



KNOWSLEY







# KNOWSL



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Situated between the northern powerhouse cities of Liverpool and Manchester, Knowsley is a place well located and perfectly positioned for growth.

A major economic driving force in the Liverpool City Region and a contributor to the northern powerhouse, Knowsley is an established home for big businesses with a strong reputation as a manufacturing and logistics hub.

Alongside industry and commerce sits swathes of green space, quality housing within welcoming communities and an impressive new homes programme already well underway.











15 minutes from  
Liverpool and 30 minutes  
from Manchester



Knowsley Hall is home to  
the 19th Earl of Derby



Will be home to first team  
training facilities for both Everton  
and Liverpool Football Clubs



Home to Jaguar Land Rover  
where one new vehicle rolls  
off the production line every  
92 seconds





Home to the earliest indoor  
Elizabethan playhouse  
outside of London



More than 50% of the UK  
population can reach Knowsley  
within a 4 hour drive



Knowsley Safari welcomes over  
600,000 visitors a year and is  
home to more than 700 animals









GROWTH

AMBITION

OPPORTUNITY



In Knowsley, the public and private sectors have joined forces to drive growth and ensure the place's assets, opportunities and distinctiveness is known – well beyond the geographical boundaries of the place.

Knowsley understands itself well, appreciates its opportunities and is focussed on ensuring its own long term economic prosperity.

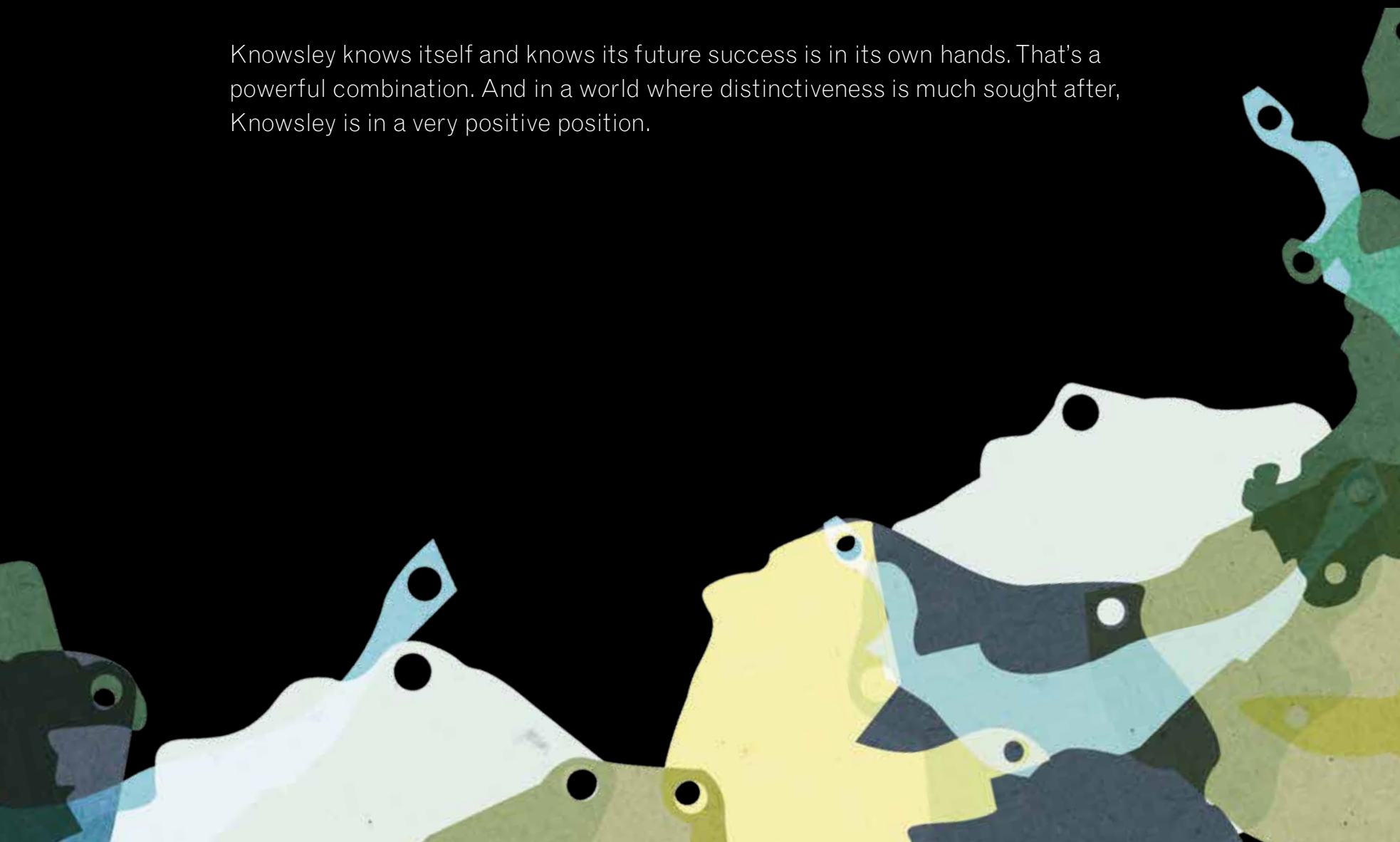


An ambitious Growth Plan is already well established – owned, backed and driven by a powerful private and public sector alliance that is helping to elevate the aspiration of the place and deliver real benefits for people and businesses.

The place is alive with activity - physically changing before your eyes and connecting people, places and businesses in a way never seen here before. The result is an optimistic, enlivened and forward thinking place with its gaze firmly fixed on a prosperous and positive future.



Knowsley knows itself and knows its future success is in its own hands. That's a powerful combination. And in a world where distinctiveness is much sought after, Knowsley is in a very positive position.









On target to have  
created 10,000 new  
homes by 2028



37 housing sites under  
construction (Oct 2018)



GVA increased 140%  
since 1997

(Source: ONS)



Third highest growth in  
micro-businesses in the  
whole of the UK

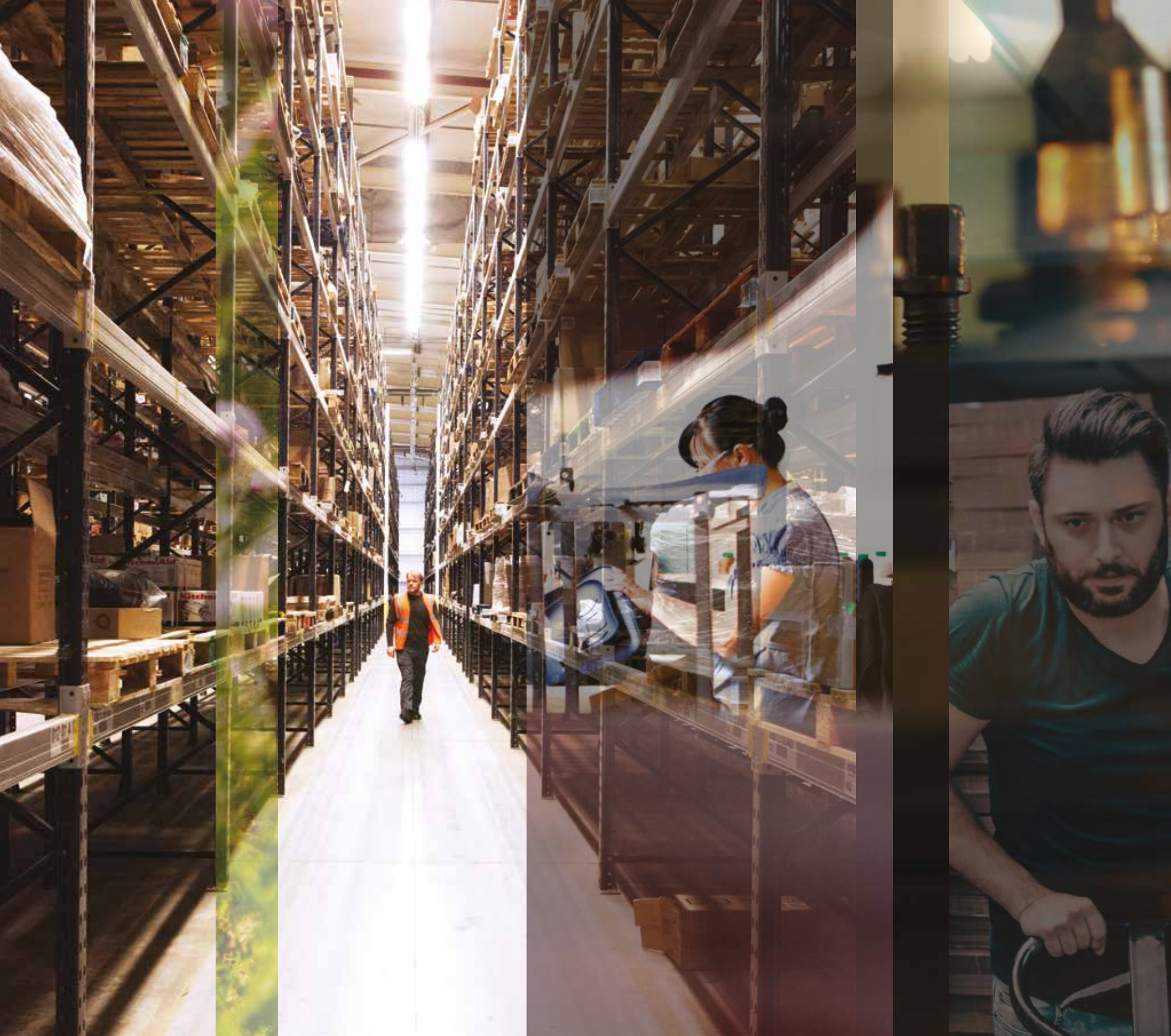


Business start-ups  
doubled in the last 5 years



Highest growth of GVA (per  
head of population) in the  
whole of the UK

(Source: ONS)















With some of the sector's major names actively investing and developing in the area, the place's appeal for homebuyers shows no signs of wavering.

Those choosing Knowsley to set up home, benefit from welcoming neighbourhoods with good local amenities and exciting development plans afoot to boost the cultural, retail and leisure economy for residents.

The development of the Shakespeare North Playhouse in Prescot, major investment into town centres and new independents being attracted to Knowsley's distinctiveness are all helping to fuel the interest and excitement in the area.

And given its close proximity to the major cities of Liverpool and Manchester, there are extensive dining, entertainment, shopping, sports and leisure attractions only a short distance away.











# WORK

Knowsley is home to some of the most successful companies and recognisable brands in the UK including QVC, Matalan and Jaguar Land Rover. It is an established location for business due in no small part to its unrivalled connectivity, committed workforce and swift connections to the UK, European and global markets.

Knowsley's reputation as a manufacturing and logistics hub is well established and its close proximity to the Port of Liverpool and Liverpool 2 deep sea port means it is perfectly positioned for organisations looking to maximise global trade operations.

Alongside these major organisations, Knowsley is home to a plethora of entrepreneurs and small to medium enterprises that are innovating, inspiring and making their mark on the regional, national and international economy.

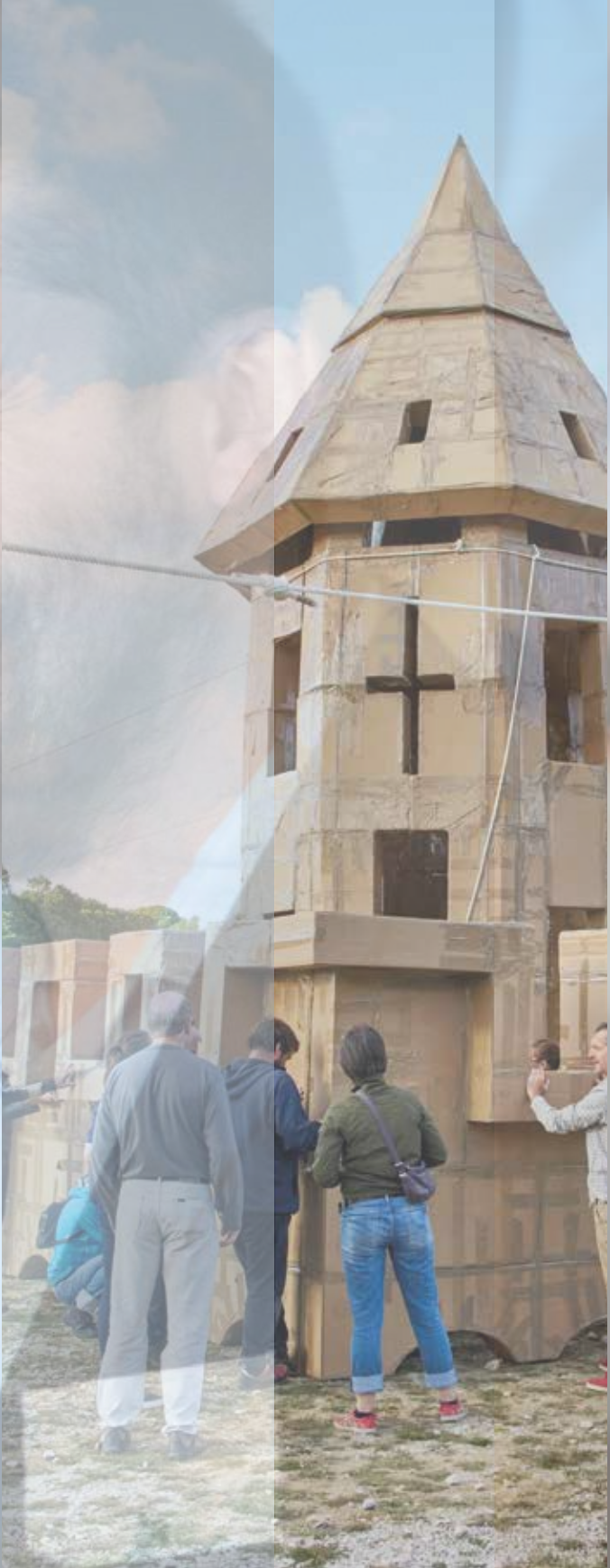
There are more than 3,700 businesses including major multi-national corporations currently based in Knowsley. But with six high quality business parks – including the second largest in the north west, hosting 800 businesses and 15,000 employees – and additional land also released for future development there is room and capacity for more businesses to join the 'Knowsley team'.











# INVEST

Attracting new investment is a fundamental part of Knowsley's growth strategy and something the public and private sectors are focussed on collectively. Working together they have been able to elevate the profile of the place as a serious investment proposition and accelerate development.

In recent years, Knowsley has seen record breaking investment levels. From town centres, to commercial development, housing to culture and sport, the inward investment into the place is helping to shape a confident and buoyant Knowsley. A place that understands its assets and worth and is confidently pursuing opportunities for growth.







Liverpool Football Club  
investing £50 million in  
new first team training  
facility



Jaguar Land Rover invested  
£600 million in Knowsley  
since 2011



£100 million invested in Kirkby  
town centre regeneration



£67 million allocated from  
Liverpool City Region  
Combined Authority



£17.5 million secured to  
build the Shakespeare North  
Playhouse



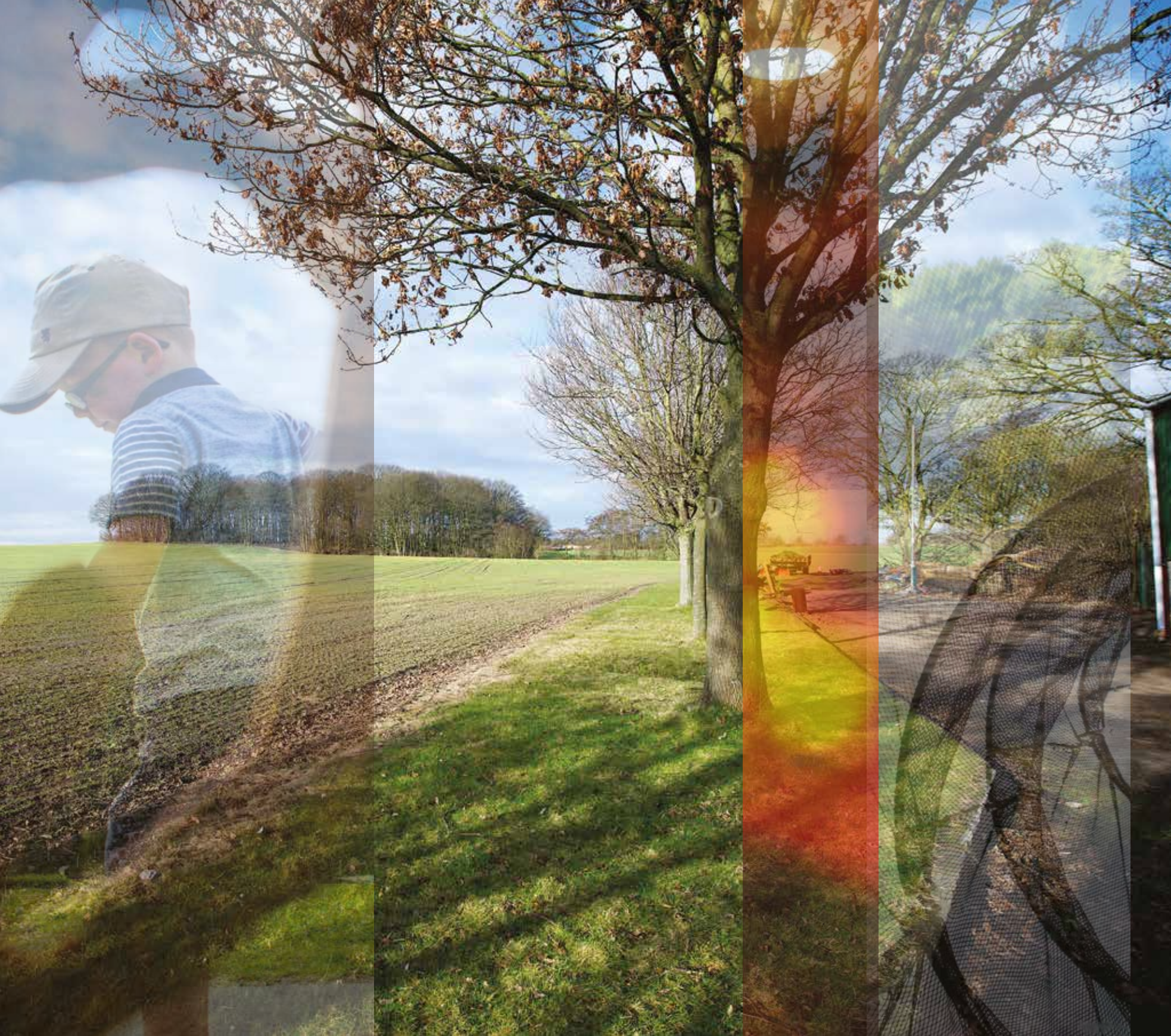
£190 million invested by  
businesses into Knowsley  
since 2014

















# KNOWSLEY - A PLACE OF INTEREST, EXCITEMENT AND CHANGE









KNOWSLEY

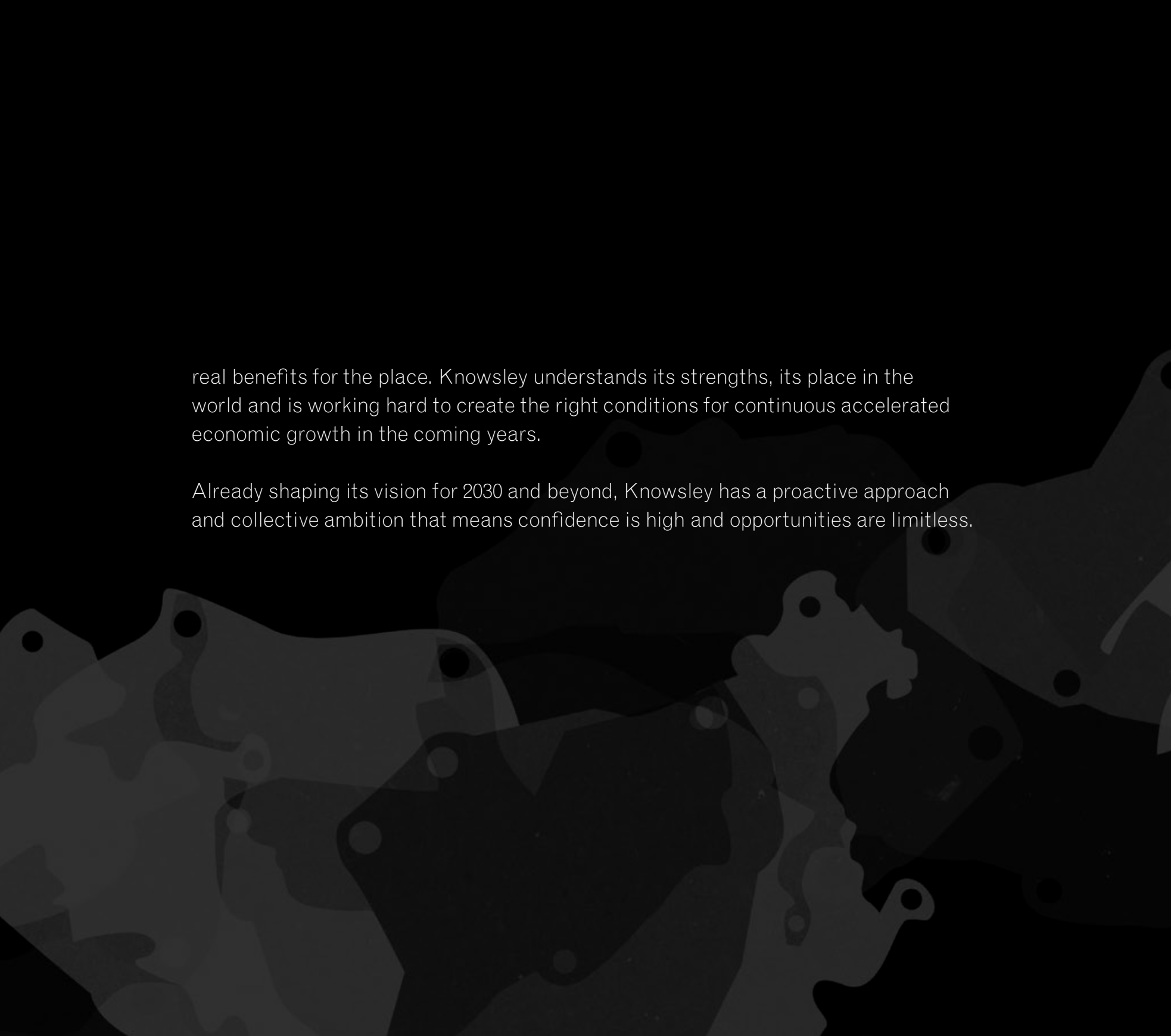
# OPPORTUNITY

Knowsley provides a heady mix of location, availability of opportunities and a public sector with a 'can do' approach to development.

As a key part of the Liverpool City Region, Knowsley is well positioned to capitalise on the benefits of devolution which saw a deal signed with government to release £1 billion of funding in the region over the next 30 years. £67 million has been allocated to Knowsley from the Liverpool City Region improving infrastructure, supporting major projects and bringing forward development.

There is available land, sites and buildings market ready with distinct opportunities in town centres and both residential and commercial development. Businesses are focussed, positive and, despite almost continuous uncertainty in international markets, are striving hard, creating career opportunities, innovating and delivering





real benefits for the place. Knowsley understands its strengths, its place in the world and is working hard to create the right conditions for continuous accelerated economic growth in the coming years.

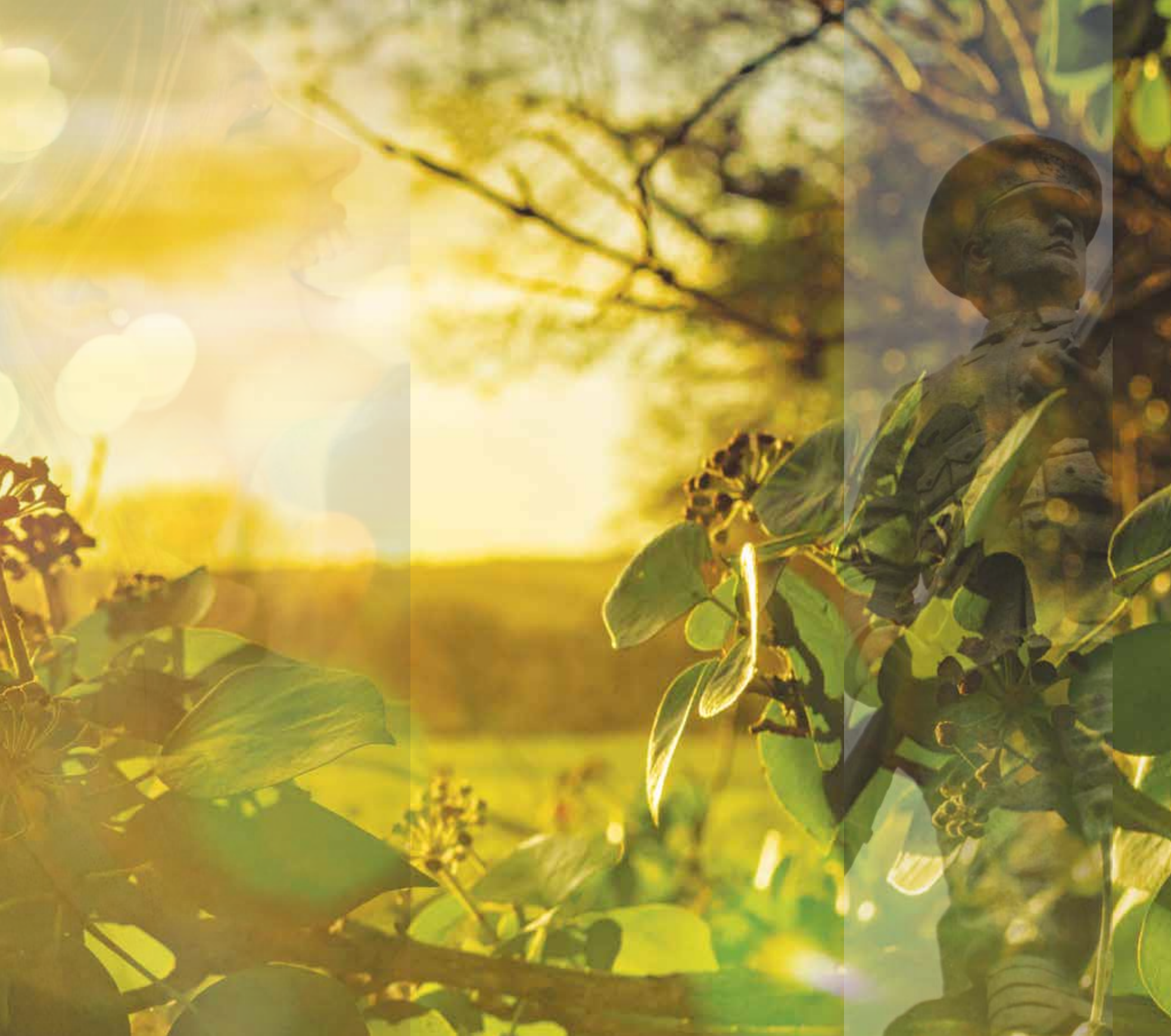
Already shaping its vision for 2030 and beyond, Knowsley has a proactive approach and collective ambition that means confidence is high and opportunities are limitless.

A person wearing a hat is silhouetted against a bright, hazy sunset. They are looking out over a landscape of rolling hills. In the foreground, there is a plant with green leaves and clusters of small, dark flowers. The overall color palette is dominated by warm yellows and oranges from the sunset.

**WE KNOW WHAT WE ARE  
BUT NOT WHAT WE MAY BE**

William Shakespeare

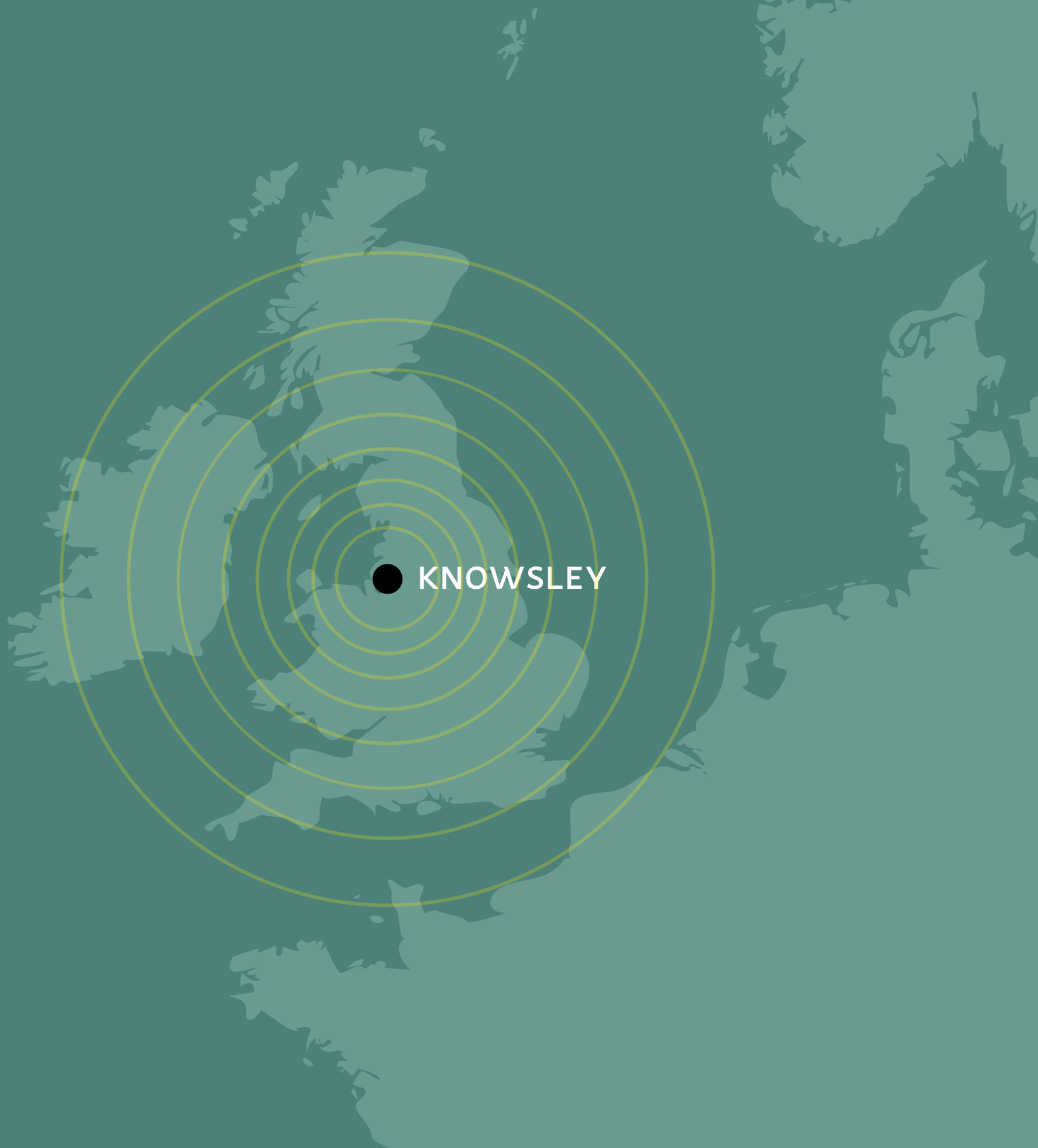




# LOCATION

- Part of the Liverpool City Region
- 15 minutes from Liverpool
- 30 minutes from Manchester
- 8 miles from the Port of Liverpool and Liverpool 2 (deep sea port)
- Within 40 mins drive time from two international airports
- Home to multi-modal freight terminal
- More than 50% of the UK population reached within a 4 hour drive time
- 12 universities and thousands of graduates within an hour of Knowsley





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## INTERESTED?

Invest Knowsley

Huyton Library

Civic Way

Knowsley

L36 9GD

0151 477 4000

[www.discoverknowsley.co.uk](http://www.discoverknowsley.co.uk)

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