



Social Benefits Assessment

Land at former Glen Dimplex, Stoney Lane, Whiston

December 2025

Turley
Economics

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**Taylor
Wimpey**



Economic, Social and Environmental Benefits

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

Construction Benefits



45 gross direct

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

30 direct

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

15 indirect / induced

FTE jobs across the LCR, including 5 within Knowsley



Support for Employment and Skills Initiatives

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



Aiming to be Net Zero Carbon by 2045

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



£12.2 million

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



Dedicated on-site training space

During the construction period to provide training to the workforce



Waste diverted from landfill

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

Operational Benefits



£4.0 million resident expenditure

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



Sustainable location

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



Energy Efficient Homes

As well as renewable energy sources integrated into the design



Strong digital connectivity

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



520,000 in Council Tax

Providing an additional source of revenue for KMBC



204 new homes

Of which, 10% will be affordable



Encouraging active and sustainable travel

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



At least 10% Biodiversity Net Gain

across the Site, enhancing habitats and vegetation

■ Economic ■ Social ■ Environmental

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

Introduction

01

This Social Benefits Assessment has been prepared by Turley Economics on behalf of Taylor Wimpey ('the Applicant') in support of the submission of a full planning application for Land at former Glen Dimplex, Stoney Lane, Whiston ('the Site').

This Social Benefits Assessment has been compiled to complement Knowsley Metropolitan Borough Council's (KMBC's) validation requirements, which, for developments such as these, requests:

- **A Social Value Strategy¹:** which should consider estimates of the social value training and employment weeks that the developer, through its appointed contractor and supply chain, would envisage being created. This is currently being developed in collaboration between the Applicant and the Council's delivery partner, Fusion 21.
- **An Economic Statement²:** which sets out the range of regeneration and economic benefits (and costs) from the Proposed Development, including new jobs created and any community benefits.
- **A Health Impact Assessment³:** which should set out the positive, negative and neutral impacts upon supporting active healthy lifestyles.

The purpose of this **Social Benefit Assessment** is to draw together an in-depth review of the wider socio-economic benefits associated with the construction and operation of the Proposed Development, identifying how this is aligned to local needs, community insights and policy priorities. This has been carried out through a social value lens, and will complement, and should be read in conjunction with, the validation outputs listed above.

The Assessment demonstrates the ways in which the Proposed Development can improve social value outcomes for the surrounding communities, reflect priorities, both locally, in terms of the strategic priorities of KMBC, and globally, by aligning with United Nation's Sustainable Development Goals (UN SDGs)⁴.

Demonstrating Social Benefits

'Social value' is a broad understanding of value, moving beyond a purely financial or monetised indicator, and instead placing emphasis on the impact of a project on people and communities⁵.

Social value therefore refers to the effects that interventions have on the long-term wellbeing and resilience of individuals, communities and society as a whole. In the context of the built environment, guidance issued by the UK Green Building Council (UKGBC) states that social value *'is created when buildings, places and infrastructure support and enhance environmental, economic and social wellbeing – through this improving residents' quality of life.'*⁶

At a local level, KMBC's Social Value SPD⁷ details their aspiration to see additional benefits (known as social value), incorporated into new housing developments. In this context, Social Value is considered to be **the additional economic, social and environmental benefits that can be created as part of a development**. By seeking to capture social value from major developments at the planning stage, KMBC are keen to maximise benefits for the people of Knowsley, particularly in the area of employment and skills.

As set out in KMBC's Social Value SPD, they define *'Social Value' as being 'outcomes, measures and activities that create strong and well connected public, private, and social sectors that enable communities to be more resilient.'*⁸

Residents of Knowsley are therefore perceived as being central to determining how these outcomes can be achieved, and one of the key outcomes from the Social Value Framework is to develop skills and work competitiveness.

Figure 1.1: United Nations Sustainable Development Goals (UN SDGs)



Source: United Nations Sustainable Development Goals

At a national level, the UK Government has also considered social value within its Green Book⁹, the HM Treasury's guidance document to appraising and evaluating policies, projects and programmes. Set in the UK context, this document defines social value as that which is "based on the principles and ideas of welfare economics which concerns overall social welfare efficiency, not simply economic market efficiency. Social value therefore includes all significant costs and benefits that effect the welfare and wellbeing of the population, not just market effects".

As well as being embedded into national guidance, this concept has also become a key part of legislation. The Social Value Act, which was passed in 2013¹⁰, highlights that organisations and their suppliers should consider how their services might improve the economic, social and environmental well-being of an area. Therefore, it is generally accepted that a holistic approach to **social value should consider economic, social and environmental outcomes.**

On an international scale, the UN SDGs¹¹ are widely accepted as a comprehensive framework to describe social value. The SDGs are a collection of seventeen interlinked objectives designed to serve as a "blueprint for peace and prosperity for people and the planet, now and into the future". The SDGs recognise that overarching goals, such as ending poverty and deprivation are closely aligned with strategies to improve health and education, reduce inequalities and encourage economic growth, whilst also tackling climate change and preserving the natural environment. These link back to the same **three key outcomes: economic, social and environmental wellbeing.**

Structure of Assessment

To provide greater context around the Site, further details about the Proposed Development and its location is provided in Section 2. A review of policy priorities, consultation insights and data analysis has then been undertaken (Section 3), to form an understanding of local needs and priorities. A summary of local needs has been provided in Figure 1.2 below.

Following on from these findings, this report has been orientated to map the social value of the Proposed Development against local needs and across the public sector ambitions for the area. This is across the following themes:

- Economic Growth (**Section 4**);
- Education and Skills (**Section 5**);
- Health and Wellbeing (**Section 6**);
- Community (**Section 7**);
- Connectivity (**Section 8**); and
- Sustainability (**Section 9**).
- The report concludes with a summary of the initiatives outlined above (**Section 10**).

The above is accompanied by the following Appendices:

- **Appendix 1:** Policy Review

Figure 1.2: Local Needs and Opportunities



¹ Liverpool City Region is abbreviated to LCR

² Including Managers, directors and senior officials, Professional occupations and Associate professional and technical occupations

³ The statutory guidelines for primary schools is two-miles walking distance and for secondary schools a three-mile walking distance

The Proposed Development: 02

Land at former Glen Dimplex, Stoney Lane, Whiston

Site Location

The Site is within the local authority area of Knowsley Metropolitan Borough Council (KMBC), which forms part of the Liverpool City Region. It is located in central Whiston, and is bounded to the north by Stoney Lane, to the east by Elis Laundry Plant and to the West by existing properties on Cumber Lane. To the south, it is adjacent to St Edmundson Arrowsmith Catholic Academy, and beyond that, the railway line serving Rainhill station. The Site is in very close proximity to Whiston Hospital, which is adjacent to the Site on Stoney Lane.

The Site location is shown in **Figure 2.1**.

Summary of development

The indicative proposal will create up to 204 new dwellings, providing a range of housing, which will be set within a robust network of green and blue infrastructure, including green corridors, landscaping as well as active travel infrastructure. The housing mix informing the assessment for demand for social infrastructure is set out in the below table.

Table 2.1: Proposed Development – Assumed residential mix

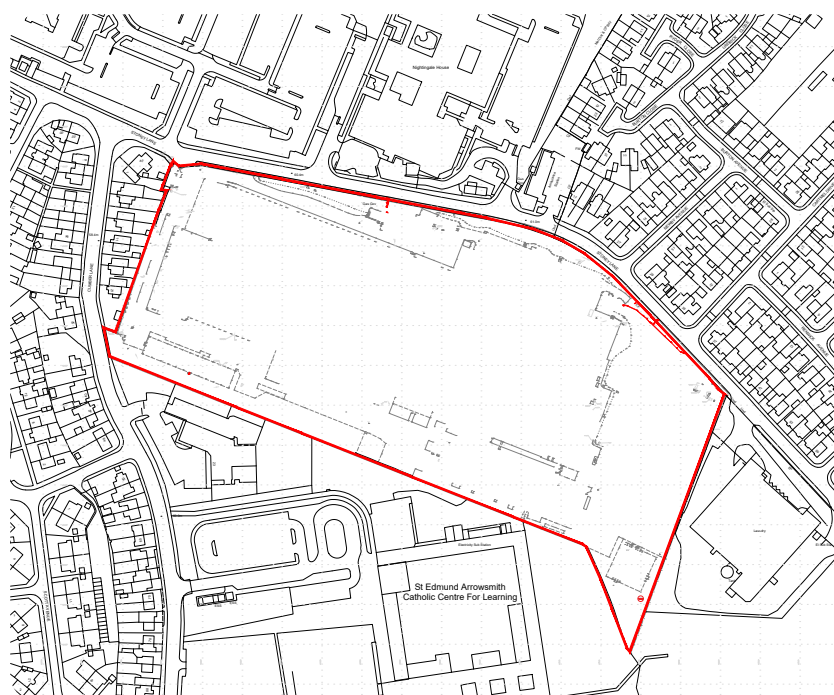
	Number	Percentage
2 bedroom	31	15%
3 bedrooms	107	52%
4+ bedrooms	66	32%
Total	204	100%

The description of development is as follows:

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

The development will deliver a mix of dwellings, which will include 10% affordable housing, and policy compliant proportion of accessible housing. This will include a range of house types and bedroom numbers, with an embedded ethos of inclusivity for all as well as sustainable energy provision. This is in line with KMBC's expectations for delivery of residential developments on brownfield land.

Figure 2.1: Site Location Plan



Source: Banners Gate (November 2025)

Figure 2.2: Site Layout



Source: PGLA, 2025

KEY

	Proposed Trees in POS See plant schedule and specification for details on species, nursery grades		Proposed Marginal Planting MP1 See plant schedule and specification for details on species, nursery grades and quantities
	Proposed Trees See plant schedule and specification for details on species, nursery grades and quantities		Proposed Wildflower planting See plant schedule and specification for details on species, nursery grades and quantities
	Proposed shrub planting See plant schedule and specification for details on species, nursery grades and quantities		Proposed Flowering Lawn See plant schedule and specification for details on species, nursery grades and quantities
	Proposed Hedgerows See plant schedule and specification for details on species, nursery grades and quantities		Proposed Native Whip Planting See plant schedule and specification for details on species, nursery grades and quantities
	Proposed Grass to Plots Amenity Grade Turf		



Understanding Local Needs and Opportunities

03

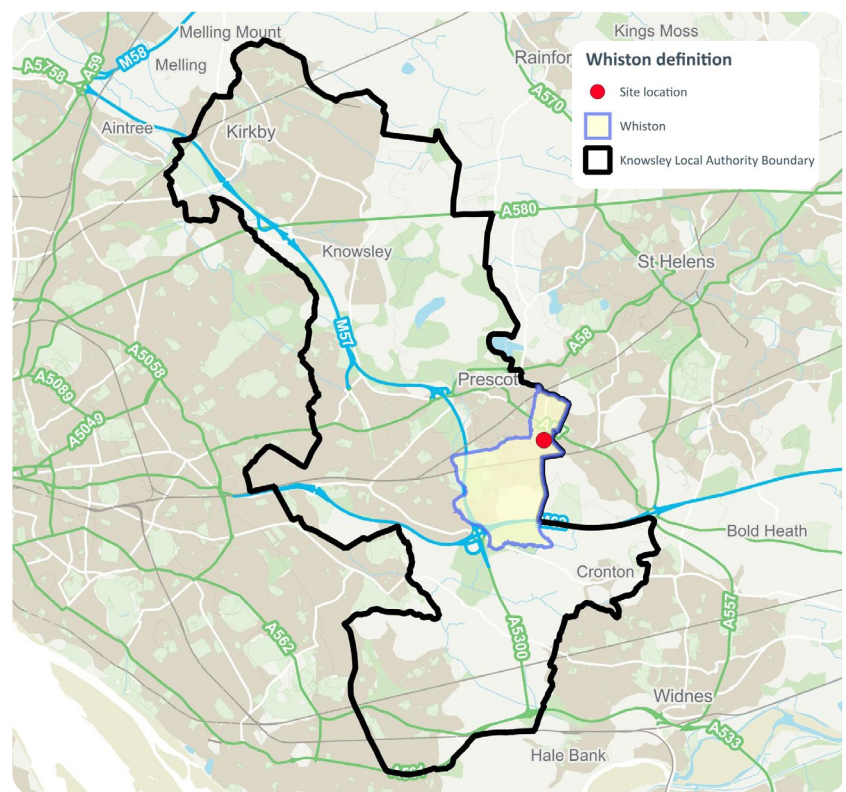
It is intended that this Social Benefits Assessment is bespoke, taking into account existing priorities and needs of those communities living closest and identifying ways in which negative impacts of development can be mitigated and existing issues responded to.

For the purposes of this analysis, it is therefore important to identify "Impact Areas", at varying geographic scales. Throughout the assessment the following Impact Areas are used:

- **Community Impact Area:** As shown on **Figure 3.1**, the Proposed Development is located in central Whiston¹², forming the "Community Impact Area", and hereon this geography is referred to as 'Whiston';
- **Local Impact Area:** For the purposes of this analysis, and to provide comparisons at a more local geography, the boundary of the Knowsley Borough has been utilised. Hereon, this geography is referred to as 'Knowsley', with specific distinction to the 'village' of Knowsley made separately;
- **Wider Impact Area:** defined as the current Liverpool City Region (LCR) Combined Authority; and
- **Regional and National Impact Areas:** comparisons are also made to the North West region as well as England, for added context.

Where possible, this baseline considers data at the community level, however for some variables it is not possible to include a local level analysis and therefore data is presented at either the Knowsley borough, or LCR level, with appropriate comparisons made at the regional and national level.

Figure 3.1: Community vs Local Impact Area (Whiston vs Knowsley borough)



Source: Turley Economics (2025)



Policy Overview

To set out existing local authority priorities, a summary of particularly relevant local Policies and Strategies have been outlined below, with a full review provided in **Appendix 1** of this report.

Knowsley 2030

KMBC's Knowsley 2030 strategy¹³ sets out a range of actions which are required to create vibrant neighbourhoods and an inclusive economy. 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.

It is within this context that the vast majority of the Social Benefits Assessment has been aligned to.

Knowsley Council Plan 2025-2030

The overarching vision of KMBC's Council Plan¹⁴ is 'supporting Knowsley residents to Thrive'. The strategy recognises there has been sustained growth in the population, with also increasingly diverse communities.

The Plan is informed by a number of objectives, the relevant ones being:

- **Building an inclusive economy**, to ensure that economic growth benefits everyone, and that local communities can feel the impact through new jobs and training opportunities, access to new homes and green spaces and a range of physical improvements to local places;
- **Place Leadership**, to deliver solutions that are ambitious, promote economic resilience and provide a foundation for Knowsley residents and businesses to thrive;
- **Meeting the needs of a changing population**, working with partners to ensure there is appropriate infrastructure in place to provide for a growing and changing population;

- **Responding to the Climate Emergency and Achieving Net Zero**, leading on the approach to sustainable development and making progress on the commitment to have net zero carbon emissions from Knowsley Council estates and services by 2040;
- **Early Intervention and Prevention**, by delivering targeted support to break the cycle of disadvantage and enable residents and families to address issues before they escalate;
- **Stronger communities**, focus on understanding the challenges in communities to tackle the root causes of inequalities to identify and remove barriers that inhibit residents, working alongside communities to ensure everybody has the same opportunities to realise their potential. The intention is to create strong community networks, based on principles of trust and respect for local diversity, and nurturing a sense of belonging and confidence in local people; and
- **Tackle inequalities**, to encourage fairness through greater opportunities for people to thrive, living happy and healthy lives in their communities.

Knowsley Local Plan Core Strategy

KMBC's Local Plan Core Strategy¹⁵, 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."

The need to balance Knowsley's own priorities with the strong relationship with Liverpool requires complementing the growth of the wider city region, through providing skills and training and economic opportunities. 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".

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”.
- **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”.

This Social Benefits Assessment is also supported by a number of other strategies and policies relevant to Knowsley, such as their Employment and Skills SPD¹⁶ document and Housing Strategy. As well as the following strategies published for the Liverpool City Region, such as their Plan for Prosperity¹⁷ and the Draft Spatial Development Strategy¹⁸. This report should also be viewed in the context of national policy priorities such as the NPPF¹⁹ and Social Value Act²⁰.

General Socio-economic and Demographic Indicators

Before undertaking the Social Benefits Assessment for the Proposed Development, it is important to undertake analysis within the local context, informed by an understanding of the area’s demographic and societal indicators. This is explored below, with further analysis by theme in each chapter of the report.

Population Demographics:

As demonstrated in **Table 3.1**, Census 2021 data shows that c.13,000 people resided within Whiston, accounting for approximately 8.4% of Knowsley’s total population (c.155,000)²¹. Since 2011, Whiston’s population is the only one of the comparator geographies to have fallen (by c.-1%).

Table 3.1: Population Change (2011 – 2021)

	2011	2021	% Change
Whiston	13,020	12,949	-1%
Knowsley	145,893	154,519	+6%
Liverpool City Region	1,506,935	1,551,765	+3%
North West	7,052,177	7,417,397	+5%
England	53,012,456	56,490,048	+7%

Source: Census 2021; Census 2011



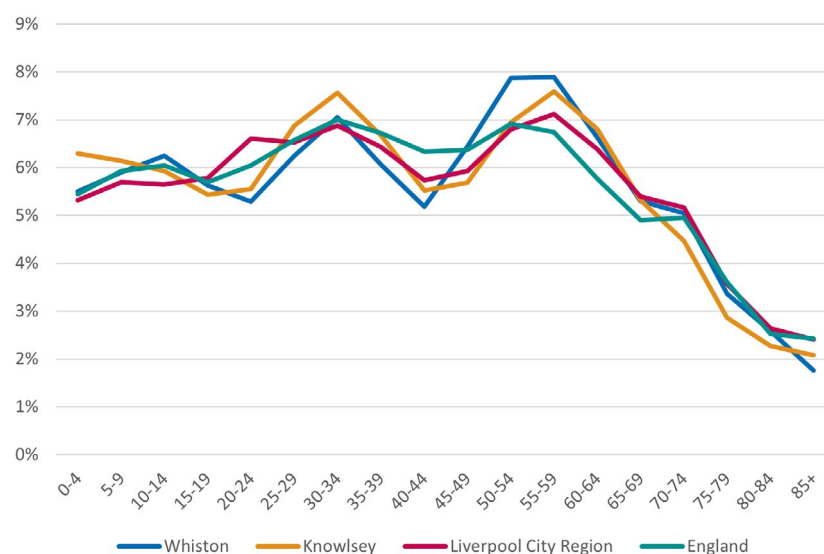
Of all the comparator geographies, Knowsley has the highest 'working age population', at 63.5%, higher than that of Whiston (63.0%), the LCR (63.1%), the North West (62.5%) and England (63.0%).

However, whilst in line with wider geographies, the population within the Community Impact Area is getting older. Since 2011, there has been a growing proportion of residents within Whiston who are aged over 50, with a reduction in the population aged under 24. Within Whiston, there has been a notable reduction in the proportion of residents aged 35-49 since the last Census was undertaken, which could potentially indicate a need for more family homes for this demographic.

In terms of ethnicity, residents that identify as 'White' occupy the largest proportion of the population across all comparator geographies. Both Whiston and Knowsley **are less ethnically diverse** than the other comparator geographies, with a greater proportion of residents identifying as 'white' (94% and 95%, respectively). This is slightly higher than the proportion across the LCR (92%), but far greater than the proportion across the North West (86%) and England (81%).

Within Whiston, there is a slightly higher proportion of residents of Black ethnicity (3.3%) than when compared to Knowsley (1.6%). This is reflective of the proportion across the LCR (3.0%), but still falls far below the proportion across the North West (8.4%) and England (9.6%). The remaining ethnicities occupy a similar proportion to the wider geographies, as shown in **Table 3.2²²**.

Figure 3.2: Age Profile (2021)



Source: Census 2021

Table 3.2: Ethnicity breakdown

	Whiston	Knowsley	LCR	North West	England
White	94.1%	95.3%	92.1%	85.6%	81.0%
Mixed or Multiple ethnic groups	1.5%	1.7%	2.1%	2.2%	3.0%
Asian, Asian British or Asian Welsh	2.0%	1.8%	1.4%	8.9%	9.6%
Black, Black British, Black Welsh, Caribbean or African	3.3%	1.6%	3.0%	8.4%	9.6%
Other Ethnic Group	0.4%	0.6%	1.4%	1.5%	2.2%

Source: Census 2021: Ethnic Group

Local Area Deprivation Analysis

It is also important to consider analysis in the context of relative deprivation. The Indices of Deprivation (IoD)²³ is a measure across different LSOAs in England. Released in October 2025, the latest edition of the IoD is based on 55 separate indicators, organised across seven distinct domains of deprivation²⁴. These are then combined and weighted to calculate the Index of Multiple Deprivation (IMD), and allows for comparison across England.

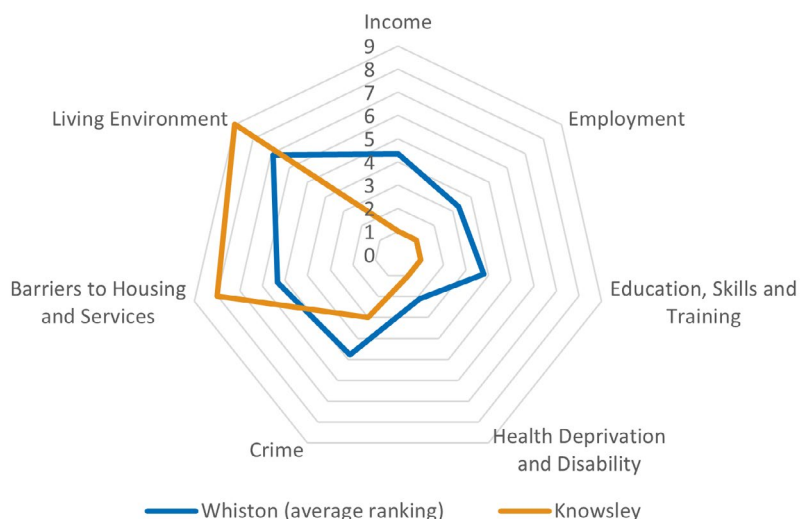
The IMD ranks every LSOA nationally, from 1 (the most deprived) to 33,755 (least deprived), as well as every Local Authority on a scale of 1 (most deprived) to 296 (least deprived). All LSOAs across the country are then ranked into ten deciles (1 being the most deprived, and 10 being the least).

When summarised at a Local Authority level, the Knowsley Metropolitan Borough ranks 13th out of England's 296 local authorities, thus indicating that it ranks within the top 10% most deprived local authorities across England²⁵.

Figure 3.3 presents the various domains of deprivation which inform this score, showing comparative ranking for Whiston (an average score), against Knowsley Local Authority, by decile (with 1 being most deprived, and 10 being least deprived).

The Local Authority ranks within the top 10% most deprived local authorities across four of the seven domains of deprivation, namely income, employment, education and health. In contrast, within Whiston, several LSOAs are relatively more deprived in relation to Barriers to Housing and Services as well as the Living Environment, thus indicating a complex pattern of deprivation, and a need for more affordable homes within the locality.

Figure 3.3: IMD decile comparison of Whiston vs. Knowsley (with 1 being most deprived, and 10 being least deprived).



Source: MHCLG: Index of Multiple Deprivation (2025); Turley Economics (2025)



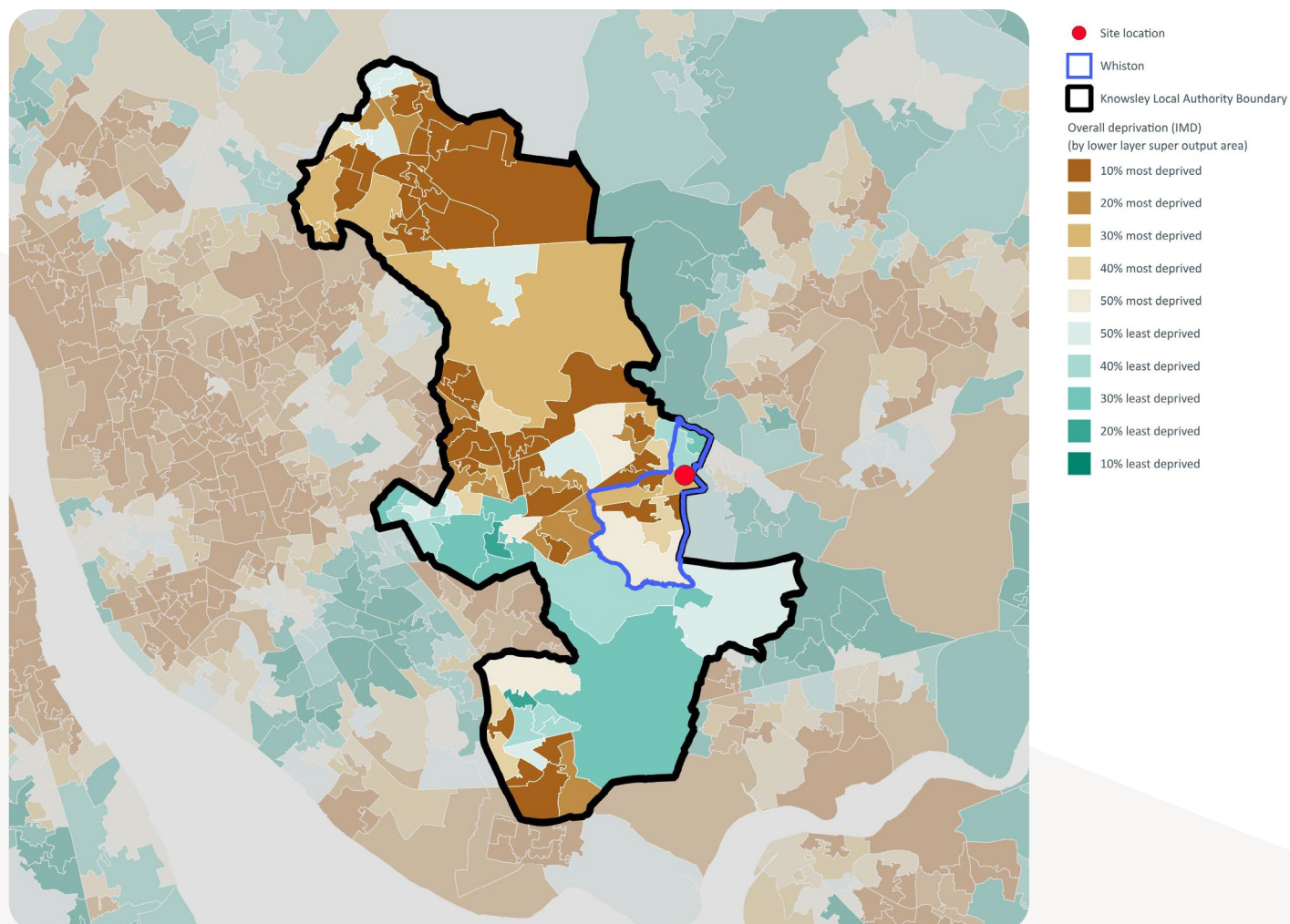
However, whilst **Figure 3.3** is useful in that it presents a summary of the domains of deprivation within these geographies, **Figure 3.4** below demonstrates the geographic context, in terms of the pattern of overall deprivation, which shows a mixed pattern of deprivation within both Whiston and Knowsley.

Within Whiston, the northern area of the town centre, to the east and west of Portico Lane is considered to be relatively less deprived in comparison to the rest of the Community Impact Area, with LSOAs falling into the 3rd-4th decile of deprivation.

Across Knowsley, there is also a mixed picture of deprivation. A large proportion of the northern part of the borough (surrounding areas such as Kirby) is categorised as being within the top 10% most deprived LSOAs nationally. However, there are also a collection of LSOAs to the south of the local authority boundary which are considered to be less deprived (in areas such as Tarbock Green and Cronton), as demonstrated in **Figure 3.4** below.



Figure 3.4: Overall IMD score across Knowsley and Whiston



Source: MHCLG (2025) and Turley Economics (2025)

Structure of the Assessment

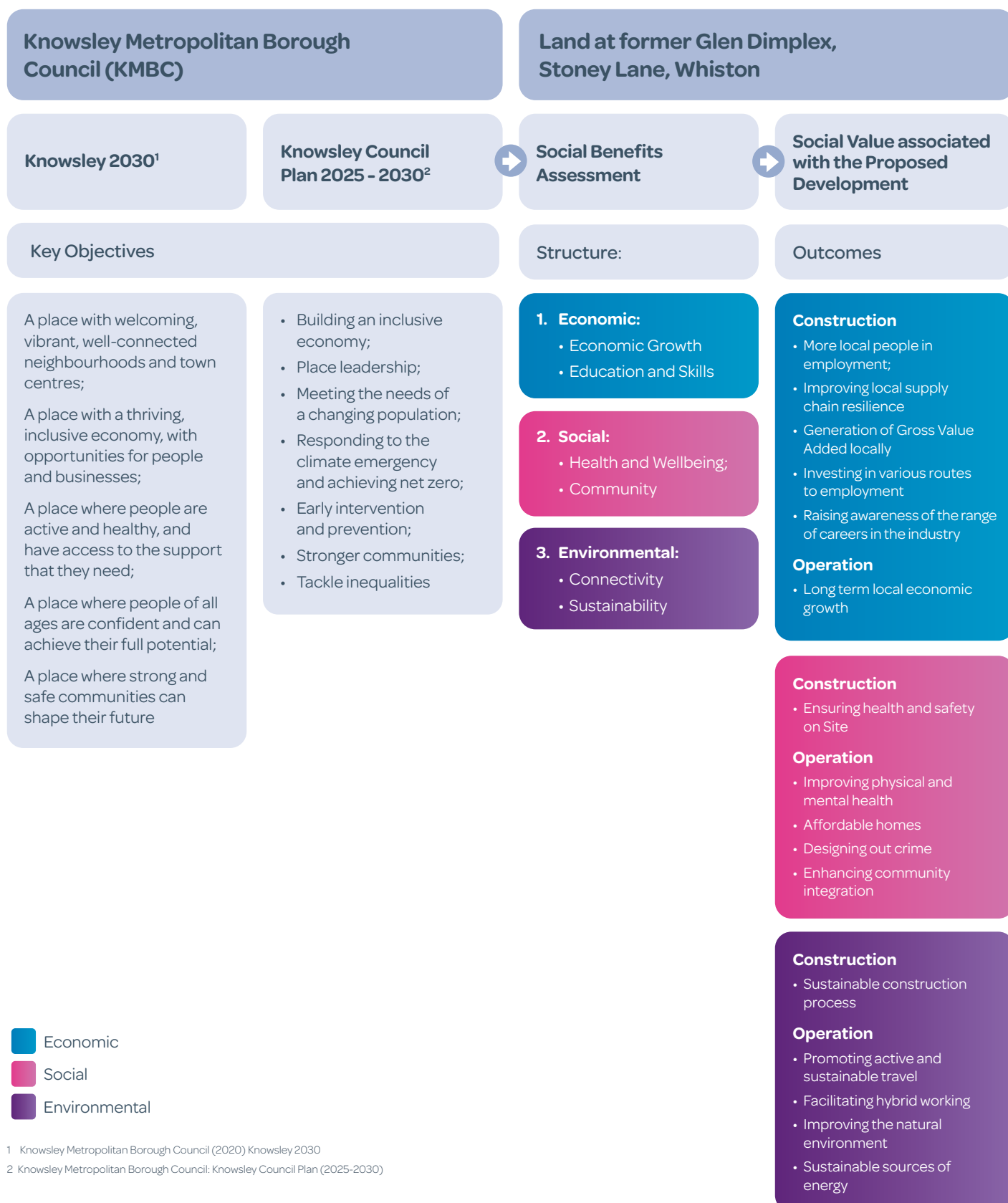
After an appraisal of local needs, through a review of policy priorities, and data analysis, it is clear that Knowsley has experienced significant population growth in recent years whilst also being an area of relative deprivation, particularly in relation to income, employment and health, indicating a need for new jobs and skills opportunities, as well as a need for new developments to be designed with physical and mental wellbeing in mind. Whiston is also relatively more deprived in the context of barriers to housing and services, indicating a need for affordable housing.

As highlighted above, there is a rising older population within Whiston, as well as a reduction in the proportion of people aged under 25. There has been a notable reduction in the proportion of residents aged 35-49 since 2011, which could potentially indicate a need for more family homes for this demographic.

Following on from these findings, this report has been orientated to map the social value of the Proposed Development across the public sector ambitions for the area. These local ambitions are summarised in the following diagram and provide the basis of the structure of the assessment, as shown in **Figure 3.5**.



Figure 3.5: Structure of the Economic Statement



After an appraisal of local needs, the remaining sections of this **Social Benefits Assessment** is structured as follows:

- Sections 4-10 set out our **Social Benefits Assessment**, structured by theme and aligned to KMBC's priorities, with proposed outcomes and benefits to guide the development and implementation of construction and operational phase plans. This also draws on relevant Local Policy and consultation feedback, in response to a range of different local needs. These themes are:
 - **Section 4:** Economic Growth;
 - **Section 5:** Education and Skills
 - **Section 6:** Health and Wellbeing;
 - **Section 7:** Community;
 - **Section 8:** Connectivity; and
 - **Section 9:** Sustainability.
- **Section 10** summarises the range of benefits outlined above.

The above is accompanied by the following Appendices:

- A full Policy Review is provided in **Appendix 1**.



Economic

“

"In 2030, Knowsley will be a place which continues to seize current and future economic growth opportunities²⁶"

Economic Growth

04

Introduction

Inclusive economic growth is one of the key priorities of KMBC's Council Plan, by seeking to ensure that communities and town centres can flourish. A key target of the 2030 plan is to ensure that **'in 2030, Knowsley will be a place which continues to seize current and future economic growth opportunities'**²⁷. The Proposed Development will create a number of economic benefits, and within this Section, the following economic indicators are assessed, during both the construction period and once operational, to demonstrate this, relative to the local economy:

During Construction

- Economic activity and unemployment rates;
- Profile of the current construction industry, and job seekers;
- Generation of Gross Value Added (a measure of productivity); and
- Profile of the local supply chain;

Once Operational

- Job growth in the local economy as a result of increased spending from new residents.

The assessment, carried out by Turley Economics, is based on a standard and accepted methodology for the calculation of economic impacts of residential and commercial development based on the Homes & Communities Agency (HCA) Additionality Guide²⁸ and the HCA Employment Density Guide²⁹. A detailed review of the Economic Benefits, and its associated methodology is presented in the supporting **Economic Statement**³⁰.

As set out in the Supporting Planning Statement³¹, the Site comprises of previously developed land and buildings that are proposed to be demolished, within a predominately residential area.

Following the cessation of manufacturing activity in mid 2024, the Site has been decommissioned, including removal of all manufacturing equipment. The Site has remained vacant (to shell) since.

The Applicant has engaged with KMBC regarding the loss of employment floorspace, informed by an Employment Land Marketing Statement, which found that there is no ongoing demand for employment uses on the Site. All economic benefits generated by the scheme are therefore considered to be net additional.



Key Local Needs (Economic Growth):

Employment:

A greater proportion of residents within Knowsley and the Liverpool City Region are currently unemployed (both 5.4%), than when compared to the North West and England (both 4.9%).

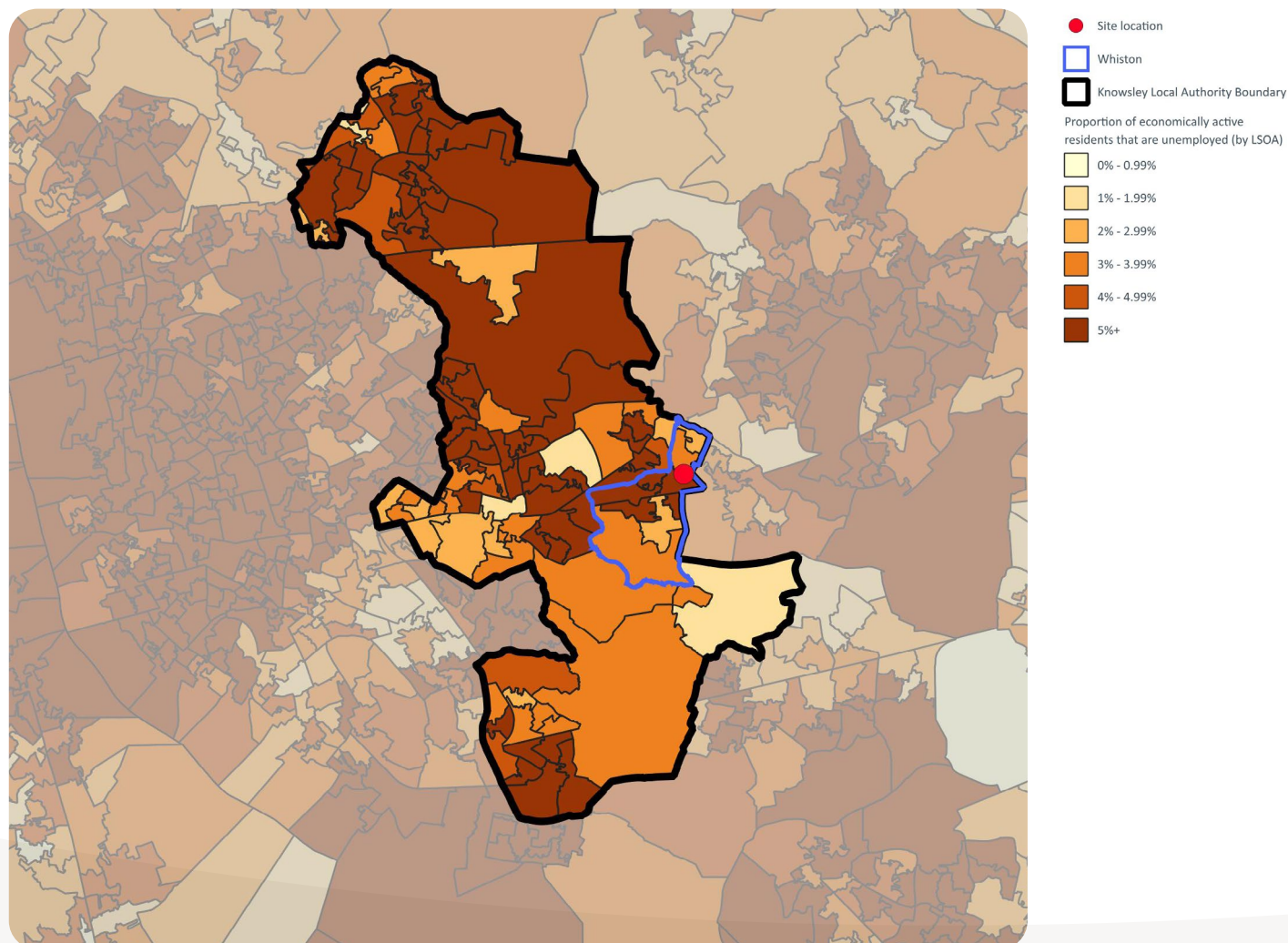
In terms of the spatial distribution of unemployment, **Figure 4.1** shows a similar pattern to that of wider deprivation, shown in **Figure 3.4** above, with higher rates of unemployment reported within the north of the Borough, as well as surrounding Halewood, to the south. Within the context of the Community Impact Area, there is also a particularly high rate of unemployment surrounding central Whiston. Employment opportunities associated with the Proposed Development could therefore be targeted towards these groups, in collaboration with existing local partners such as Department of Work and Pensions (DWP).

Supply Chain:

Amongst small and medium sized businesses (SMEs) within Knowsley in 2025, a total of c.705 businesses are operating within the construction sector. This equates to 17% of all SMEs within the borough, higher than the proportion recorded across the LCR and the North West region (both 12%), as well as England (13%)³².

UK Business Count data³³ also indicates that in 2025, there were 215 SMEs or 5.2% of all SMEs within Knowsley that were a non-profit body or mutual association, higher than the proportion across the Liverpool City Region (4.7%), as well as across the North West and England (both 3.6%). This suggests that there are a number of local stakeholders involved in the charitable sector locally, and across the wider region, which could be identified as future social value delivery partners.

Figure 4.1: Unemployment across Knowsley



Source: Census 2021 and Turley Economics (2025)

Occupations:

Census 2021 data³⁴ reveals that residents within Whiston and Knowsley are less likely to be employed in higher-paying occupations – such as managers, directors and senior officials or professional and technical occupations – in comparison to the wider geographies. Within Whiston and Knowsley, 38% and 35% of residents (respectively) are employed within these occupations, lower than the proportion across the LCR (41%) and England (46%).

As a result, median annual full-time *workplace* earnings in Knowsley currently (c. £39,064) are lower than the equivalent *resident* measure (£37,543)³⁵, indicating that higher-paid jobs have a lower propensity to be taken by people residing within Knowsley. Both Knowsley's workplace and resident median earnings are lower than that of the national average (respectively c. £39,298 and £39,243), highlighting that local workers tend to be less affluent.

Key Social Value Benefits during the Construction Period

Formal agreements with regards to local employment and skills initiatives will be set out in the Social Value Strategy³⁶ supporting this Application. The Applicant understands that KMBC will work with a local partner to oversee the delivery of these initiatives through planning provision. Taylor Wimpey is committed to working with the chosen partner to ensure that all social value activity is monitored and reported back to KMBC. Where possible, the Applicant will look to link with its chosen partner to ensure social value delivery on Site is targeted at local residents, and linked in with existing social value projects in the area.

As set out in the Social Value Strategy, the Section 106 (S106) Agreement will set out a minimum social value target that must be delivered during the project's construction phase. As part of pre-application discussions with KMBC, Taylor Wimpey have agreed to make a financial contribution to KMBC towards the delivery of specified employment and skills projects to help achieve the target of '**452 weeks**'.

More Local People in Employment

As set out in the Economic Statement³⁷, it is estimated that over the built period (4.5 years), investment in the construction phase will support an **average of 45 full-time equivalent (FTE) jobs**³⁸ on-site annually.

Reflecting on the skills of the labour force and the latent demand for construction employment, a proportion of the construction jobs could be drawn from the local labour market within the LCR as well as from the wider and regional labour markets³⁹.

Approximately 30 direct FTE jobs are likely to be taken by those living in the LCR, of which 10 direct jobs are likely to be held by residents living within Knowsley.

Improving local Supply Chain resilience

Taylor Wimpey recognises the importance of supporting small local businesses, which form the backbone of the economy. As an organisation, they work with many local family-run SMEs, who provide labour, trades and services to their construction sites across the country.

Providing access to business opportunities is key. Meet the Buyer events are regularly held, as well as other engagement events, to raise awareness of how existing local firms can support large scale construction projects. It is also recognised that businesses should be supported and paid on time. Taylor Wimpey can offer support to smaller businesses to help them comply with HSE procedures where it is needed, and self-billing arrangements are in place for subcontractors, to automate and speed up invoicing and payment processes.

The positive economic impacts of the Proposed Development will also extend beyond construction employment. Expenditure on construction materials, goods and other services will have far-ranging benefits both locally and further afield as it filters down the supply chain. As a result, the initial investment in the Proposed Development is amplified in an economic 'multiplier' effect both locally and across the region.

Construction could support 15 FTE jobs within the LCR via indirect and induced effects, including 5 FTE jobs in Knowsley.

Generation of Gross Value Added locally

The construction phase of the Proposed Development will generate a significant increase in Gross Value Added (GVA). GVA measures the value of output created (i.e. turnover) net of inputs purchased, used to produce a good or service (i.e. production of the output).

Estimates sourced from economic data provider Experian indicate that the average FTE employee in the construction sector in Knowsley, generates c. £59,000 annually in GVA⁴⁰. This is below the all-sector average for Knowsley of £66,500.

However, applying the appropriate GVA measures to the net additional employment impact generated by construction of the Proposed Development indicates that **an additional £2.7 million in GVA could be generated annually across the LCR**, inclusive of £1.9 million in Knowsley. Over the 4.5 year construction period, this equates to **£12.2 million in GVA** generated across the LCR, including £8.6 million across Knowsley.

Social Value Benefits during the Operational Period

The Proposed Development of up to 204 new homes could grow the local population by up to **500 residents** once fully occupied, based on the average household size by number of bedrooms in Knowsley⁴¹. Of these, the Proposed Development is estimated to attract up to 220 additional economically active and employed residents of working age, the operational benefits associated with which, are outlined below.

Long Term Local Economic Growth

The occupation of new housing generates a range of economic benefits, with new housing making an important contribution to competitiveness by providing accommodation that will appeal to – and attract – new skilled people to live in the area. It will also contribute to the economic resilience of the area by enhancing the supply of resident labour and thereby making the area more desirable to employers. An occupied new home represents a net gain to the local economy, as household income and expenditure in the local economy will occur over a long period in which the home is occupied.

The Annual Survey of Hours and Earnings (ASHE)⁴² provides income data by occupational group. Applying this to the estimated occupational profile of new residents indicates that employed residents of the Proposed Development could receive a collective income of **c. £6.8 million per annum**.

Expenditure from new residents living within the Proposed Development will make a significant contribution towards sustaining local shops and businesses which in turn provide an important source of local employment. Applying Experian estimates⁴³ to future residents at the Proposed Development could generate total retail and leisure expenditure of **c.£4.0 million** per annum. Based on levels of average turnover per employee in these sectors, it is estimated that resident expenditure could have the capacity to support approximately **25 retail and leisure-related employee jobs** across the economies of Knowsley and the wider LCR⁴⁴.

Collectively, this uplift in local expenditure will increase footfall, vitality and trading performance for existing shops and leisure services within the locality.



Summary

The key local needs relating to economic growth can be summarised as:

- A higher unemployment rate within Knowsley and the LCR, than across the North West and England;
- A high proportion of Small and Medium Enterprises (SMEs) are within the construction sector in Knowsley than across comparator geographies. There is also a higher proportion of SMEs classed as non-profit bodies, or mutual association, which could be identified as future social value delivery partners;
- Residents of Whiston and Knowsley are less likely to be employed in higher paying occupations;
- Workplace earnings in Knowsley are lower than the equivalent resident measure, both of which are lower than the national average;

The **key economic growth benefits** associated with the delivery of the Proposed Development can therefore be summarised as:

During Construction:

- Over the estimated 4.5 year build period, **45 gross on-site jobs could be supported per annum**. After consideration of supply chain impacts, **15 FTE could be supported across the LCR**, including 5 in Knowsley;
- An additional £12.2 million in GVA could be generated over construction across the Liverpool City Region, including £8.6 million across Knowsley;

During Operation:

- Delivery of 204 new homes could grow the local population by up to 500 residents, estimated to attract up to 220 economically active and employed residents, which could receive a collective income of £6.8 million per annum;
- Future residents could generate total retail and leisure expenditure of £4 million per annum, estimated to support an additional 25 retail and leisure related employee jobs across Knowsley and the LCR.

In order to help secure these benefits, **Taylor Wimpey will implement the following:**

- As set out in the Social Value Strategy⁴⁵, Taylor Wimpey have agreed to make a financial contribution towards the delivery of specified employment and skills projects to help achieve the target of '452 weeks'. So as to ensure that local communities benefit as much as possible, this will be delivered in collaboration with approved delivery partners.
- Initiatives to raise awareness of opportunities with small local businesses, such as meet the buyer events, as well as other engagement events;
- Offer support to smaller businesses to help them comply with HSE procedures, and enforce self-billing arrangements for subcontractors, to automate and speed up invoicing and payment processes.

Alignment with the United Nation's Sustainable Development Goals

These Economic Growth outcomes align with the following United Nation's Sustainable Development Goals (UN SDGs):



“
"In 2030, Knowsley will be a place where people of all ages can develop the skills required to fulfil their aspirations"⁴⁶”

Introduction

Ensuring high quality skills and learning for all is a key priority within a number of Knowsley Council's strategies. A key target of the 2030 plan is to ensure that **'Knowsley will be a place where all local people can share in the opportunities created by economic growth'**. Residents tend to be less qualified locally than other comparator geographies, demonstrating a need to continue to invest in a future pipeline, in terms of raising awareness of the range of careers and alternative routes to employment, particularly for groups who are currently underrepresented in the construction sector.

Given the fact that the Proposed Development is predominantly for residential use, the benefits associated with provision of education and skills opportunities are assessed for the construction phase only. This includes a review of indicators such as:

- Qualifications and apprenticeships; and
- Routes to promote a future pipeline of employment.

Key Local Needs (Education and Skills)

Qualifications and Routes to Employment

Proportionately, residents in the locality of the Site appear to have fewer qualifications, tending to have a lower level of qualifications than when compared to other geographies.

Table 5.1 shows that residents within close proximity to the Proposed Development and across Knowsley are less likely to have a Level 4 qualification (or above), than when compared to the wider region and England⁴⁷, and conversely, are more likely to be no qualifications.

Table 5.1: Highest Level of Qualification

	Whiston	Knowsley	Liverpool City Re-region	North West	England
No qualifications	22.8%	26.2%	21.1%	19.5%	18.1%
Level 1 ⁴⁸	10.7%	10.6%	9.8%	9.7%	9.7%
Level 2 ⁴⁹	15.2%	14.4%	13.7%	13.6%	13.3%
Apprenticeship	5.5%	5.5%	5.4%	5.9%	5.3%
Level 3 ⁵⁰	17.9%	17.2%	18.4%	17.6%	16.9%
Level 4 and above ⁵¹	25.5%	23.8%	29.1%	31.2%	33.9%
Other	2.4%	2.2%	2.4%	2.5%	2.8%

Source: Census 2021

However, apprenticeship routes to employment are popular locally, with a notable proportion of qualified apprentices within Whiston and Knowsley (5.5% of residents), compared to 5.4% across the LCR and 5.3% across England.



There is also a particularly high rate of young people who are not in employment, education or training (NEET), within Knowsley. According to latest data, 5.7% of students aged between 16 and 17 year olds in the borough were recognised as NEET, a far higher proportion than across the North West (4.3%) and England (3.4%). There is a particularly high rate of males considered to be NEET in Knowsley (6.2%)⁵². In collaboration with future delivery partners, and through initiatives delivered through the Social Value Strategy, future recruitment initiatives could be targeted towards these groups, such as engagement with youth groups, or bespoke training placement or work experience programmes targeted towards NEETS.

Diversity of the Construction Sector:

Employees within the construction sector are likely to be older on average, with 35% of residents in Whiston employed in the sector aged between 50 and 64, exceeding the all-sector average of 33%. The higher representation of residents aged 50-64 in the construction sector is replicated across Knowsley (31% in the construction sector, compared to 30% across all-sectors), the LCR (32%, compared to 30%), the North West (32%, compared to 30% across all-sectors), and across England (31%, compared to 29%)⁵³.

The long-term impacts of Brexit are therefore an important consideration given the ageing labour force in the construction sector and the end of free movement of people between the UK and the EU. Experts within the sector highlight the need to recruit new workers given that fewer EU nationals coming to the UK to work⁵⁴, which is exacerbated given that the ageing workforce within the construction sector are anticipated to leave the labour force in a number of years.

As well as age, there is also a gender disparity in the industry, where females currently make up only 10.1% of the construction industry locally, compared to 12.9% across England. This demonstrates a need to raise awareness of the range of career opportunities within the sector, to dispel stereotypes and perceptions.

There is also a lack of ethnic diversity within the industry with 98% of construction sector employees in Whiston and Knowsley identifying as being of White ethnicity, higher than the proportion across the LCR (97%), the North West (95%) and England (92%).



Social Value Benefits during the Construction Period

Investing in various routes to employment

Investing in a pipeline of future talent is recognised as being key by Taylor Wimpey, in recognition of current and future skills gaps within the business and wider industry. Nationally, 5% of Taylor Wimpey's workforce is employed in entry level positions, including trade apprenticeships, management trainees and graduate⁵⁵.

As alluded to in **Section 4**, and set out in the Social Value Strategy⁵⁶ supporting this Application, formal agreements will be put in place between Taylor Wimpey and KMBC, to deliver employment and skills initiatives in collaboration with existing local social value delivery partners. So as to achieve this, Taylor Wimpey have agreed to make a **financial contribution to KMBC** to fund initiatives help achieve the target of '**452 weeks**', with progress reported back to the Council.

Raising awareness of the range of careers in the industry

As well as investing in those who are closest to the job market, it is also important to ensure that there is a future pipeline of talent, who are interested in entering the industry. It is therefore particularly important to raise awareness of the range of careers, and routes to employment with students, particularly those who wouldn't ordinarily have access to these opportunities.

In order to raise awareness of the variety of roles and routes into the industry, **Taylor Wimpey engages with a range of schools, colleges and universities** across the region. This comprises of various forms of engagement, such as school outreach programmes, participation in schools fairs and involvement in a Multi Skills Construction Academy. They are actively involved in providing tangible support to students, by visiting schools to assist with mock interviews and directly working in partnership with delivery partners, such as colleges, to identify apprenticeship opportunities for local residents.

It is recognised that the industry is constantly evolving to adopt more environmentally friendly methods as well as embracing new digital technologies, such as artificial intelligence. In order to future proof the business, **Taylor Wimpey has developed their own Future Skills Group**, to help identify and build skills which will be required over the medium to long term, and are actively preparing strategies such as a 'Green Skills Plan' as well as ensuring the organisation is resilient in preparing for industry shifts, such as the Future Homes Standard.

Initiatives to raise awareness of careers locally could also be delivered through funding provided through the S106 process, as set out in the supporting Social Value Strategy.

Summary

The key local needs relating to **education and skills** can be summarised as:

- Residents in the locality have fewer qualifications;
- Apprenticeship routes to employment are popular locally, with a higher proportion of qualified apprentices within Whiston and Knowsley than the other comparator geographies;
- The local construction workforce is characterised by a lack of diversity, characterised predominately by white, older males (as is the case across all geographies);

In order to secure these benefits, **Taylor Wimpey will implement the following:**

- As set out in **Section 4**, Taylor Wimpey have agreed to make a financial contribution to KMBC for specified employment and skills initiatives to help achieve the target of '452 weeks'. So as to ensure that local communities benefit as much as possible, this will be delivered in collaboration with approved delivery partners, with progress reported back to KMBC.
- In recognition of current and future skills gaps within the business and in the wider industry, c. 5% of Taylor Wimpey's national workforce is employed in entry level positions, including trade apprenticeships, management trainees and graduates;
- Continued engagement with a range of schools, colleges and universities across the region, to increase student encounters with the world of work, such as through mock interviews and directly working in partnership with delivery partners, such as colleges, to identify apprenticeship opportunities;
- Ongoing support for their Future Skills Group, to identify and build skills associated with embracing new digital technologies, as well as continued roll out of their 'Green Skills Plan', ensuring the organisation is resilient to industry shifts, such as the Future Homes Standard.

Alignment with the United Nation's Sustainable Development Goals

These benefits align with the following United Nation's Sustainable Development Goals (UN SDGs):





Social

“

"In 2030, Knowsley will be a healthy place, where people are just as likely to be healthy, no matter where they live⁵⁷"

Health and Wellbeing

06

Introduction

The health and wellbeing of communities, is another key priority of KMBC, with a key target being that ***'in 2030, Knowsley will be a healthy place, where people are just as likely to be healthy, no matter where they live. Knowsley will be an active place, which enables people to live happier, healthier lives⁵⁸*** which recognises that the borough has lower life expectancies and there is a range of health inequalities between communities. Strong and supportive communities have better health outcomes when building on the strengths of people, giving citizens the best chance of staying healthy.

NHS HUDU⁵⁹ highlighted that strong, vibrant, sustainable and cohesive communities require good quality, accessible public services and infrastructure, supported by high-quality public realm and places which enable people to lead healthy lifestyles. Such facilities are vital towards supporting social interaction and cohesion in communities, boosting health and wellbeing, reducing loneliness and increasing social interaction.

This chapter considers health and wellbeing in both the construction and operational periods, demonstrating how a culture of health and safety will be embedded on site during construction. Measures implemented through the design, and by being in close proximity to existing facilities and spaces will also improve resident health and wellbeing during operation.

Within this chapter, the following indicators related to health and wellbeing are assessed:

- Taylor Wimpey's approach to health and safety on-site during construction, through training and embedded processes which all staff and subcontractors are expected to abide by;
- Overview of existing residents' health, including physical and mental, as well as the spatial profile of health deprivation across the local authority; and
- Overview of on-site measures to facilitate active and healthy lifestyles and positive mental wellbeing.



Key Local Needs (health and wellbeing)

Health Deprivation:

The IMD Health Deprivation and Disability domain measures the risk of premature death and quality of life through physical or mental health.

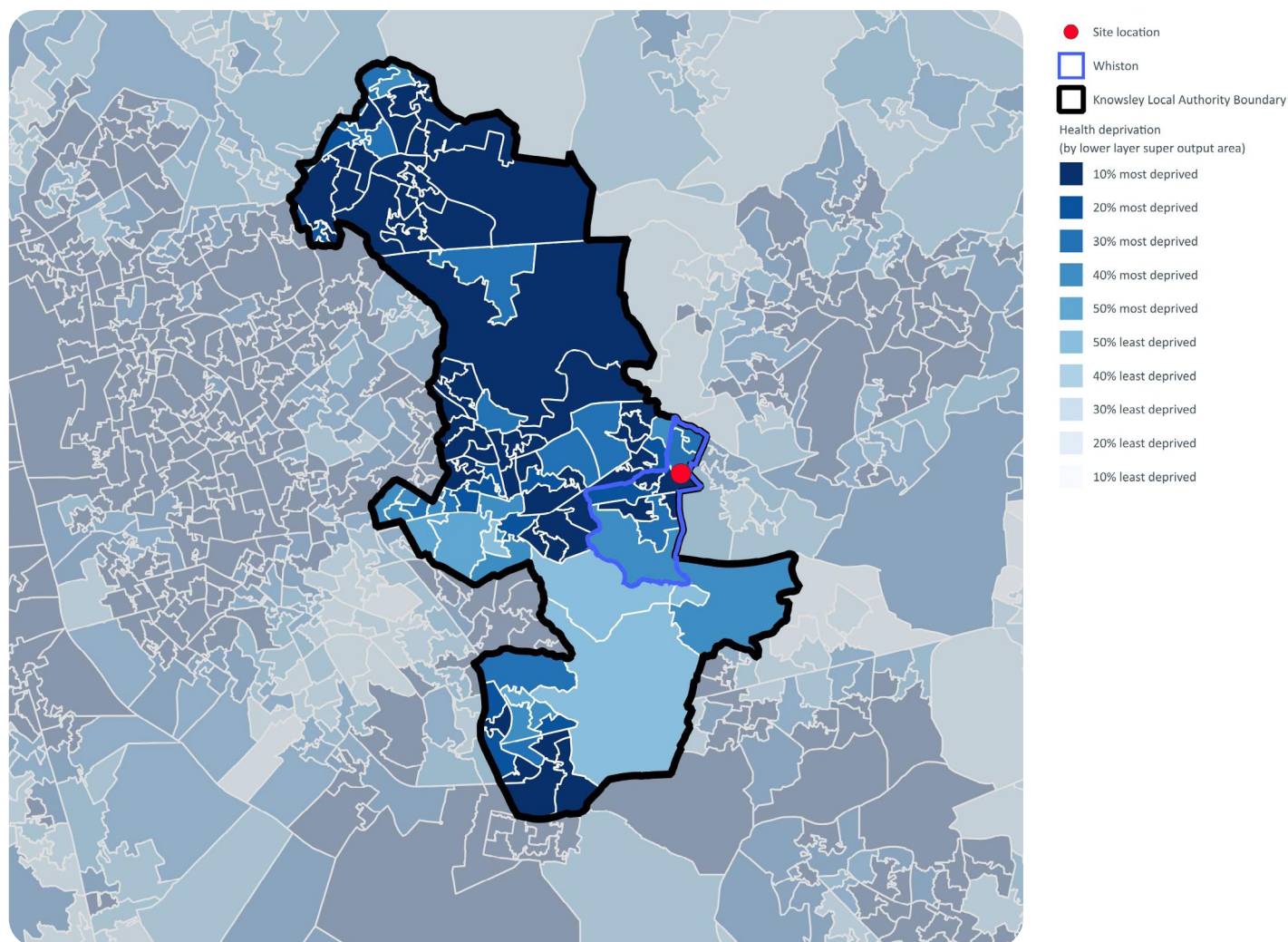
Figure 6.1 shows similar pattern of deprivation to that identified above, that Knowsley is comparatively more deprived against this indicator, particularly around the north of the borough, in areas such as Kirkby, Knowsley village, Prescot and Huyton. The immediate vicinity of the Site, within central Whiston is also comparably more deprived in relation to health.

General Health:

Census 2021 data indicates that general health for residents within the locality is poorer than it is for comparator geographies, with 7% of residents within Whiston and 9% of residents across Knowsley reporting to be in 'bad or very bad health', a higher proportion than the 6% across the North West region and 5% across England.

There are also more residents who report that their day-to-day lives are affected by disability, as defined under the Equality Act, in Whiston and Knowsley, than other comparator geographies⁶⁰.

Figure 6.1: Health deprivation (IMD) across Knowsley



Source: Department for Levelling Up, Housing and Communities (2019) and Turley Economics (2025)

The Office for Health Improvement and Disparities (OHID)⁶¹ data provides an overview of health outcomes in Knowsley relative to the wider region and nationally. This shows that local residents are more likely to suffer with poorer health outcomes, in terms of most health and wellbeing indicators, with:

- Lower life expectancies;
- Higher under 75 mortality rate;
- Lower rates of physical activity;
- Higher rate of children in low income families;
- Higher rates of homelessness and violent crime.

As well as challenges related to physical health, poorer mental health outcomes have also been recorded in Knowsley in comparison to wider geographies, with residents classed as being more susceptible to becoming mentally unwell⁶².

Social Value Benefits during Construction

Ensuring Health and Safety on Site

Safety is a top priority for Taylor Wimpey, with rigorous policies and procedures in place to address safety risks and an embedded safety culture. As members of the Home Builders Federation (HBF) Health and Safety Committee, employees regularly contribute to the constantly evolving HBF Action Plan for Health and Safety, and are members of the British Safety Council.

Quality inspections are made across sites throughout the build process, and the National House Building Council (NHBC) carries out an independent Construction Quality Review (CQR) for each site twice a year, as well as inspections at key stages of the build.

In 2024, the Annual Incidence Rate (AIR) of 212 (per 100,000 employees and contractors) on Taylor Wimpey's schemes remains below the average for the housebuilding sector of 246⁶³, with the AIR for major injuries reduced to 59 (per 100,000)⁶⁴.

All subcontractors are required to train their employees on Health and Safety, and Taylor Wimpey also conduct its own training for site operatives, such as such as:

- Health, Safety and Environment (HSE) induction training for all employees and site operatives;
- A full day's health and safety refresher training every year for production and site management teams;
- Senior management HSE training for all new directors, and additional training for higher risk roles and activities e.g. groundworks;
- Digital safety passports to demonstrate whether apprentices directly employed by trade operatives and telehandlers have completed the relevant safety training before starting work on a new site;
- Development of the Respectful Workplace programme, aimed to create an inclusive environment on all company construction sites. These Equality, Diversity and Inclusion (EDI) and e-learning sessions are being rolled out to all employees, to increase awareness of company strategies, policies and expected standards of behaviour for employees and managers⁶⁵; and
- Mental health is recognised as being a significant concern in the construction industry. Mental Health First Aiders (MHFA) support managers and employees and are being actively recruited for. The intention is to have one at every site.

Given this commitment, a dedicated on-site space will be provided to deliver such training for the workforce throughout the construction period.



Social Value Benefits during Operation

Improving Physical and Mental Health

There is also a direct correlation between physical and mental health. Green infrastructure and open space also offer a range of opportunities for health and wellbeing improvement, including physical activity and play, socialising and relaxation. The World Health Organisation (WHO) has cited the link between access to open space and improved mental health, such as lower levels of depression and physiological stress⁶⁶, and other research has linked the proportion of green and open space to self-reported levels of both physical and mental health⁶⁷ for all ages and socio-economic groups⁶⁸.

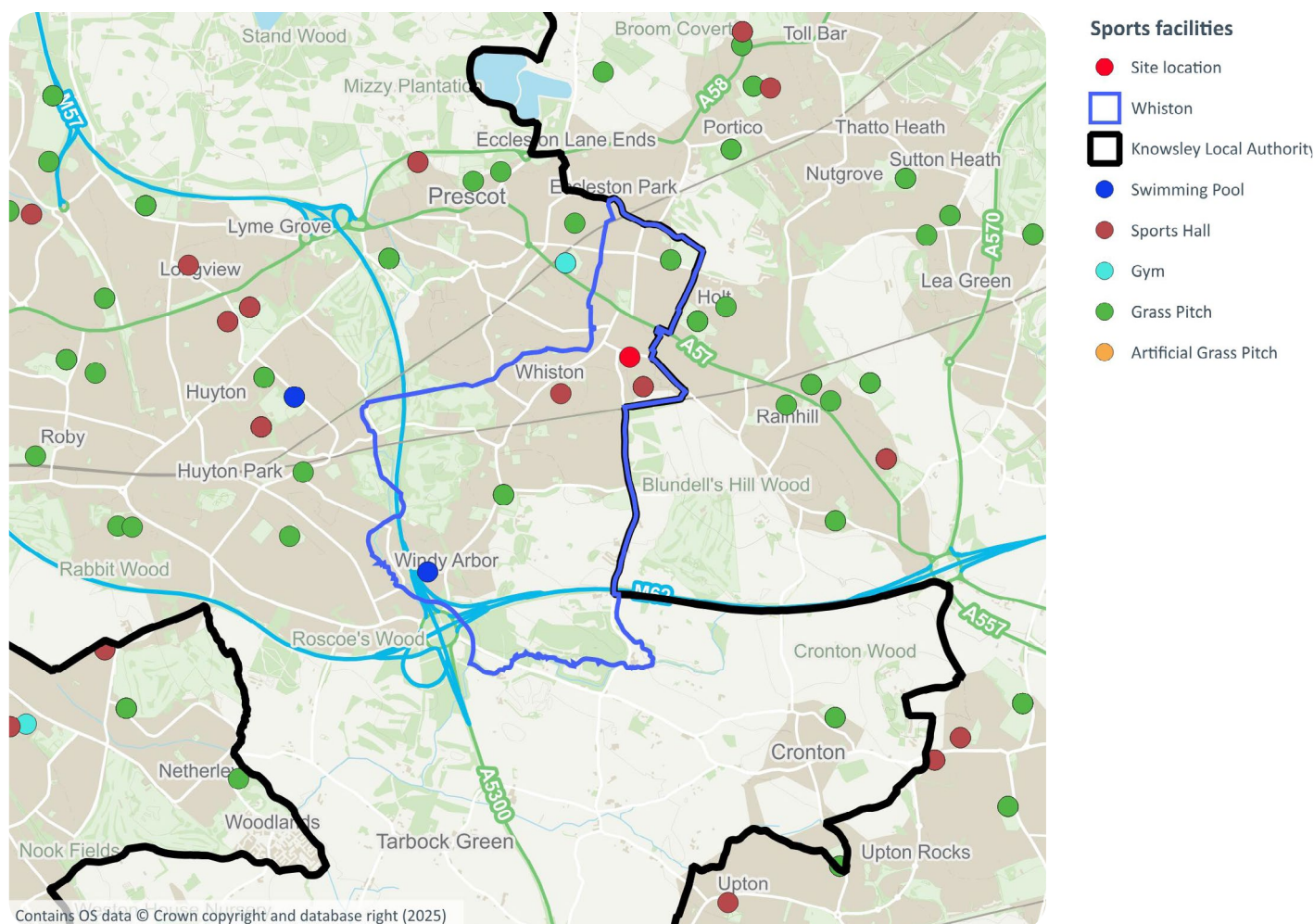
There is an established and ever-growing evidence-base which strongly suggests that green infrastructure can enhance the health and wellbeing of those accessing spaces. This relationship has been found to be significant in a built environment context where urban

green space is related strongly to increased attention and mood⁶⁹. Individuals which live in close proximity to green spaces, have been found to experience lower rates of anxiety, and even having an indirect interaction with nature, such as viewing trees through windows, has been associated with lower blood pressure.

The Proposed Development is located in close proximity to a number of existing areas of green space, including as Whiston Wood (0.6 miles, or a c.12 minute walk away), Stadt Moers Park (0.8 miles, or a c. 19 minute walk away), and Eccleston Park (1.2 miles, or a c.28 minute walk). There are a number of existing Public Rights of Way (PRoWs) in close proximity to the Proposed Development, providing direct access to Stadt Moers Park as well as to Whiston Wood from the Site.

Future residents who locate here will also have access to existing services and facilities within the wider community, contributing towards their overall health and wellbeing, with the built sports facilities in the surrounding area shown on **Figure 6.2** below. The Site is also adjacent to Whiston Hospital.

Figure 6.2: Existing sports facilities local to the Proposed Development



Source: Sports England (2025), Active Places Power (2025) and Turley Economics (2025)

As part of the pre-application S106 process, Taylor Wimpey have committed to **making a off-site contribution** towards helping KMBC improve the areas of existing open space (parks and gardens) within the Whiston area. As set out in the Health Impact Assessment⁷⁰, further contributions will also be made towards improving existing healthcare capacity in the locality.

Summary

The key local needs relating to **health and wellbeing** can be summarised as:

- Residents of Knowsley and Whiston are more likely to suffer with poorer health outcomes than other comparator geographies, in relation to both physical and mental health;
- Local residents are more likely to suffer with challenges associated with disability

The key **Health and Wellbeing benefits** associated with the delivery of the Proposed Development can therefore be summarised as:

During Construction:

- A dedicated on-site space will be provided to deliver such training for the workforce throughout the construction period.

During Operation:

- Proximity to a number of existing areas of open space, which future residents will be able to easily access from the Site.
- Future residents who locate here will also have access to existing services and facilities within the wider community, contributing towards their overall health and wellbeing, such as a range of built sports facilities within the surrounding area. The Site is also adjacent to Whiston Hospital.

In order to secure these benefits, **Taylor Wimpey will implement the following** during construction, for the benefit of future residents during operation:

- Safety is a top priority, with rigorous policies and procedures in place to address safety risks and an embedded safety culture, as members of the Home Builders Federation (HBF) Health and Safety committee and the British Safety Council.
- Quality inspections are made across sites throughout the build process, and the National House Building Council (NHBC) carries out an independent Construction Quality Review (CQR) for each site twice a year, as well as inspections at key stages of the build.
- All subcontractors are required to train their employees on Health and Safety, and Taylor Wimpey also conduct its own training for site operatives, such as Health and Safety and Environment (HSE) site induction, and offers regular training to employees.

As part of the S106 process, Taylor Wimpey have agreed to make financial contributions towards improvement of open space and healthcare capacity in the locality, for the benefit of future residents during operation.

Alignment with the United Nation's Sustainable Development Goals

These benefits align with the following United Nation's Sustainable Development Goals (UN SDGs):





*"In 2030, Knowsley will be a place where people feel safe and secure, and have a sense of pride and belonging. It will be a place with a diverse housing offer that is attractive to current and future residents"*⁷¹

Introduction

The community related social value benefits during the operational phase are considered in this chapter. This considers the importance of access to affordable housing, as well as the importance of community integration, as well as the importance of 'designing out crime'. This is recognised in two separate aims of the Council Plan: **'In 2030, Knowsley will be a place with a diverse housing offer that is attractive to current and future residents'**; and **'in 2030, Knowsley will be a place where people feel safe and secure, and have a sense of pride and belonging'**.

The Proposed Development will consist of up to 204 high quality homes, at least 10% of which will be classed as affordable (i.e. 20% below market value), in line with KMBC's expectations for residential developments on brownfield land. This will further contribute to the provision of affordable housing within the locality. The development will be tenure blind and integrate a range of measures so as to seek to design out crime, helping to promote community integration and inclusivity across the Site.

Within this chapter, the following indicators related to community are assessed:

- Housing tenure, types of home and related Council Tax income;
- Spatial distribution of housing deprivation and housing waiting lists; and
- Crime Rates;
- Community Integration.

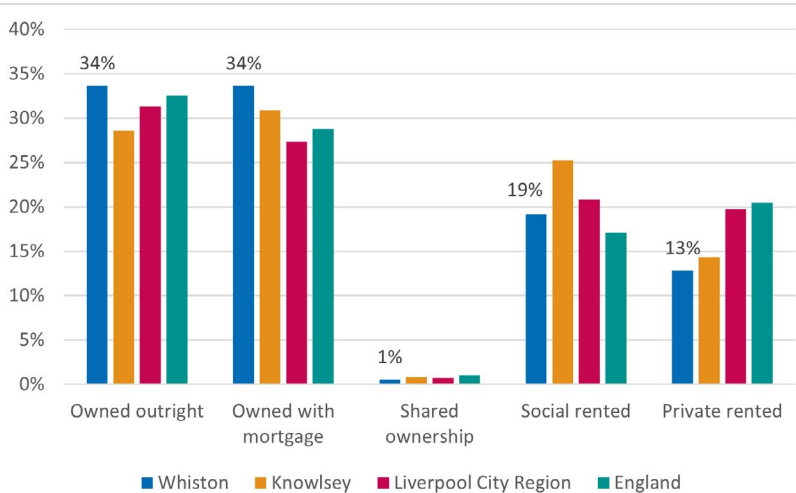
Key Local Needs (community)

Housing Tenure

Homes within the locality tend to be within lower Council Tax bands. The vast majority of homes within Knowsley fall into Band A (53%), compared to 47% across the North West and 24% across England. Only 11% of households within Knowsley are in Band D or above, far below the proportion across the North West (22%) and England (35%). There are no homes within Knowsley that are in Band F and above. The area surrounding the Site accommodates lower value homes in comparison to the wider geographies.

However, despite lower value homes in Knowsley, the rate of home ownership across the borough (59%) still falls far below the proportion across England (61%). There is also a higher proportion of homes which are socially rented within Whiston (19%) and Knowsley (25%), in comparison to across England (20%), thus demonstrating the need for more accessible, affordable homes, as shown on **Figure 7.1**.

Figure 7.1: Housing tenure



Source: Census 2021

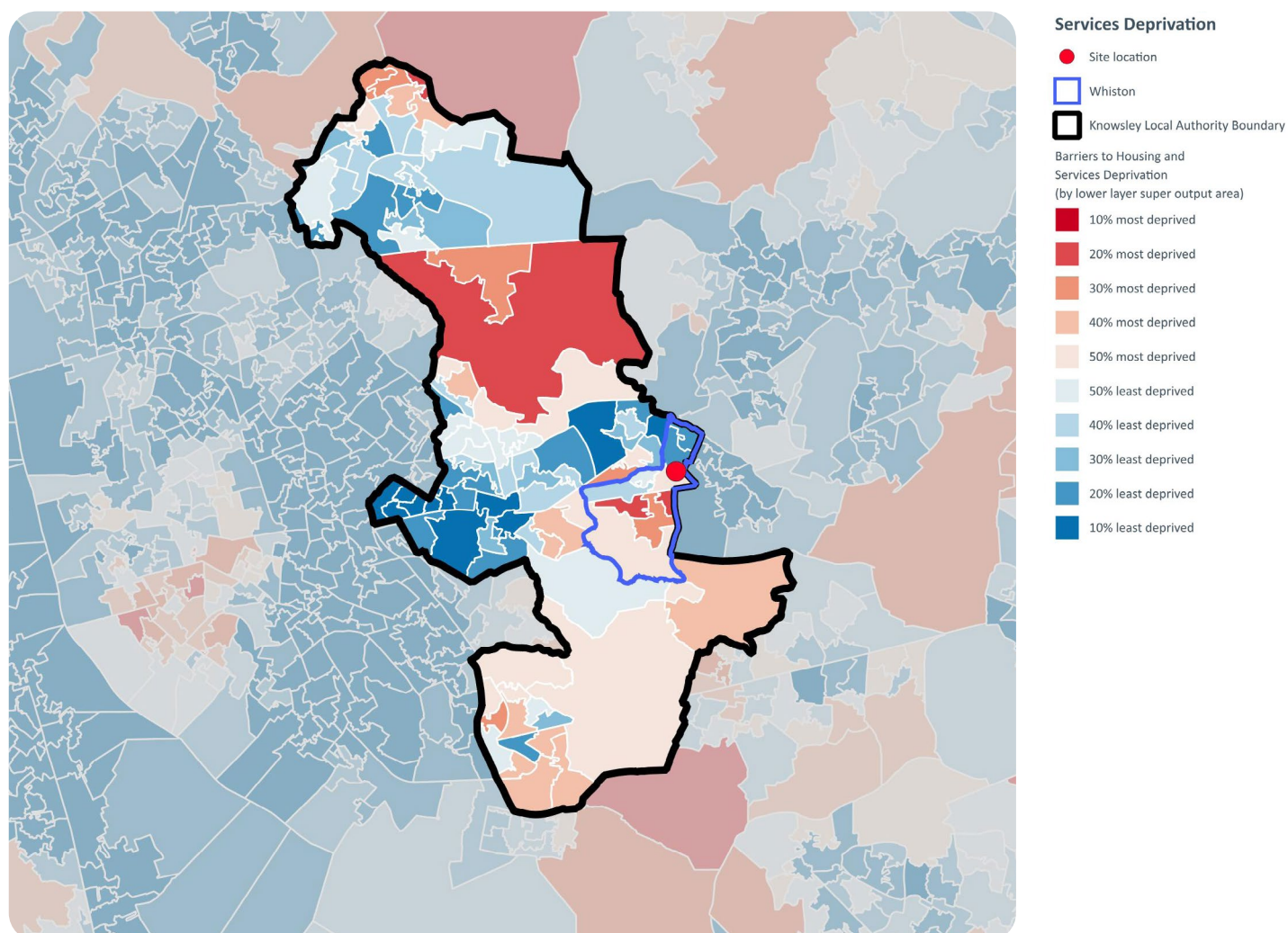
Housing Deprivation and Homelessness

The cost of living crisis has impacted many peoples' lives locally, nationally and across the globe and there is also a large degree of disparity across the borough in relation to 'barriers to housing and services' across both Whiston and Knowsley. This IMD Domain demonstrates both physical and financial accessibility of housing and local services. Physical accessibility covers the geographical barriers to housing and services such as distance to social infrastructure (for example schools) and social or financial barriers to housing includes socio-economic factors such as overcrowding, homelessness and affordability.

As shown on **Figure 7.2**, within Whiston, areas such as Whiston Cross are considered to be in the top 10% most deprived in England in relation to this indicator, with areas to the north of KMBC, such as within Knowsley Village, also falling into England's most deprived areas in relation to barriers to housing and services.



Figure 7.2: Barriers to housing and services (IMD) across Knowsley

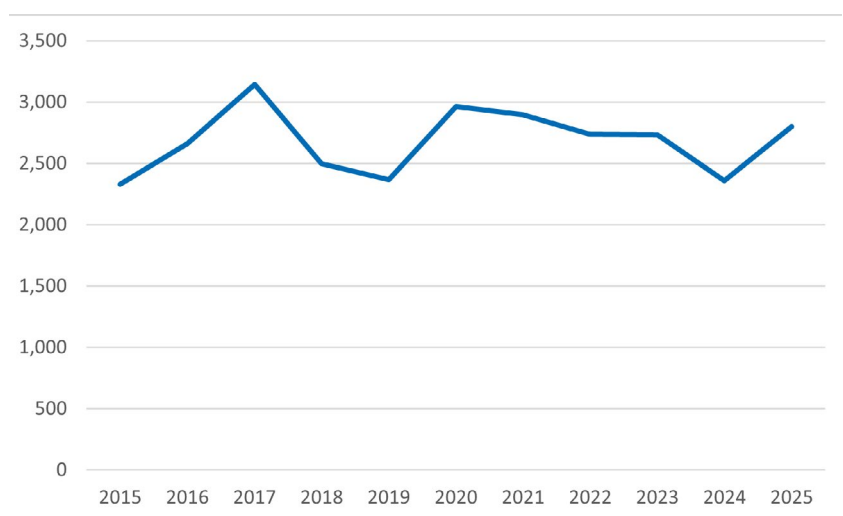


Source: Department for Levelling Up, Housing and Communities (2019) and Turley Economics (2025)



There are also a number of residents in need of decent living conditions. As shown on **Figure 7.3**, in 2025, there were still 2,802 households on the housing waiting list⁷² in Knowsley, an increase of 19% on 2024. It is anticipated that a number of affordable homes within the development will be prioritised for existing local residents.

Figure 7.3: Number of households on Knowsley's housing waiting list



Source: Ministry of Housing, Communities and Local Government (2024)

Crime

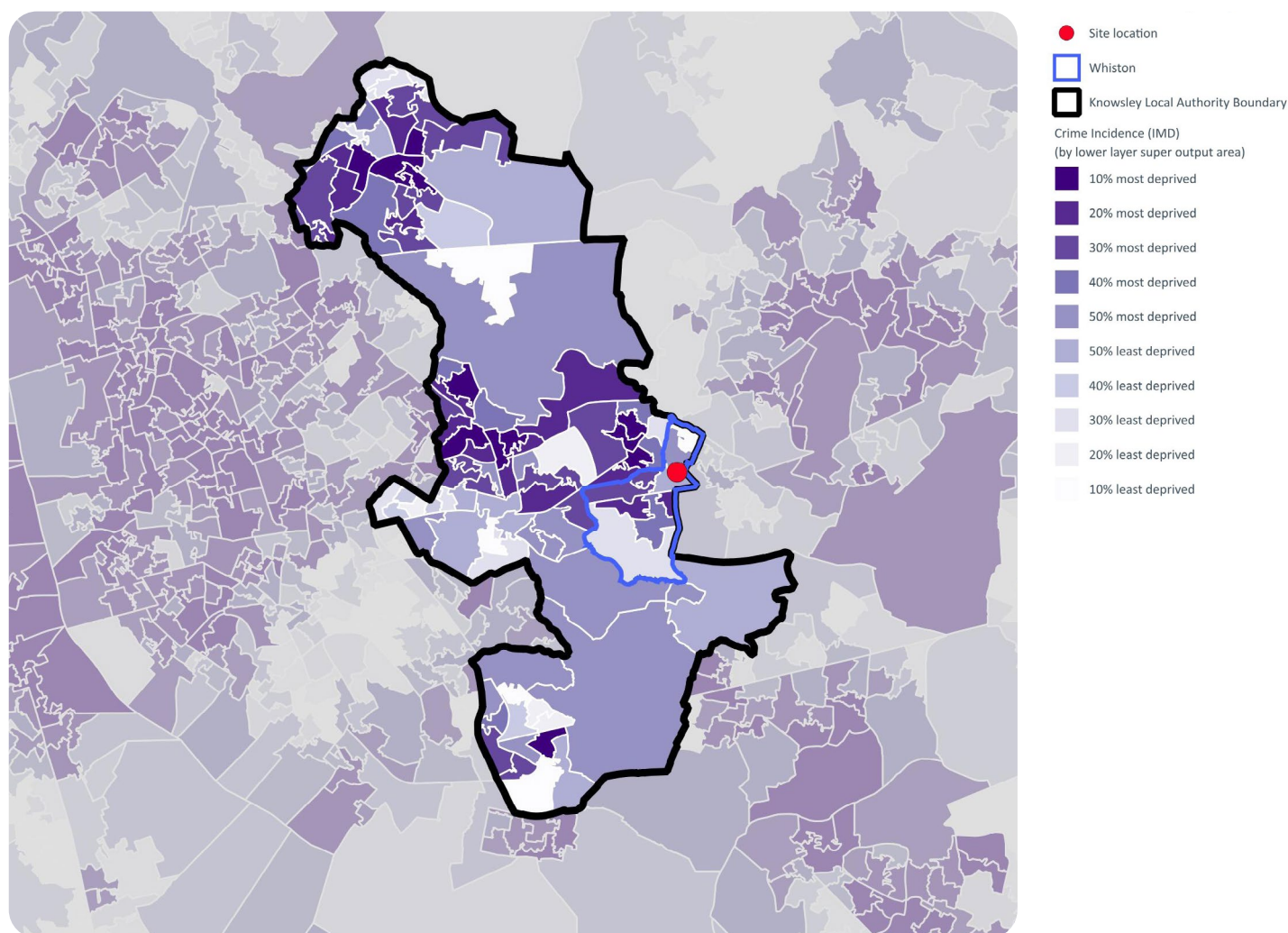
As shown on **Figure 7.4**, a large proportion of the urban centres in Knowsley borough are classed as being within the top 10-20% most deprived in relation to Crime incidence, particularly within Kirkby, Prescot and Huyton. Central Whiston also falls into this category, with areas of Whiston Cross in particular being classed as being some of the most deprived areas of England in relation to crime.

There is a particularly high incidence of crime within the borough of Knowsley, accounting for c.10% of all crimes within Merseyside. Between September 2024–2025, the most common crimes within Whiston were violence and sexual offences (43%), as well as anti-social behaviour (13%), and public order (11%).

Community Integration

The Active Lives Survey⁷³ evaluates community cohesion, aiming to determine perceptions of residents on the communities in which they live. This indicates that Knowsley has a lower average social trust⁷⁴ amongst adults, and there are also more constrained community integration here, than compared to across the region and England as a whole, meaning that residents are likely to embrace new spaces for the community spaces to interact.

Figure 7.4: Crime Incidence (IMD) across Knowsley



Source: Department for Levelling Up, Housing and Communities (2019) and Turley Economics (2025)

Social Value Benefits during Operation

Affordable Homes

In response to identified local need, **approximately 10% of dwellings within the Proposed Development will be classed as affordable**, that is, a home let at least 20% below local market value⁷⁵. This is in line with KMBC'S Brownfield Site Affordable Housing Policy. As alluded to in **Section 9**, these new homes will also made energy efficient, lessening the risk of fuel poverty⁷⁶.

Based upon the mix of new homes to be developed and their estimated Council Tax banding, the Proposed Development is expected to **generate c. £500,000 in additional Council Tax payments annually**. This could provide an important source of revenue funding for KMBC in delivering public services as well as investing in maintaining and enhancing local infrastructure.

Designing out crime

It is also important to recognise the importance of designing out crime, and indeed, the fear of crime.

Therefore, a range of measures have been integrated into the design of the Proposed Development, to discourage this taking place, and to reduce the fear of crime. As set out in the Building for Healthy Life Assessment⁷⁷ supporting this Application:

- The Proposed Development will be designed with well connected streets and paths, based around an internal loop road arrangement, to benefit from good surveillance from surrounding houses;
- All streets will pass in front of peoples' homes, rather than to the rear, and are well overlooked. Connections through the Site will be attractively landscaped with street trees proposed within front gardens and will be well-lit, direct and convenient;

- Streets will have active edges, with direct plot access, good surveillance by adjoining houses, front doors and habitable room windows facing the street;
- Boundary treatments in the form of hedgerows, railings and brick walls help provide definition and containment to streets;
- Streets have been designed as low speed environments (20mph or less), prioritising pedestrians and cyclists. Narrowing of the highway to 4.5m and raised tables will be introduced along the central spine road to help reduce vehicle speeds; and
- Streets and pedestrian routes will be designed for safety and security with good lighting and benefitting from active surveillance by adjacent houses.

Enhancing Community Integration

As set out above, the Proposed Development is located in close proximity a number of existing areas of green space. Future residents will be able to access these through existing PROWs, which provide direct access from the Site.

Taylor Wimpey have also committed to making a financial contribution towards further improving external areas of open space, upgrading communal areas within the vicinity for the community to meet and integrate with one another. As part of the S106 process, financial contributions will also be made to improve the capacity of existing early years provision, so as to benefit young families returning to work.

Given the location of the Proposed Development, it will also help support the long-term vitality of Whiston, through increasing footfall to the town centre and the trading performance of existing shops and leisure services within the locality.

Summary

The key local needs relating to **community** can be summarised as:

- Lower levels of home ownership, demonstrating challenges with housing affordability;
- Increasing number of residents on the housing waiting list;
- High rates of crime in the locality;
- Lower levels of social trust and community integration;

Given the nature of the Proposed Development as a residential only development, the **key community related social value benefits** which could be delivered during operation can therefore be summarised as:

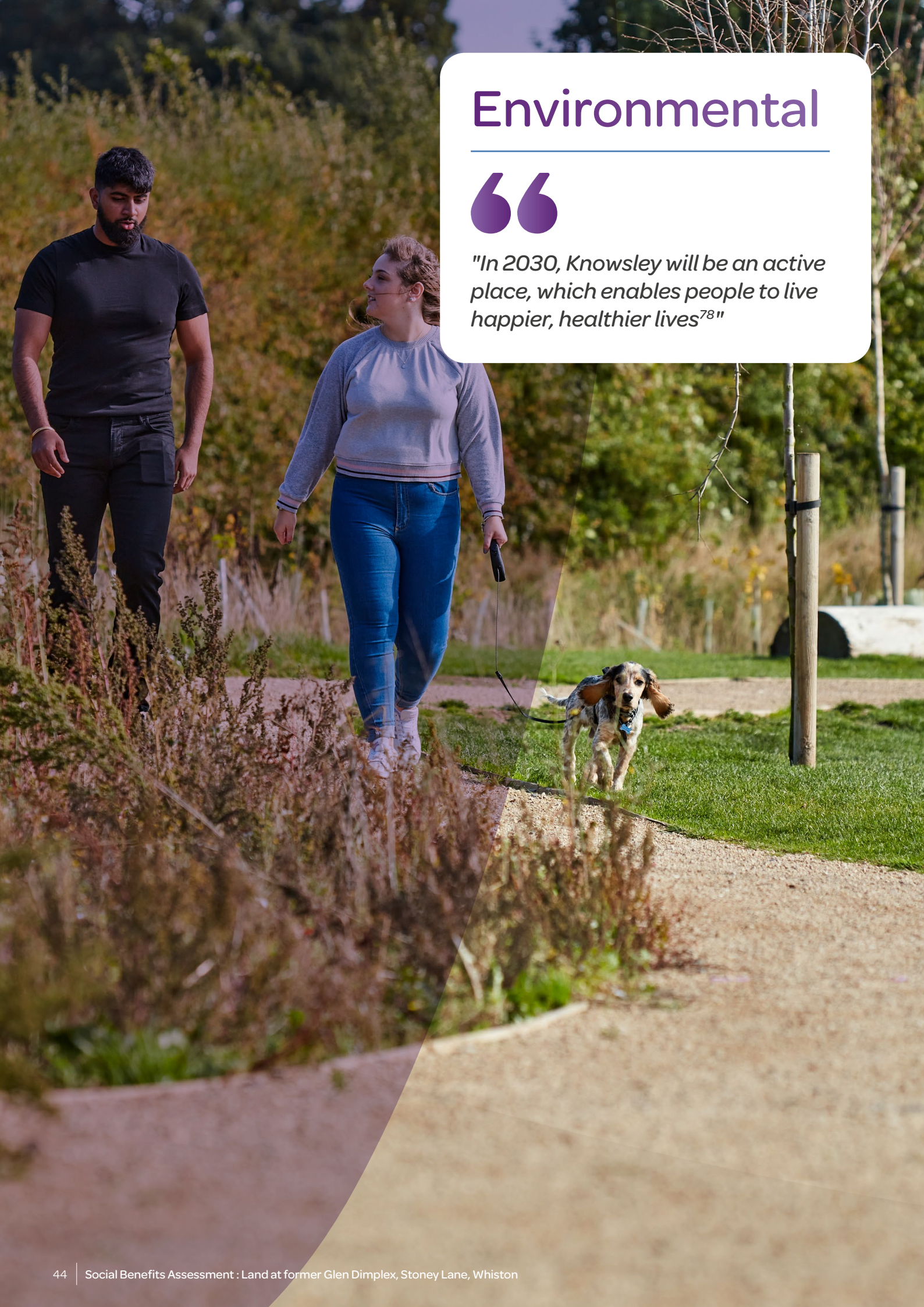
- Generation of c. **£500,000 in additional Council Tax payments annually**, providing an important source of revenue funding for KMBC in delivering public services as well as investing in maintaining and enhancing local infrastructure;
- Provision of energy efficient, affordable homes, with **10% of dwellings within the Proposed Development classed as affordable**, that is, a home let at least 20% below local market value, lessening the risk of fuel poverty and deprivation challenges;
- Measures will be implemented within the design of the development to help **'design out' crime**;
- **Accessibility to a number of existing areas of open space**, which future residents will be access through established PRoW routes;
- Supporting the long-term vitality of Whiston, through **increasing footfall to the centre** and the trading performance of existing shops and leisure services within the locality.

As part of the S106 process, Taylor Wimpey have agreed to make financial contributions towards improvement of open space and early years capacity in the locality, for the benefit of future residents during operation.

Alignment with the United Nation's Sustainable Development Goals

These benefits align with the following United Nation's Sustainable Development Goals (UN SDGs):



A man and a woman are walking a dog on a gravel path in a park-like setting. The man is on the left, wearing a black t-shirt and black pants. The woman is on the right, wearing a grey sweatshirt and blue jeans, holding a leash. A small dog is running ahead of them. The background is filled with green trees and bushes. A large, semi-transparent white box with a purple border is overlaid on the right side of the image, containing the text "Environmental" and a quote.

Environmental

“

"In 2030, Knowsley will be an active place, which enables people to live happier, healthier lives⁷⁸"

Introduction

Connectivity is a key part of any new development, both in terms of physical connectivity (i.e. transport links), and digital connectivity (i.e. broadband), and therefore for this chapter, the social value benefits during the operational phase only are assessed.

Given the location of the Proposed Development, within central Whiston, a key factor will be the promotion of sustainable and active modes of travel wherever possible, bringing both positive environmental and health benefits for existing and future residents. Several measures will be incorporated into the design of the Proposed Development to prioritise this wherever possible.

Within this chapter, the following transport related indicators are assessed:

- An overview of existing local travel to work methods;
- Relative 'connectivity' scores;
- Existing active and sustainable travel patterns, including availability of electric charging points and public transport accessibility; and
- Digital connectivity

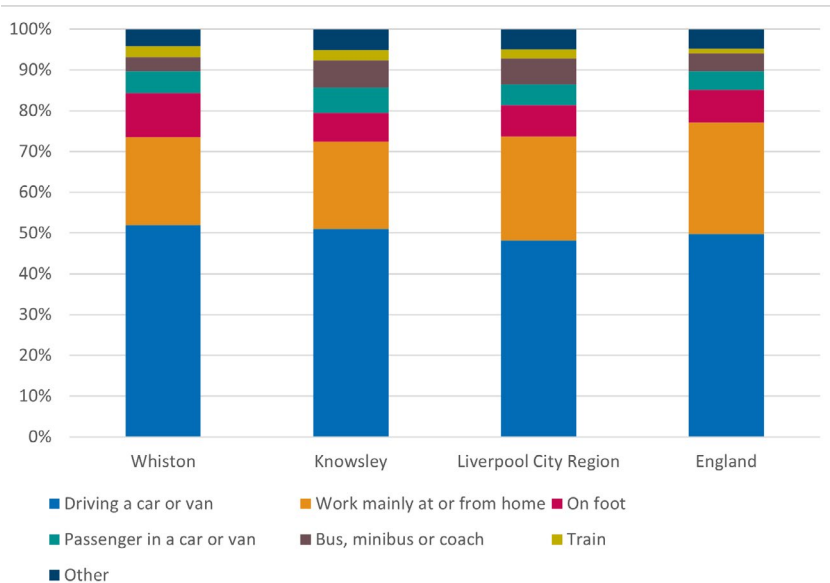
Key Local Needs (Connectivity)

Commuting Patterns

As shown on **Figure 9.1**, within Whiston, the most common method to travel to work is by car or van (52%), reflective of the pattern across the wider Knowsley borough (51%). This is slightly higher than the proportion across the LCR (48%), but reasonably on par with the proportion across England (50%).

A greater proportion of residents within Whiston also commute to work on foot (11%) compared to the wider Knowsley borough (7%), the Liverpool City Region and England (both 8%). However, data published by the Department for Transport suggests that the immediate vicinity of the Site⁷⁹ has a poor 'walking connectivity score' of 44.5, 82% worse than other areas across England. There is a slightly improved 'cycling connectivity score' of 63.9, 61% worse than other areas across England⁸⁰, thus highlighting the importance of seeking to connect the Site into any existing networks, to encourage walking and cycling as possible, bringing with it, a number of wider environmental benefits for the community as well as health benefits.

Figure 8.1: Method of travel to work



Source: Census 2021



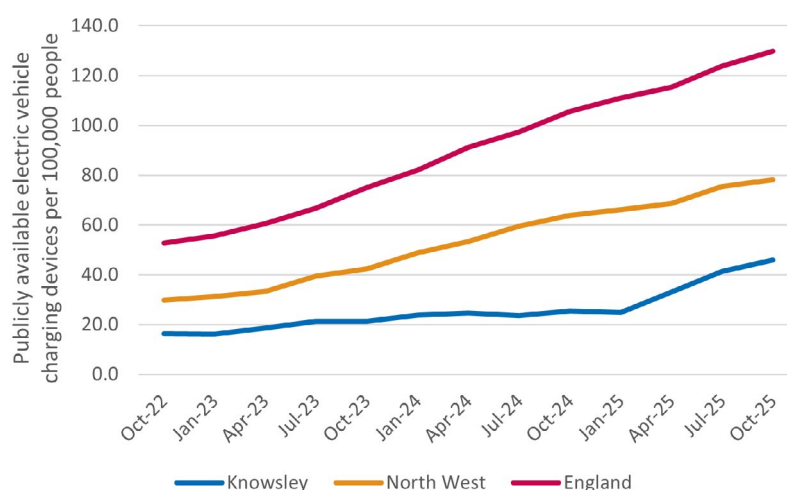
Despite bus patronage being proportionately lower within Whiston (4%), this is more popular within Knowsley (7%) and the LCR (6%), than across England (4%), highlighting the importance of connectivity to public transport links to access employment opportunities within the surrounding area.

The immediate vicinity of the Site⁸¹ has also been awarded a 'public transport connectivity score' of 58.1, meaning that it is 72% worse than other areas across England. Data published by the Department for Transport shows that in 2024, there were a total of 88.7 million passenger journeys on local bus services in the Merseyside Integrated Transport Authority (ITA)⁸², and a total of 332.5 million passenger journeys in the North West region. Over the past 10 years, this has reduced by -14% across the Merseyside ITA and by -23% across the wider North West region, since 2014⁸³.

Despite the reduction over time, this has however been increasing over recent years, as bus patronage levels plummeted as a result of the impact of the COVID-19 pandemic restrictions. Since 2021, passenger levels have increased by 116% within the Merseyside ITA and similarly, have increased by 132% across the North West Region. This is also reflective of the pattern nationally, where passenger levels have increased by 129% across England within the same time period⁸⁴.

As shown on **Figure 8.2**, the rate of publicly available EV charging points has also increased across the borough, increasing from 25.5 per 100,000 people in October 2024 to 45.8 per 100,000 people in October 2025. Despite the sharp increase, the rate of publicly available EV charging points has remained far lower in Knowsley than across North West and England as a whole.

Figure 8.2: Rate of publicly available EV charging per 100,000 people



Source: Department for Transport (2025)

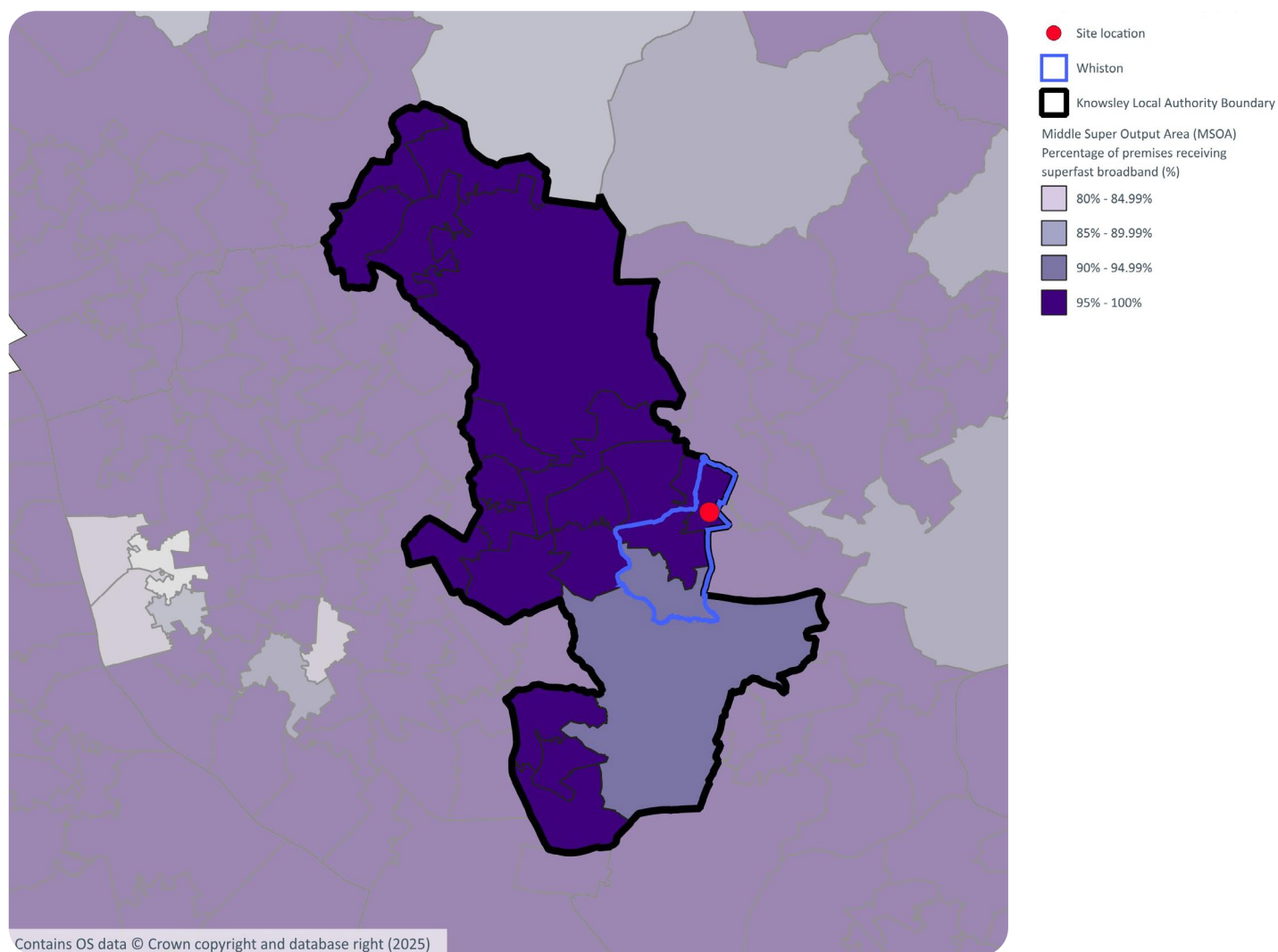
Digital Connectivity

The Ofcom Connected Nations report and the House of Commons Library⁸⁶ provides data on the broadband and coverage speeds which can be aggregated to Middle Super Output Area (MSOA)⁸⁶.

Figure 8.3 shows that there is good access to superfast broadband across the borough of Knowsley. Within Whiston, households tend to be well connected to superfast broadband. However, there are areas of more limited digital accessibility within the borough, particularly within the more rural areas of Cronton and Tarbock Green, where only 80-85% of households experience the same broadband speeds.

As a result of restrictions imposed by the COVID-19 pandemic, working patterns have since changed significantly, with a rise in demand for virtual working. Latest available data suggests that a notable, but slightly lower proportion of residents in Whiston (22%) and the wider Knowsley borough (21%) work mainly from home, in comparison to the wider LCR (26%), and England as a whole (27%)⁸⁷. It is however noted that this was collected as part of the 2021 Census, when restrictions were still in place. It is generally acknowledged though, that across all geographies, working patterns may have changed to some degree over the past five years, with more people adopting a hybrid working approach.

Figure 8.1: Access to superfast broadband across Knowsley



Source: Ofcom Connected Nations (2023) and Turley Economics (2025)

Social Value Benefits during Operation

Promoting Active and Sustainable Travel

Within the Proposed Development, each dwelling will have access to cycle parking, with all plots having either a garage or a garden shed in which bikes can be stored.

As set out in the Transport Assessment⁸⁸, the Site will connect into a number of existing footways, proving connection to the town centre and existing amenities within Whiston. There are also a number of Public Rights of Way (PRoWs) located around Whiston, creating an accessible public footpath network around the Proposed Development for commuter or leisure trips, such as to Stadt Moers Park as well as to Whiston Wood. National Cycle Route 56 is located near to the Site, around 680m to the west, connecting Chester to Liverpool. There are also a number of existing (or planned) cycle routes, various traffic calmed roads and traffic free cycle routes, which provide connectivity around Whiston, creating a safer environment for active travel.

Across existing Taylor Wimpey sites, in 2022, 67% of all UK completions were within 500 metres of a public transport node, and 90% were within 1000 metres⁸⁹. There are a number of existing bus stops in close proximity to the Proposed Development. The closest bus stops are located c.500m from the Proposed Development on Stoney Lane and Cumber Lane. These bus stops provide connections to other areas of Whiston town centre, as well as to other urban areas across the borough such as Prescot and Huyton as well as Broadgreen Hospital.

Both Whiston and Prescot train stations are located within 1 mile of the Site (with a c. 20 minute walking distance), which collectively provide transport links to Wigan, Liverpool Lime Street and Manchester Airport

Within the Proposed Development, **each dwelling with off-street parking will have access to an electric charging point**, supporting the transition away from petrol and diesel vehicles, and improving general air quality in communities.

Facilitating hybrid working

Existing and future residents will be able to access superfast broadband, which is important to local residents and thus the economy within Knowsley as a whole.

Access to good digital connectivity also has many wider wellbeing benefits, such as reduced feelings of isolation and loneliness. **Taylor Wimpey's latest standard house types designed to allow for flexibility of remote working**, with easy access to broadband and electricity sockets, to enable working, and/or studying, from home.



Summary

The key local needs relating to **connectivity** can be summarised as:

- The immediate vicinity of the Site has a poor connectivity score in relation to active and sustainable transport, as well as falling bus patronage within the borough (although this has recovered since the COVID-19 pandemic);
- The rate of publicly available EV chargers remains lower in Knowsley than other comparator geographies;
- Households in the locality tend to be well connected to superfast broadband;

A number of **connectivity benefits** associated will be integrated into the design of the Proposed Development during construction, for the benefit of future residents during operation:

- The Site is well connected into a number of **established walking and/or cycling routes**, as well as traffic calmed streets, providing safer active travel routes to access existing services in the locality;
- Each dwelling will have **access to cycle parking**, with all plots having either a garage or a garden shed in which bikes can be stored;
- The **closest bus stops are located c.500m from the Proposed Development** on Stoney Lane and Cumber Lane, providing connections to other areas of Whiston town centre, as well as to other urban areas across the borough such as Prescot and Huyton as well as Broadgreen Hospital;
- Each dwelling with off-street parking will have **access to an electric vehicle charging point**, supporting the transition away from petrol and diesel vehicles, and improving general air quality in communities.
- **Access to good digital connectivity** also has many wider wellbeing benefits, such as reduced feelings of isolation and loneliness. Taylor Wimpey's latest standard house will be designed to facilitate remote working, with easy access to broadband and electricity sockets, to enable working, and/or studying, from home.

Alignment with the United Nation's Sustainable Development Goals

These benefits align with the following United Nation's Sustainable Development Goals (UN SDGs):





"Respond to the Climate Emergency and achieve net zero⁹⁰"

Introduction

Climate Change is one of the biggest threats facing the planet. In support of KMBC's Climate Emergency declaration in 2020, the Proposed Development proposes a number of initiatives during both construction and operation to limit carbon emissions and promote healthy lives for residents of the development and beyond.

Within this chapter, the following indicators related to sustainability are assessed:

- Taylor Wimpey's approach to sustainable construction on all of their sites;
- An overview of overall existing living environment locally; and
- Proposals to promote sustainable energy and waste.



Key Local Needs (Sustainability)

Environmental deprivation

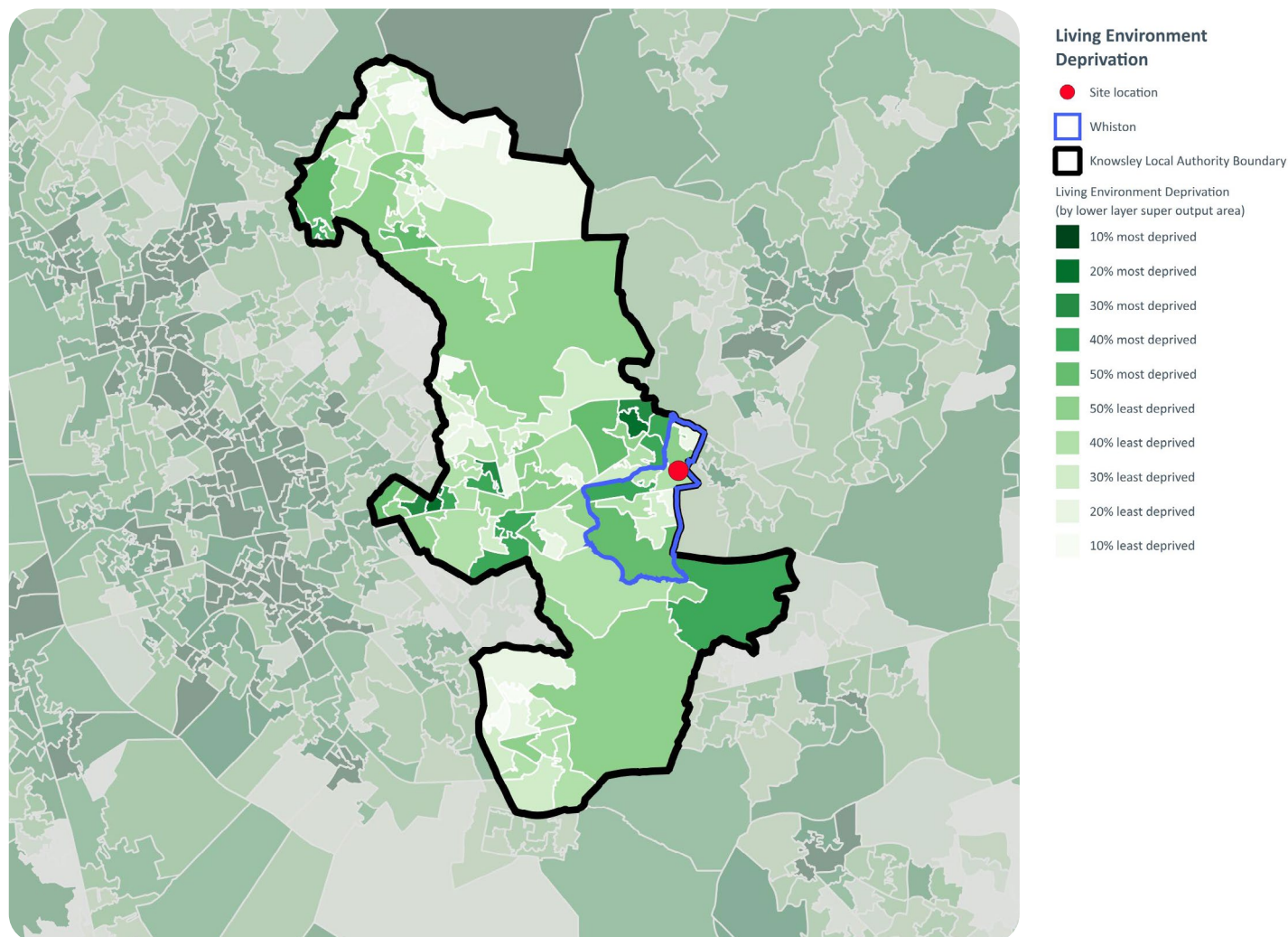
Figure 9.1 shows living environment deprivation within Knowsley, which measures the quality of both the indoor environment as well as the outdoor living conditions such as air quality. When compared to the other indicators of deprivation, there is still a notable, but relatively low levels of deprivation against this indicator within Whiston and across Knowsley, with the local authority ranked within the 9th decile of deprivation against this indicator (with 10 being the least deprived). However, higher rates of deprivation against this indicator are prevalent within Preston and Huyton.

Energy And Waste

As of 2024, the proportion of households with renewable energy systems stood at 7.4% within Knowsley, which is far higher than the corresponding proportion across the LCR (3.8%) and the United Kingdom (6.1%) as a whole⁹¹, indicating appetite to embrace alternative sources of energy locally.

However, the proportion of household waste being sent for reuse, recycling or composting is gradually reducing throughout the district. This peaked in 2014/15 at 36.7%, reducing to 26.2% in 2023/24⁹², demonstrating a need to encourage future residents to treat their waste in an environmentally conscious way.

Figure 9.1: Living environment deprivation (IMD) across Knowsley



Source: Department for Levelling Up, Housing and Communities (2019) and Turley Economics (2025)

Social Value Benefits during Construction

Sustainable Construction Process

Taylor Wimpey have set an ambitious target to be net zero carbon by 2045 – ahead of the UK's national target. This net zero target for 2045 has been independently validated by the Science Based Targets initiative (SBTi) confirming that it is aligned with the SBTi's 1.5°C mitigation pathways for reaching net zero by 2050 or sooner. The near-term carbon reduction targets for Scope 1 and 2, and Scope 3 emissions have also been SBTi validated.

Taylor Wimpey has to date, implemented the following measures to ensure a sustainable construction process on their sites:

- **Scope 1 and 2 Carbon Emissions:** Emissions from Taylor Wimpey's construction activities have been reduced by 47.1% between 2019 and 2024 and continue to fall in line with Science Based targets. This has been achieved by transitioning to the use of renewable electricity (100% renewable electricity on all new sites), the use of hybrid diesel and electric generators, and using HVO to replace diesel use and converting the car fleet (88% electric or hybrid in 2024).
- **Scope 3 emissions:** The largest portion of the Taylor Wimpey footprint is emissions from the materials used in construction and the emissions from homes in use. These emissions are calculated each year, and the business has a target to reduce them by 46.2% by 2030 compared to 2019. By 2024 these emissions have already been reduced by 12%.
- **Resource efficiency:** Taylor Wimpey homes are designed to have the lowest water use of any major UK housebuilder, with a target to achieve a water use design target of 100lpppd or less. There are also targets to reduce water use during the construction phase, resulting in water consumption reducing by 31% by 2024 since 2019.
- Despite 98% of all construction waste currently being diverted from landfill, continued efforts are being made by the Applicant to make this a sustainable process. In response, a Construction Waste Group has been established to manage the delivery of their Zero Waste Strategy and supporting action plan, with focus on reducing waste through design practices, materials management and waste segregation and recycling.

Social Value Benefits during Operation

Improving the natural environment

The comparatively high-quality living environment within Whiston will be further enhanced through the provision of green infrastructure and sustainable drainage methods will be incorporated into the design, to reduce flood risk and maximise the benefits of water management, habitat creation and amenity value. This will also benefit residents within more deprived areas (relating to the living environment).

All new Taylor Wimpey sites are designed to work with nature and include wildlife enhancements that increase biodiversity net gain by at least 10%. The design of all sites will encompass green infrastructure, habitat and wildlife enhancements and wildlife friendly planting.

In addition, Taylor Wimpey has a long record of going further than legislation and since 2021 have installed over 5,543 additional nature enhancements. They are signatures to the Future Homes Hub Homes for Nature initiative and, as set out in the Ecology Plan⁹³, bird nest boxes will be installed throughout the Proposed Development, as well as Bat Panels, Bug Hotels and Bee bricks.

Sustainable sources of energy

Homes built by Taylor Wimpey are already highly energy efficient, but further investment is being made into research and development to continually improve this. The majority of homes built in 2023 were designed to achieve an Energy Performance Certificate rating of B, with energy efficient walls and windows, low energy light fittings and appliances installed⁹⁴.

Taylor Wimpey have also launched Zero Carbon Ready homes research projects, to prepare them for the future adoption of the Future Homes Standards, which will require transitioning to 'gas free homes' when this becomes a national standard.



As set out in the supporting Energy Statement⁹⁵, the following measures will be integrated into the design of the development:

- The development will be designed to maximise a north-south orientation, to allow for passive design with dual aspect dwellings to enable good views, daylight, solar gain and cross ventilation;
- Principal living rooms will have sufficient glazing to allow natural light, reducing the need for artificial lighting and the risk of overheating;
- Every home will have high levels of insulation on the ground floor, external walls and roof spaces, and all dwellings will be tested for air leakage;
- Energy efficient lamps and gas boilers will be installed; and
- Photovoltaic (PV) panels and air source heat pumps will be considered during the design process. These PV panels would cater for c.20% of the site wide energy demand.

Summary

The key local needs relating to **sustainability** can be summarised as:

- Although Living Environment deprivation is less acute in the locality than other indicators, there is a varied pattern within Knowsley;
- Higher proportion of homes in the locality have renewable energy systems installed, indicating appetite to embrace alternative sources of energy.
- The proportion of household waste being sent for reuse, recycling or composting is also gradually reducing throughout North Yorkshire.

A number of **sustainability benefits** will also be integrated into the design of the Proposed Development during construction, for the benefit for future residents during operation:

- **Provision of green infrastructure and sustainable drainage methods** into the design, to reduce flood risk and maximise the benefits of water management, habitat creation and amenity value;
- Designed to **increase biodiversity** net gain by at least 10%;
- **Installation of nature enhancements**, such as bird boxes, bat panels, bug hotels and bee bricks;
- Homes will be built to be **energy efficient, with sources of renewable energy considered** within the detailed design process.

In order to help secure these benefits, **Taylor Wimpey will implement the following:**

- Continue to work towards their target to be net zero carbon by 2045, ahead of the UK's national target;
- Commitment to reduce their Scope 1, 2 and 3 carbon emissions associated with their construction activities;
- Implement resource efficiency measures where possible, to reduce water consumption;
- Continue to work with their Construction Waste Group, to manage the delivery of their Zero Waste Strategy
- Investment is being made into research and development to continually improve the energy efficiency of homes, with the majority of homes built in 2023 designed to achieve an Energy Performance Certificate rating of B, with energy efficient walls and windows, low energy light fittings and appliances installed.

Alignment with the United Nation's Sustainable Development Goals

These benefits align with the following United Nation's Sustainable Development Goals (UN SDGs):



Summary and Conclusions

10

This Social Benefits Assessment presents the economic and social benefits of the Proposed Development. This section sets out a summary of the local needs, and social value benefits, anticipated to be delivered as a result of the Proposed Development. A number of these benefits align with the objectives of KMBC's policy priorities, as summarised in Section 3.

This report complements the Social Value Strategy, Economic Statement and Health Impact Assessment prepared for this submission and should be read in conjunction with these.

Economic, Social and Environmental Benefits of the Proposed Development

The Proposed Development is anticipated to generate a range of benefits during both the construction and operational phases.

During the construction phase, the Proposed Development is anticipated to deliver the following benefits, aligned to the following themes:

Economic:

- Over the estimated 4.5 year build period, **45 gross on-site jobs could be supported per annum**. After consideration of supply chain impacts, **15 FTE could be supported across the LCR**, including 5 in Knowsley.
- **An additional £12.2 million in GVA** could be generated over construction across the LCR, including £8.6 million across Knowsley;

Social:

- **A dedicated on-site space will be provided to deliver training** for the workforce throughout the construction period.

The operational phase will also deliver a range of social benefits, aligned to these same themes, including:

Economic:

- **Delivery of 204 new homes could grow the local population by up to 500 residents**, estimated to attract up to 220 economically active and employed residents, which could receive a **collective income of £6.8 million per annum**;
- Future residents could generate **total retail and leisure expenditure of £4 million per annum**, estimated to support an additional 25 retail and leisure related employee jobs across Knowsley and the LCR.

Social:

- Future residents who locate here will also have access to existing services and facilities within the wider community, contributing towards their overall health and wellbeing, such as a **range of built sports facilities within the surrounding area**. The Site is also adjacent to Whiston Hospital.
- Generation of **c. £500,000 in additional Council Tax payments annually**, providing an important source of revenue funding for KMBC in delivering public services as well as investing in maintaining and enhancing local infrastructure;
- **Provision of energy efficient, affordable homes, with 10% of dwellings within the Proposed Development classed as affordable**, that is, a home let at least 20% below local market value, lessening the risk of fuel poverty and deprivation challenges;
- Measures will be implemented within the design of the development to help **'design out' crime**;
- **Accessibility to a number of existing areas of open space**, which future residents will be access through established PRoW routes;
- Supporting the long-term vitality of Whiston, through **increasing footfall to the centre** and the trading performance of existing shops and leisure services within the locality.

Environmental:

- The Site is **well connected into a number of established walking and/or cycling routes**, as well as traffic calmed streets, providing safer active travel routes to access existing services in the locality.
- Each dwelling will have **access to cycle parking**, with all plots having either a garage or a garden shed in which bikes can be stored;
- The **closest bus stops are located c.500m from the Proposed Development** on Stoney Lane and Cumber Lane, providing connections to other areas of Whiston town centre, as well as to other urban areas across the borough such as Prescott and Huyton as well as Broadgreen Hospital;
- Each dwelling with off-street parking will have **access to an electric vehicle charging point**, supporting the transition away from petrol and diesel vehicles, and improving general air quality in communities.
- **Access to good digital connectivity** also has many wider wellbeing benefits, such as reduced feelings of isolation and loneliness. Taylor Wimpey's latest standard house will be designed to facilitate remote working, with easy access to broadband and electricity sockets, to enable working, and/or studying, from home.
- Provision of **green infrastructure and sustainable drainage methods** into the design, to reduce flood risk and maximise the benefits of water management, habitat creation and amenity value;
- Designed to **increase biodiversity net gain by at least 10%**;
- Installation of **nature enhancements**, such as bird boxes, bat panels, bug hotels and bee bricks;
- Homes will be built to be **energy efficient, with sources of renewable energy considered** within the detailed design process.

In order to help secure these benefits, **Taylor Wimpey have agreed to make financial contributions, through the S106 process**, towards delivery of employment and skills initiatives, as well as improving parks and gardens, healthcare and early years capacity in the locality.

As well as this, they are committed at a corporate level, towards encouraging a range of initiatives related to:

Economic:

- Initiatives to **raise awareness of opportunities with small local businesses**, such as meet the buyer events, as well as other engagement events.
- **Offer support to smaller businesses** to help them comply with HSE procedures, and enforce self-billing arrangements for subcontractors, to automate and speed up invoicing and payment processes.
- In **recognition of current and future skills gaps within the business and in the wider industry**, c. 5% of Taylor Wimpey's national workforce is employed in entry level positions, including trade apprenticeships, management trainees and graduates.
- **Continued engagement with a range of schools, colleges and universities** across the region, to increase student encounters with the world of work.
- **Ongoing support for their Future Skills Group**, to identify and build skills associated with embracing new digital technologies, as well as continued roll out of their '**Green Skills Plan**', ensuring the organisation is resilient to industry shifts.

Social:

- **Safety is a top priority**, with rigorous policies and procedures in place to address safety risks and an embedded safety culture, as members of the Home Builders Federation (HBF) Health and Safety committee and the British Safety Council.
- **Quality inspections** are made across sites throughout the build process;
- All **subcontractors are required to train their employees on Health and Safety**, and Taylor Wimpey also conduct its own training for site operatives and employees.

Environmental:

- Continue to work towards their target to be **net zero carbon by 2045**, ahead of the UK's national target;
- Commitment to **reduce their Scope 1, 2 and 3 carbon emissions** associated with their construction activities;
- Implement **resource efficiency measures** where possible, to reduce water consumption;
- Continue to work with their **Construction Waste Group**, to manage the delivery of their Zero Waste Strategy
- Investment is being made into research and development to **continually improve the energy efficiency of homes**, with the majority of homes built in 2023 designed to achieve an Energy Performance Certificate rating of B, with energy efficient walls and windows, low energy light fittings and appliances installed

These economic, social and environmental benefits are summarised in the infographic below.

Summary of Economic, Social and Environmental Benefit

Construction Benefits



45 gross direct

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

30 direct

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

15 indirect / induced

FTE jobs across the LCR, including 5 within Knowsley



Support for Employment and Skills Initiatives

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



Aiming to be Net Zero Carbon by 2045

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



£12.2 million

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



Dedicated on-site training space

During the construction period to provide training to the workforce



Waste diverted from landfill

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

Operational Benefits



£4.0 million resident expenditure

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



Sustainable location

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



Energy Efficient Homes

As well as renewable energy sources integrated into the design



Strong digital connectivity

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



520,000 in Council Tax

Providing an additional source of revenue for KMBC



204 new homes

Of which, 10% will be affordable



Encouraging active and sustainable travel

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



At least 10% Biodiversity Net Gain

across the Site, enhancing habitats and vegetation

■ Economic ■ Social ■ Environmental

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

Aligning with local and global priorities

At a global level, these social value benefits, anticipated to be delivered by the Proposed Development during both construction and operation align with 11 of the 17 UN SDGs, as shown on **Figure 10.1**.

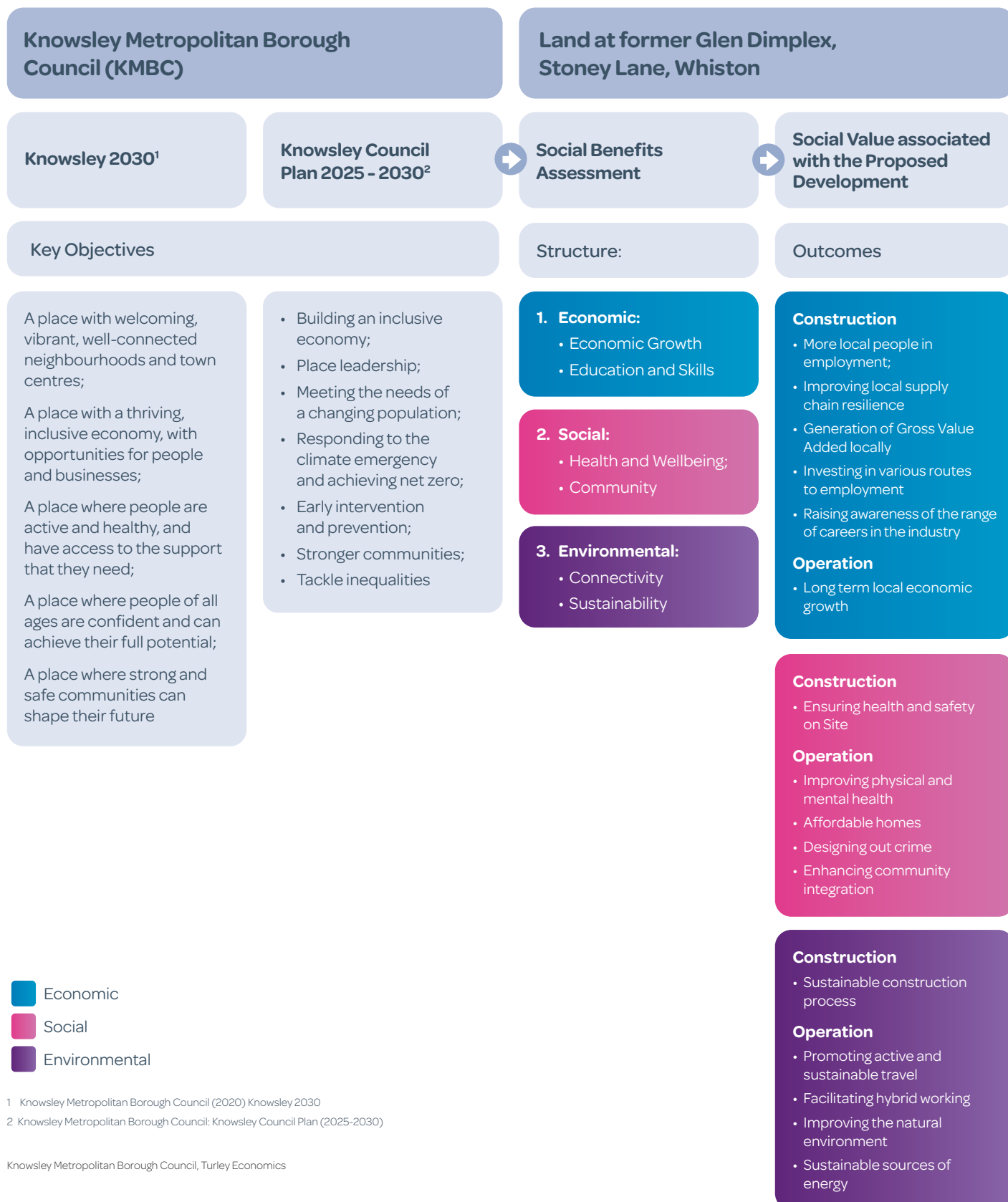
Figure 10.1: Economic Statement alignment with United Nations Sustainable Development Goals (UN SDGs)



Source: United Nations Sustainable Development Goals

As indicated by **Figure 10.2**, this Social Benefits Assessment aligns with the key ambitions of KMBC:

Figure 10.2: Interrelationship between KMBC and the Social Benefits Assessment



Appendix 1: Policy Review

A more detailed review of other relevant national, regional and local policies has been set out below:

National Policy:

National Planning Policy Framework

Since its election in July 2024, the Government has been clear in its view that *“sustained economic growth is the only route to improving the prosperity of our country and the living standards of working people”*⁹⁶. It has stated that its “central mission” is to “restore economic growth” and it also aims to deliver the infrastructure that the country needs⁹⁷.

The revised NPPF continues to be built around a policy commitment to sustainable development, like every version since the NPPF was first introduced in 2012. This sets clear expectations around how new development meets economic, social and environmental objectives, as follows:

- **“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 a well-designed and safe built environment, with accessible services and open spaces that reflect 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.”⁹⁸

Public Services (Social Value) Act 2012

England’s Public Services (Social Value) Act⁹⁹ was introduced in 2012, requiring those commissioning public services to consider how procurement can also secure wider social, economic and environmental benefits from their procurement decisions. The aim is to ensure collaborative commissioning, so that local actors are involved in a meaningful way in creating and delivering public services.

Regional Policy (Liverpool City Region)

Plan for Prosperity 2022

The LCR Combined Authority (LCRCA) has devolved powers over the city region’s strategic economic development and regeneration. The LCRCA’s 2022 Plan for Prosperity¹⁰⁰ 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.

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.

Liverpool City Region Draft Spatial Development Strategy

The draft Spatial Development Strategy (SPS)¹⁰¹ was published by the LCRCA 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.

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 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 2030

KMBC's Knowsley 2030 strategy¹⁰² 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.

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, including within Whiston.

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.

It is within this context that this Social Benefits Assessment has been aligned to.

Knowsley Council Plan 2025-2030

The overarching vision of KMBC's Council Plan¹⁰³ is 'supporting Knowsley residents to Thrive'. The strategy recognises there has been sustained growth in the population, with also increasingly diverse communities. Over the past five years, there has also been job growth in the borough as well as an increase in homes (and affordable homes), as well as significant green infrastructure enhancements.

However, despite this growth, inequalities in relation to income, health and education are persistent challenges, with widening health gaps between the most and least deprived communities. Children from disadvantaged backgrounds are also less likely to achieve academic success compared to their peers, perpetuating cycles of poverty. Of particular note is that:

- The population aged 65 and over is increasing, with healthy life expectancy falling, meaning more people are ageing in ill health;
- The number of families with young children living in poverty has increased, and an increase in families who are in employment and living in poverty, putting increased pressure on household budgets;
- There is a high proportion of single parent households, making access to good quality work more difficult;
- Rising demand in children's services, particularly for children with special educational needs and disabilities, and cared for children;
- Although improving, skills and attainment levels are below the national average, with higher levels of persistence absence in schools, and fewer children achieving English and Maths GCSEs than national and regional levels;
- Household incomes are lower than national levels, and a high proportion of adults who are economically inactive due to ill-health, particularly those with mental health difficulties;
- There are significant differences in deprivation across Knowsley, with the difference in life expectancy between the more deprived and affluent areas being up to eight years.

The plan is supported by a number of guiding priorities:

- Deliver effective, high quality services and support, that positively impact the lives of Knowsley residents;
- Encourage growth that benefits everyone, ensuring our communities and town centres can flourish;
- Deliver targeted support to encourage fairness and opportunity, for those residents facing the biggest challenges.

These priorities are informed by a number of objectives, the relevant ones being:

- **Building an inclusive economy**, to make sure that economic growth benefits everyone, and that local communities can feel the impact through new jobs and training opportunities, access to new homes and green spaces and a range of physical improvements to local places;
- **Place Leadership**, to deliver solutions that are ambitious, promote economic resilience and provide a foundation for Knowsley residents and businesses to thrive;
- **Meeting the needs of a changing population**, working with partners to ensure there is appropriate infrastructure in place to provide for a growing and changing population;
- **Responding to the Climate Emergency and Achieving Net Zero**, leading on the approach to sustainable development and making progress on the commitment to have net zero carbon emissions from Knowsley Council estates and services by 2040;
- **Early Intervention and Prevention**, by delivering targeted support to break the cycle of disadvantage and enable residents and families to address issues before they escalate;
- **Stronger communities**, focus on understanding the challenges in communities to tackle the root causes of inequalities to identify and remove barriers that inhibit residents, working alongside communities to ensure everybody has the same opportunities to realise their potential. The intention is to create strong community networks, based on principles of trust and respect for local diversity, and nurturing a sense of belonging and confidence in local people; and
- **Tackle inequalities**, to encourage fairness through greater opportunities for people to thrive, living happy and healthy lives in their communities.

Knowsley Adding Social Value to Development: Employment and Skills Supplementary Planning Document

This Supplementary Planning Document (SPD)¹⁰⁴ is driven by KMBC's aspiration to see additional benefits (known as social value), incorporated into its housing and other development opportunities.

Social Value, as defined within this SPD document is 'the additional economic, social and environmental benefits that can be created as part of a development'. By seeking to capture social value from major developments, whilst schemes are at the planning stage, significant added benefits can be achieved for the people of Knowsley, particularly in the area of employment and skills.

The SPD sets out that successful implementation will:

- Result in increased local employment opportunities by helping businesses to improve, grow and take on more staff;
- Address a national shortage in construction skills;
- Help businesses to find suitable (and especially local) staff and suppliers; and
- Improve the skills of local people to enable them to take advantage of the resulting employment opportunities.

Major developments are required to agree a Social Value Strategy to ensure that major development contributes towards addressing Knowsley's current skills shortages and that there is a better, appropriately skilled local workforce, which can provide a pool of talent for developers. New development in Knowsley can contribute towards the provision of training and opportunities for local residents, with Social Value Strategies required from developments of 30 or more residential units.

The Social Value Strategy will, as a minimum, contain realistic estimates of the social value training and employment weeks that the developer, through its appointed contractor and supply chain, would envisage being created by the construction and end use phases. The Council will work with approved partners with local expertise in social value to advise on, and monitor, the content and implementation of developers' Social Value Strategies.

Housing Strategy 2022 - 2027

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 borough¹⁰⁵. 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.

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.

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- 50 Level 3 qualifications: 2 or more A levels or VCEs, 4 or more AS levels, Higher School Certificate, Progression or Advanced Diploma, Welsh Baccalaureate Advance Diploma, NVQ level 3; Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, RSA Advanced Diploma
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