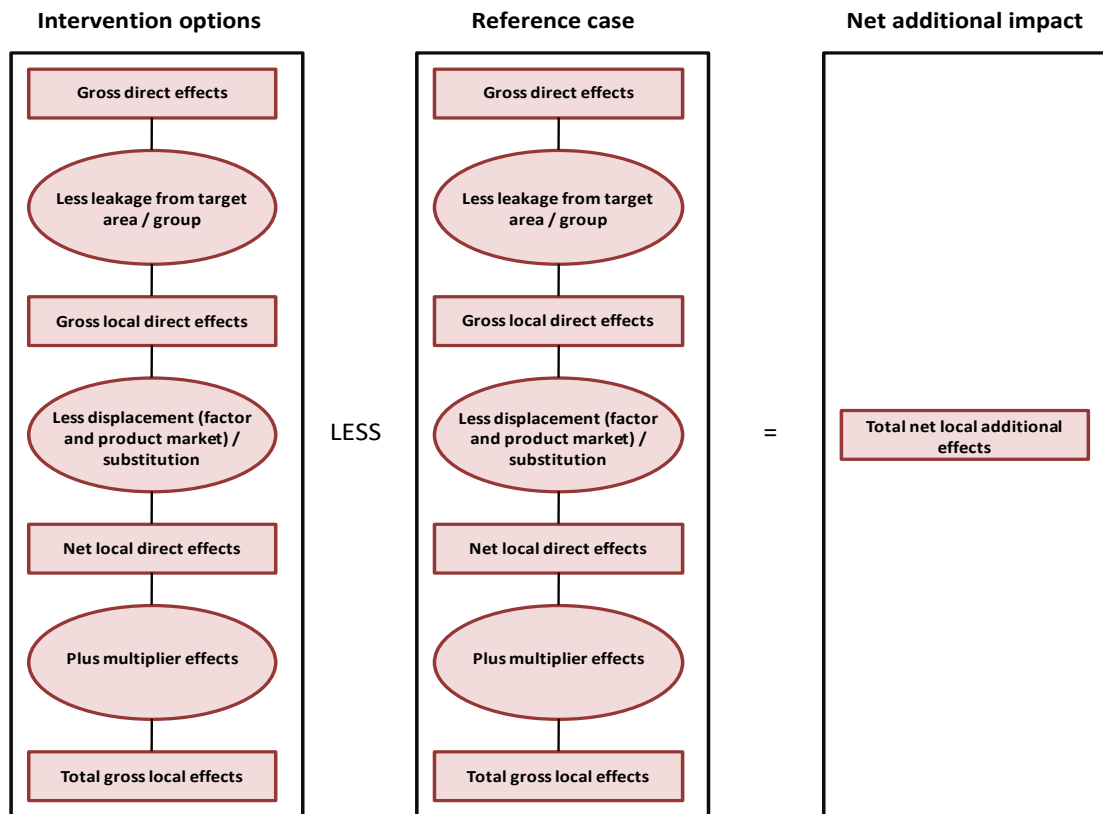
4.2 Additionality

In determining the net additional impact, the key issue to be addressed is the additionality of the proposed development – in other words, **the extent to which activity takes place at all, on a larger scale, earlier or within a specific designated area or target group as a result of the intervention**. To assess the additionality of the proposals, the following factors have been considered:

- **leakage** – the proportion of outputs that benefit those outside of the scheme's target area or group;
- **displacement** – the proportion of scheme outputs accounted for by reduced outputs elsewhere in the target area. Displacement may occur in both the factor and product markets;
- **multiplier effects** – further economic activity associated with additional local income and local supplier purchases (as discussed above); and
- **deadweight** – outputs which would have occurred without the scheme.

The approach to assessing the net additional impact of a scheme, considering the adjustments outlined above, is shown diagrammatically in Figure 4.1. For the purposes of this assessment, the additionality of the scheme has been considered at the Knowsley level.

Figure 4.1: Net additional impact



4.3 Temporary construction effects

4.3.1 Gross temporary construction effects

The total anticipated expenditure committed to the proposals has been used as the basis for calculating the gross temporary construction effects. The construction cost estimates have been provided by Green Circle, based on reasonable rates, reflecting the scale of the development.

To estimate the level of employment associated with the proposed development, a turnover per employee figure for the UK construction sector has been derived from the ONS Annual Business Survey. This adjusts for sector employment data relating to full-time/part-time working from the ONS Business Register and Employment Survey. Based on latest data (2021), turnover per person year of employment is estimated to be £206,500 at the UK level, adjusted to 2023 prices.

It is estimated that construction activity could support in the order of 65 person years of gross temporary construction employment. This is based on the convention that ten person years of employment is broadly equivalent to one permanent job. This equates to 6.5 full time equivalents (FTEs). Over an anticipated four-year, phased construction period, the equivalent of 16 construction jobs would be supported through the scheme per annum.

4.3.2 *Net additional impact*

In determining the net additional impact in the construction phase, allowance has been made for additionality adjustments as follows:

- **Leakage** - in terms of the nature of the proposed scheme, specialist construction activities relating to non-standard activities, or the installation of specific plant and other equipment are more likely to be carried out by expert contractors, operating at a regional or national level. More routine activities and those involving bulky materials are likely to be procured more locally. There is a significant pool of construction labour within the area of impact, though considering market conditions under which the sector has experienced a degree of resurgence. Green Circle are committed to using local contractors for as much of the work as possible and a leakage rate of 25% has therefore been adopted, which is low for temporary effects in the construction phase;
- **Displacement** - at the national level, the construction sector has been affected by significant skills shortages, particularly in high growth locations. While the slowdown arising from the Covid-19 Pandemic has impacted on activity in the short-term, the construction sector is now reporting projections for strong growth. However, based on a market standard configuration and specification for the new accommodation, it is considered that there is still significant capacity to absorb further demand for labour across the area of impact. Overall, a displacement rate of 10% has been applied in the construction phase;
- **Multiplier effects** – as described above, alongside directly supporting employment through the delivery of construction works, the expenditure will also result in supply side benefits (indirect benefits), as well as induced effects associated with local employee expenditure. In order to take into account both the indirect and induced multiplier effects associated with the construction phase, reference has been made to benchmarks as described above. A composite multiplier of 1.25 has been assumed; and
- **Deadweight** – in the absence of the proposed scheme it is anticipated that no comprehensive alternative would come forward in the foreseeable future. Therefore, a deadweight level of nil has been assumed.

If adjustments are made for leakage, deadweight, displacement, and multiplier effects, it is estimated that the scheme would create 59 net additional person years of construction employment at the area of impact level, equivalent to 6 FTE jobs. It is further estimated that construction phase investment could generate a net additional GVA impact of £6.2 million.¹

4.3.3 *Social value benefits*

Green Circle is committed to supporting social value and community wealth building. In the construction phase, it will work with the Council and education providers to maximise opportunities for local contractors and suppliers, local employees and skills and training outcomes. This commitment includes a willingness to agree a Section 106 planning agreement with Knowsley Council to ensure that jobs and contractors would be sourced from within the

¹ The net additional GVA analysis excludes leakage effects as GVA is a workplace-based measure of impact.

Liverpool City Region, with a specific commitment to work with the Council, Knowsley Works and other partners to maximise employment and apprenticeship opportunities for residents in Kirkby and neighbouring communities. As part of this commitment, Green Circle will agree social value targets associated with the delivery of the project.

4.4 Operational Phase

4.4.1 Gross direct effects

The number of gross direct permanent jobs accommodated on site has been estimated based on the on-going management and upkeep of the new facilities at Kirkby Valley Golf Club, as provided by Green Circle.

At present, there are currently 10 FTEs employed at Kirkby Valley Golf Club, in a range of roles from course management to food and beverage service activities. Without this investment, it is deemed that the golf course would be unviable to run in the next three years, resulting in the loss of these existing FTE jobs. Having considered the condition of the existing club house and course, these 10 FTE jobs will be safeguarded through the commitment of Green Circle to invest.

Based on a review of facilities and business planning for the new Golf Club, L32 Trading have advised that the proposed development could accommodate in the order of 93 new job roles. Considering full and part-time roles, this equates to 67 new FTE jobs.

Table 4.3 shows the level of gross operational employment that could be expected for the proposed development. This assumes that existing jobs would be safeguarded, and Green Circle would seek to support existing employees into new opportunities created through the scheme.

Table 4.3: Gross direct on-site employment (FTE)	
	Gross FTE Jobs
Existing on-site jobs (safeguarded)	10
Further on-site jobs created	67
Total on-site jobs	77

Based on information provided by L32 Trading, the total number of employees could increase to around 100 over time including a range of full and part time roles. A high proportion of the roles created will be relatively flexible in terms of hours and offer in-job training. It is envisaged that these roles may be suitable for a range of potential employees, including those with lower-level skills. A number of more skilled roles will also be created, and L32 Trading will work with education providers to support on-job training.

4.4.2 Indirect and induced employment effects

In addition to directly supporting the creation of new jobs, the proposed development will also lead to additional employment opportunities (and GVA) through supply chain expenditure (indirect effects) and employee spend on goods and services (induced effects) within the local area. Based on a composite multiplier of 1.38, it is estimated that 29 gross indirect and induced

jobs could be supported across the wider sub-regional economy. On this basis, the scheme has the potential to **support around 106 total gross direct, indirect, and induced FTE jobs**.

4.4.3 *Net additional employment effects*

To calculate the number of net additional permanent jobs created as a result of the proposed development, adjustments have been made in relation to leakage, displacement, multiplier effects and deadweight. The following assumptions have been applied in relation to each additionality factor:

- **Leakage** – the estimate of leakage has been informed by commuting data derived from the 2011 Census, alongside benchmarks published within relevant guidance published by the former HCA. While the site is highly accessible from the strategic highway network, given the nature of the roles supported – primarily service sector roles with relatively low entry requirements - a rate of 15% has been applied, reflecting the approach to work with key local partners to provide employment to local people;
- **Displacement** – the provision of new sport and recreational premises in Knowlsey will support a competitive offer across the local area. While there are a number of other golf courses in the locality, it is envisaged that the proposed focus on maximising access for the local community and the wide range of facilities proposed will limit displacement effects. On this basis, a displacement rate of 25% has been applied, signifying a low level of displacement;
- **Multiplier effects** – multiplier effects have been accounted for in the induced and indirect employment effects outlined in section 4.2.2.
- **Deadweight** – in the absence of the proposed scheme it is anticipated that no comprehensive alternative would come forward in the short to medium term. Based on current performance, it is envisaged that the existing course would be forced to close within three years. Therefore, a deadweight level of nil has been assumed.

Table 4.4 demonstrates the net additional employment directly supported through the Kirkby Valley Golf Club proposals. In total it is estimated that commercial space delivered through the scheme could generate in the order of 61 net additional FTE jobs.

Table 4.4: Gross and net additional employment effects (FTE)		
Activity	Gross jobs	Net additional jobs
Golf (maintenance/greenkeepers)	10	8
Food & Beverage	53	42
Golf (retail – including adventure golf)	13	10
Management	1	1
Total	77	61

4.5 Gross Value Added

The gross GVA generated because of the additional permanent jobs created has been estimated. The assessment considers the GVA resulting from both the onsite and offsite impacts, based on average GVA per employee figures derived from Experian. It is estimated that direct employment creation could support in the order of £2.59m gross GVA per annum.

Based on ongoing supply chain and employee expenditure, it is estimated that indirect and induced effects could generate a further £0.5m in annual GVA at the local level. On this basis, the development has the potential to sustain gross local direct, indirect, and induced GVA of around £3.09m per annum.

Allowing for additionality adjustments (excluding leakage as GVA is a workplace-based measure of economic impact), the net additional GVA impact is estimated to be £2.6m per annum at the local level.

4.6 Wider Impacts and Social Value

Given the nature of the proposed development, it is envisaged that the investment will give rise to a range of wider impacts that, while more difficult to quantify in terms of employment and GVA impacts, are of equal and significant economic importance. The level of wider impact reflects the commitment of L32 Trading to maximising social value through its activities. These commitments include:

- **Creating employment, training, and apprenticeships** – as outlined above, the proposals will create a wide range of employment opportunities for members of the local community – including groups requiring flexible and lower skilled roles. As part of its commitment to social value and nurturing talent, L32 Trading will continue to promote training for employees, both through internal experience and more formal external training, working with local education providers. L32 Trading have established partnerships with education providers, such as Myerscough College, that they will seek to expand to Kirkby Valley Golf Club. In addition, L32 Trading is forging new partnerships with training providers and social businesses including Transform Lives to target those disadvantaged in the labour market to provide employment and work experience opportunities. As part of this, L32 Trading / Green Circle have produced an outline Skills and Employment Statement (**Appendix A**), for discussion with KMBC through the planning application process.
- **Providing accessible and affordable sport for all** – L32 Trading (as part of the Green Circle group) was established to partner with local authorities to rethink and safeguard the provision of public golf on former municipal golf courses, securing the future of these assets. The Green Circle model seeks to diversify income through the development of complementary family leisure and hospitality facilities to ensure both sustainability and affordability of the core golf offer. L32 Trading / Green Circle is fully committed to ensuring that affordability remains a key underpinning principle following the expansion and diversification of golfing and other sporting activities at Kirkby Valley. The new facilities will include a 9-hole Academy Course, driving range and tuition facilities, Golf Academy that

along with the Adventure Golf facility, will provide accessible entry points for people to sample, learn and play golf.

- As part of its commitment to widening participation, the facilities will enable L32 Trading to develop marketing and outreach activities involving local schools. Alongside developing future markets, this will provide young people with an opportunity to develop a passion for sport, raising participation and helping to combat low activity rates. An indicative view on a potential Children and Young Persons Golf Development Programme is appended to this report (**Appendix B**).
- **Promoting health and wellbeing** – L32 Trading is actively engaging with local partners to explore opportunities for social prescribing initiatives, which are being piloted by One Knowsley and Liverpool CCG. Participation in sports has been shown to have a positive impact on physical and mental health, and targeted initiatives could play an important role in supporting the most vulnerable in society to become more active and engaged in the community.

One Knowsley and pioneering Knowsley-based social business Care Merseyside. Participation in sports has been shown to have a positive impact on physical and mental health, and targeted initiatives could play an important role in supporting the most vulnerable in society to become more active and engaged in the community. Green Circle has already established dialogue with Care Merseyside with respect to a social prescribing pilot to be launched in the autumn of this year. The new and expanded facilities proposed at Kirkby Valley will greatly expand opportunities for access through social prescribing to different and more accessible golf formats.

In addition, the creation of new facilities will create sporting and family leisure opportunities, promoting activity that fosters social participation and interaction. Attracting people to participate in activities will have a wide benefit in terms of community wellbeing.

In addition to the commitments outlined above, it is envisaged that the proposed scheme will support other wider benefits relating to:

- **Natural capital** - the proposed investment will also contribute to increased natural capital by enhancing biodiversity, increasing carbon sequestration, improving natural flood defence, and enhancing species habitat.
- **Facilitating regeneration** – while retaining the openness of the green belt, the proposals will reinforce the retail and leisure-led regeneration plans being delivered by Knowsley Council for Kirkby and will help strengthen the quality of services for the entire community. In addition to this, the development proposals for the course will require in the region of 450,000 tonnes of inert soils and aggregates (sand, rootzone, topsoil) to complete the works. Green Circle will seek to source this material from local schemes, helping to facilitate wider regeneration initiatives that need to export such materials.

5 Summary

This assessment demonstrates that the proposed investment to significantly enhance and extend the existing golf and leisure facilities at Kirkby Valley Golf Club will result in important socio-economic benefits for the community within the local area. The proposals are in alignment with local policy objectives for growth and community wealth building and will play a role in supporting strategic goals for levelling up – attracting huge private sector investment in one of the most deprived areas of England.

There is a clear need for investment in the local area in support policy objectives aimed at achieving key outcomes relating to improving access to employment, supporting skills, and improving health outcomes for local residents. The Strategic Joint Needs Assessment for Knowsley confirms that, in spite of recent improvements, rates of poor physical and mental health within the local community remain high. The proposed scheme will assist in providing another channel for remedying this, bringing in local partners such as Care Merseyside will have important health and social care benefits for the wider community.

In the absence of significant and transformational investment, L32 Trading has confirmed that the existing facility is not commercially viable or sustainable in the medium term. Levels of participation in golf have declined and there is a recognised need to create new pathways to extend the appeal of the sport. The proposed scheme will enhance the quality of the facilities, creating an academy to nurture new players while introducing facilities aimed at increasing casual and recreational participation, whilst creating a modern family friendly golf and leisure facility in Kirkby.

The investment will potentially support around 106 total gross direct, indirect, and induced FTE jobs within the local economy, generating £3.1m of GVA per annum. This accounts for direct on-site employment as well as jobs supported through supply chain and employee expenditure within the local area. Adjusting for additionality, reflecting displacement and leakage effects, the scheme will potentially create 61 net additional jobs and generate £2.6m of annual GVA.

Alongside the employment and GVA impacts, the assessment confirms the important wider benefits that are expected to arise through the project. These benefits align with the social value objectives of Green Circle to promote pathways to employment through offering training and apprenticeships, providing accessible access to sport for all groups, and promoting health and wellbeing.

Appendix A – Skills and Employment

L32 Trading / Green Circle would be willing to produce a Skills and Employment Statement² that would propose to offer to accept the following conditions (or S106 requirement) for approval by Knowsley MBC:

- Number of local direct employees (FTE) hired or retained on construction phase/on occupation (where relevant) for at least 12 months;
- Percentage of local people employed on construction phase/on occupation (FTE);
- Number of employees (FTE) hired who are long term unemployed (unemployed for a year or longer) as a result of a recruitment programme;
- Number of employees (FTE) hired who are not in employment, education, or training as a result of a recruitment programme. Including persons with NEET status (young people between ages 16-24 'Not in Education, Employment or Training');
- Number of 18+ employees (FTE) hired who are rehabilitating or ex-offenders as a result of a recruitment programme;
- Number of hours of support into work provided to unemployed people through career mentoring, for example, mock interviews, CV advice, careers guidance. Support given will be based on local knowledge of need as a result of input from the Employment and Skills Team;
- Number of weeks spent on meaningful work placements or pre-employment course; 1-6 weeks student placements (unpaid). Details of work placements would be agreed with KMBC and could include a pre-recruitment training programme or placements to support an existing training course;
- Number of staff hours spent on local school and college visits, for example, delivering career talks, curriculum support, literacy support, safety talks (including preparation time), based on local knowledge of need as a result of dialogue with the Employment and Skills Team;
- Number of weeks of apprenticeships on the contract that have either been completed during the year, or that will be supported by the organisation until completion in the following years - Level 2,3, or 4+;
- Total amount (£) spent in local supply chain through the contract. 'Local' to be defined by KMBC; and
- Total amount (£) spent with VCSEs within supply chain.

² No specific commitments have been made at this stage and these would be agreed with KMBC as part of the planning application.

Appendix B - Children and Young Persons Golf Development

Area	Detail	Detail	Outputs
PE and school sport	- Increasing educational attainment and standards; - Developing lifelong skills and forming the basis of a healthy lifestyle; and - Contributing to aspirations in relation to sport and PE both within and outside of the curriculum.	Year-round access to golf driving range for local high schools with appropriate tuition. Club to fund equipment and instruction. Free use of course for annual high school golf tournament.	35 hours of tuition (two hours per week based on term time) for a designated school. (Any additional hours to be purchased by the school, by agreement with the club).
School / Club / Community link	- Developing lifelong skills and forming the basis of a healthy lifestyle; and - Contributing to aspiration in relation to sport and PE both within and outside of the curriculum.	Provision of taster sessions at the golf driving range / academy course for children with appropriate tuition. Club to fund equipment and instruction.	Monthly taster session provided for up to 100* local children throughout the year.
Capacity building	- Developing the volunteer workforce within the sporting sector; and - Improving the standard of coaching and availability of professionals and volunteers within golf.	Club to achieve relevant accreditation either through KMBC or the NGB. Implement opportunities for volunteers of all ages to assist within the club setting. Run a series of introductory sessions and host golf training courses.	Club accredited to relevant national standards. 20* volunteer opportunities offered. 3* courses per year run through Golf Development Officer.
Performance pathways / excellence	- Improving the pathways open to people of all abilities; and - Developing relevant support services for those who excel.	Offer scholarships to talented young players. Offer programme of half price lessons to talented young players.	2 boys and 2 girls under 18 years of age to receive scholarships per year. Lessons offered to 20* talented young people.

* Proposals are indicative of the commitment of L32 Trading Ltd and subject to final agreement with KMBC.