

# THE KNOWSLEY STORY









# CONTEXT FOR OUR STORY

Formed in 1974 Knowsley is a metropolitan borough in Merseyside made up of the towns and districts of Kirkby, Prescott, Huyton, Whiston, Halewood, Knowsley Village, Cronton and Stockbridge Village. Knowsley is a significant part of Liverpool city region.





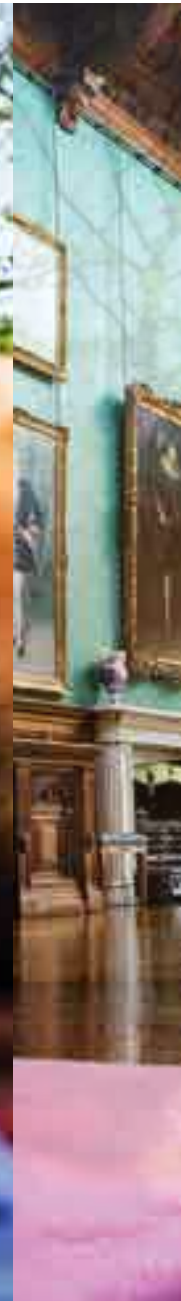


IT IS FANTASTICALLY LOCATED JUST 15 MINUTES FROM LIVERPOOL CITY CENTRE AND 30 MINUTES FROM MANCHESTER CITY CENTRE BUT MANY ORGANISATIONS AND PEOPLE ARE UNAWARE OF IT, OR WHAT IT HAS TO OFFER.



It's most recognisable and known asset is Knowsley Safari Park while Knowsley Hall is home to the 19th Earl and Countess of Derby.

The area has produced a string of sporting greats such as Liverpool and England captain Steven Gerrard, ex Everton player Peter Reid and boxer John Conteh. Luminaries from the arts including actor Sir Rex Harrison and playwright Alan Bleasdale also hail from Knowsley while former Prime Minister Harold Wilson was, for many years, MP for Huyton.





IN ORDER TO FURTHER DEVELOP THE LOCAL ECONOMY AND ENSURE THAT KNOWSLEY IS ON PEOPLE'S 'RADAR' THIS LARGE AND IMPORTANT PIECE OF GEOGRAPHY NEEDS A SENSE OF PLACE WITHIN THE CONTEXT OF ITS SURROUNDINGS.







For Knowsley to raise its profile and start to realise its full potential it needs a shared story for everyone to get behind to help the area think and act as one place. Whilst the story can hold all the different assets, communities and relationships it has to have an identity that is recognisable, used and rooted in the reality of the place.






# MAKING KNOWSLEY SHINE

We all want our area to be successful. We want to attract people to visit and live in the area, encourage those here already to stay, persuade investors and developers to see us as a place worth investing in and create and attract new jobs whilst keeping the ones we have. At the same time it is important to raise ambition and aspiration amongst local residents, young people and businesses.







**OUR SUCCESS WILL BE  
DETERMINED BY THE CHOICES  
PEOPLE MAKE ABOUT US.**

We need to encourage them to view us in a positive light by explaining what we offer, why we are special, how we are creating a better place and our plans for the future. We need to get on their 'short list' of places to consider.





Of course, many other places are doing the same, so we will have to work harder, smarter and collectively to be successful. The new 'Knowsley' story will make it easier to identify and deliver our message with clarity and consistency. It will act as the litmus test to measure the improvement in the quality of experience we offer.





It's important to remember that anyone considering us as a place usually has a number of other options in mind. Before they add us to their list they need to have a good feeling of what our place is all about, what sort of reputation it has, what experience they might enjoy here and what's different to do and see.

Because it's people who are making these choices, the decision is often as much about emotion as it is about facts. Therefore ensuring that they have a good 'feel' about Knowsley as a place is critical.





**OUR STORY WILL HELP TO  
MAKE KNOWSLEY SHINE,  
BY CHARACTERISING AND  
CHAMPIONING WHAT  
MAKES OUR PLACE SPECIAL,  
DIFFERENT AND DESIRABLE.**



This story and thinking differently about how we develop our place will enhance communication about the area through our words and images, influence how we develop our welcome and deliver our customer service, determine how we improve the public realm and put emphasis on the design of what we build and develop.



So, over time the story will come to shape everyone's emotional and practical experience of Knowsley. What's more, by seeking to influence how we do things across the area, it needn't cost any more money to make a difference – fresh thinking, not big budgets. It will give us a clear direction for how the area should change and grow and why people should put it on their list of places to be.





# CHALLENGES AND CHANGE IN KNOWSLEY

Whilst we're all confident Knowsley is a great place with a fantastic future we need to turn potential into reality to ensure that the area grows its economy within the wider region. To create the prosperity we all want there are certain challenges we need to boldly address if more people are to consider and choose us.







Whilst Knowsley has valued and positive assets such as the Safari Park, Hall and Business & Industrial Parks it isn't a place in the traditional sense. Furthermore, it does not have an obvious and well known identity that is recognised by potential 'customers'.





CONSIDERING KNOWSLEY IN THE CONTEXT OF THE  
BOROUGH'S PRE-DETERMINED BOUNDARIES IS ONLY  
PART OF OUR STORY.







Warrington and Manchester are as much part of the Knowsley story as Liverpool and have to feature in how our place is portrayed and understood. The assets and attractions provided by all of these places are important when we are being considered as a place to live or choosing us as a place to locate a business. They add to our offer but perhaps more importantly give people confidence in 'selling' Knowsley.







**KNOWSLEY INTENDS TO THINK  
BIGGER, WIDER AND DEEPER TO  
MAXIMISE THE OPPORTUNITIES  
IT HAS AND THIS NEW STORY  
WILL SET THE TONE.**





This is a place with not one but two great and successful cities on its doorstep. It is already home to high performing brands and businesses and with lots of developments in the pipeline the opportunities are exceptional. SuperPort will be economically transformational for the North West, let alone Knowsley, as will Atlantic Gateway and the new Mersey Gateway.

We have a fantastic manufacturing and logistics story to tell alongside a quality housing and leisure experience in a place that whilst brilliantly connected and busy, is also beautifully 'green'.





# KNOWSLEY IS A SPECIAL PLACE

We've taken a long hard look at our area and the places nearby.  
We know what's special about Knowsley and how we are different.







OUR NEW STORY CAPTURES THE  
ESSENCE OF THE AREA AND IS AT THE  
HEART OF HOW WE ARE GOING TO  
GET OURSELVES 'ON THE MAP' FOR  
THE RIGHT REASONS.







It is unlikely the words that represent this new thinking about why we are special will be seen by our 'customers' – they describe the essence of the 'new Knowsley' as opposed to being marketing slogans. They will determine how we develop our proposition through the way we communicate, what we build, the environment we create and the way we behave.

Whilst some describe what we have and the way we are now, they also reflect what we want and need to be in the future – so our approach is both aspirational and rooted in a reality that can be seen today.



# THE THEMES OF THE KNOWSLEY STORY

## GREEN AND GROWING

Considering that Knowsley is extremely well connected by numerous motorways, major roads and rail lines, and has an enormous industrial park and large centres of population, it is surprisingly green with parks and large areas of countryside. Not far from the motorways it is quite usual to see tractors and farm machinery in an area normally considered principally as an urban space.



Alongside the agricultural areas there are a series of award winning parks and green spaces along with cycle trails and paths for walking. Knowsley has various new and well equipped leisure facilities including the recently opened unique outdoor velodrome and BMX track. This is a place providing healthy options and choices.







There are an amazing choice of places to live in Knowsley. From traditional estates to contemporary apartments; rural villages to modern developments there are a range of options to meet your preferences and budgets. Knowsley is keen to welcome people to come and grow their life here and given its location and housing offer it is an attractive proposition.

## KNOWSLEY IS THE ULTIMATE URBAN GREEN EXPERIENCE.





### LIVERPOOL'S HEARTLAND FOR MAKING AND MOVING

Knowsley is a mecca for business of all types and all sizes. It is a 24/7 location with a proud industrial heritage and fantastic industrial and business park. It is home to some of the most successful companies in the UK such as Jaguar Land Rover, Matalan, QVC and Glen Dimplex with well respected investors such as Peel choosing Knowsley.



The area competes by having a loyal and proven workforce, tremendous transport links, a business focussed local authority and attractively priced, available development land.





Knowsley is seen as an industrial and business hub and big success story for Liverpool. However, it also intends to make the most of its relationship with Manchester and Warrington and the commercial opportunities that offers. It is also supremely well placed to capitalise on the SuperPort and Atlantic Gateway developments and will use these to develop 'added value' businesses and more knowledge related jobs.

**KNOWSLEY HAS THE SPACE,  
PEOPLE AND AMBITION TO  
MEET YOUR BUSINESS NEEDS.**







#### CONNECTING AND COLLABORATING: LOCATIONS AND ATTRACTIONS

Many places claim that they are well connected but Knowsley is in a different league. With both Liverpool and Manchester Airports only a short drive away, Knowsley is also served by a superb motorway network offering rapid links to the markets of the north and midlands, a rail infrastructure shortly to include the electrified link between Liverpool and Manchester while not forgetting the Port of Liverpool and SuperPort right on the doorstep.



These links are critical for business growth but also help Liverpool and Manchester act with a combined force which, given Knowsley's position between the two, is a major economic stimulus.

Liverpool and Manchester offer the chance to go on that great shopping trip, have a night out to remember, visit the many museums and attractions or enjoy a fantastic meal. It might even be where you work too!







The Knowsley story also embraces a wider geography that opens up a wealth of cultural and lifestyle opportunities. This allows you to have family fun on the coast, watch top quality sport such as premierships football or rugby league or sample the excitement of a day at the races at Chester, Haydock or Aintree – the home of the internationally renowned Grand National. You might even want to get active yourself on one of the many local golf courses or leisure centres. For a day out, there's the North Wales coast, Cheshire, the Peak District and Lake District all within easy reach.

**KNOWSLEY IS AT THE CENTRE  
OF AN EXPERIENCE ALL THE  
FAMILY CAN ENJOY.**





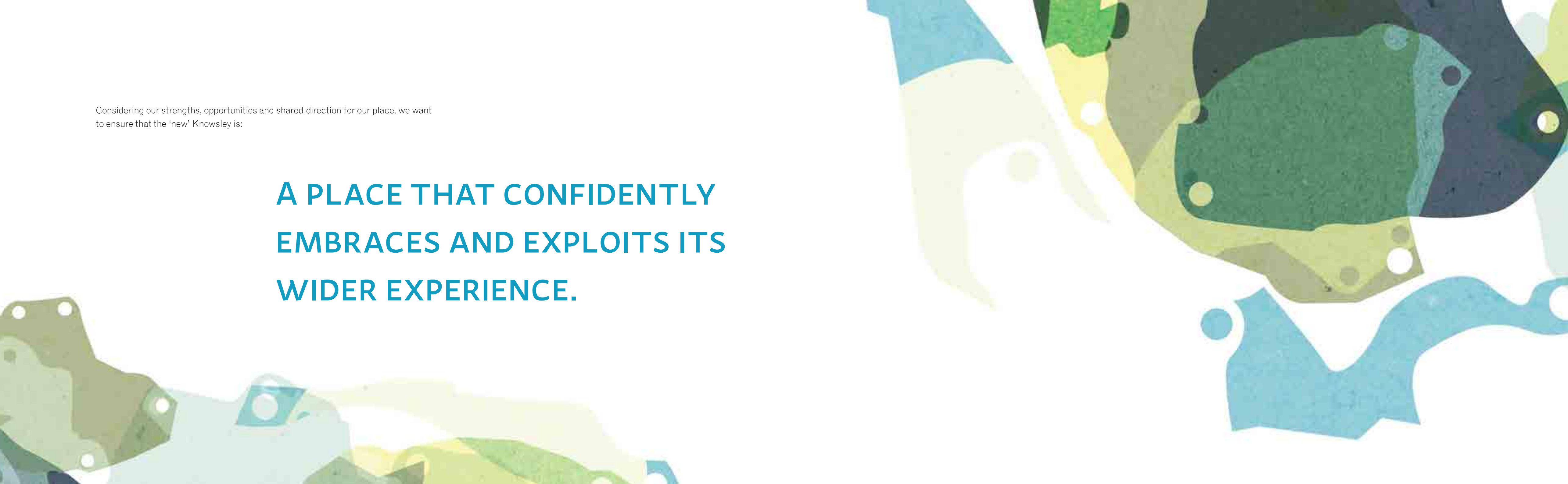


## THE 'NEW' KNOWSLEY



Considering our strengths, opportunities and shared direction for our place, we want to ensure that the 'new' Knowsley is:

**A PLACE THAT CONFIDENTLY  
EMBRACES AND EXPLOITS ITS  
WIDER EXPERIENCE.**








If Knowsley has a history and a tendency of looking west it certainly hasn't looked east to Manchester and Warrington which it now plans to do.

There is no doubt that Knowsley is firmly within the orbit and influence of Liverpool and Manchester and its future success is directly linked to their future success. This relationship will be made effective by being open and giving with the confidence to embrace partners, stakeholders and politicians in a way that is mutually beneficial.







This is a Knowsley alive to its potential, more confident and outward looking. A destination that seeks to strengthen its relationship with its neighbours, Knowsley is a place with no limitations on what it is, what it offers and what it can achieve.

**KNOWSLEY:**

**BUILT AROUND BUSINESS AND  
READY FOR YOU TO BUILD YOUR LIFE**







