

KNOWSLEY





KNOWSL





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.



At the centre of the place sits Knowsley Hall & Estate, home to the 19th Earl of Derby and his family. With ancestral roots running back through politics, sport and Elizabethan theatre, the Hall and the family provide a wonderful historical aspect to the place and a very modern connection to its future.

The fascinating link between the Earls of Derby, Knowsley and Shakespeare in particular is paving the way for the creation of the new Shakespeare North Playhouse in Prescot. This will complete the UK's Shakespearean triangle with London and Stratford-upon-Avon and put Knowsley firmly on the national and international map.

Possibly its most recognisable asset – Knowsley Safari – continues to welcome in excess of half a million visitors annually to Knowsley with ongoing investment into the park and the 700+ animals who live there.

With plans afoot to build the Shakespeare North Playhouse, Halsnead Garden Village and a new first team training facility for Liverpool Football Club, Knowsley is continuously developing and evolving – embracing new investment and accelerating economic prosperity.

A place of interest, excitement and change where history, modernity and ambition sit side by side, Knowsley is an attractive proposition for businesses, visitors, investors and those choosing a place to call home.





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.









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

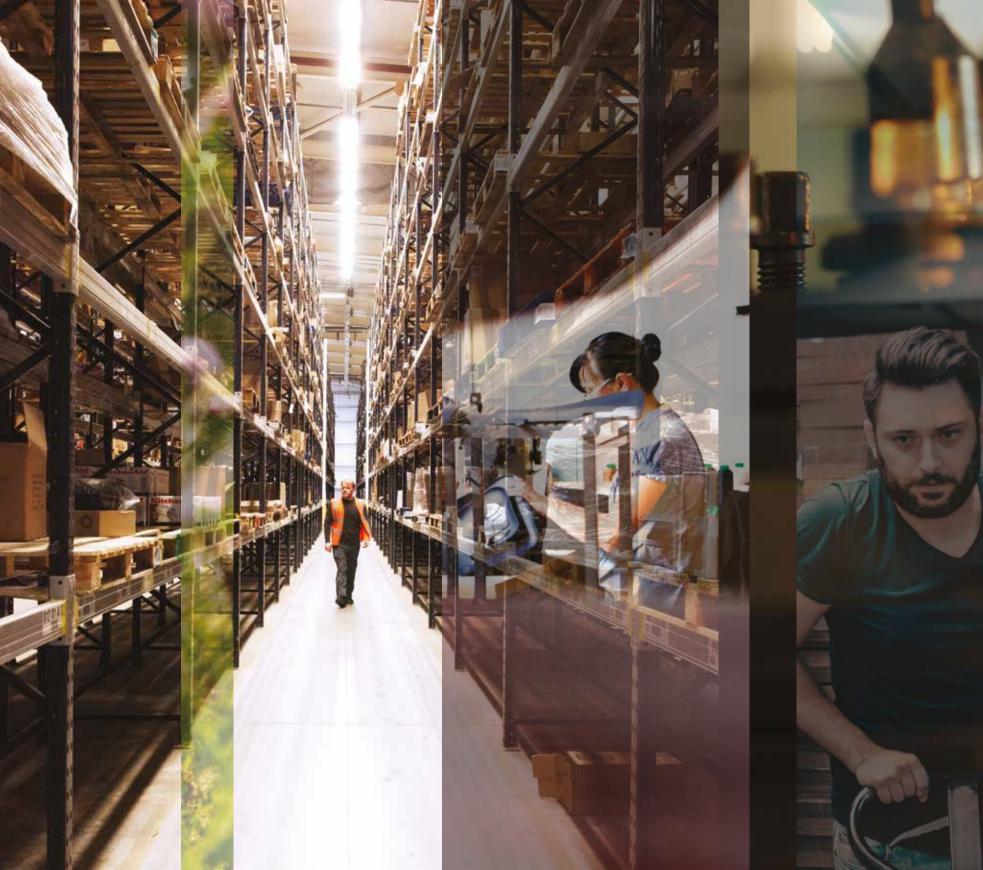


Business start-ups doubled in the last 5 years



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

(Source: ONS)







LIVE

An ambitious new homes delivery programme is already well underway in Knowsley with the original target of 8,000 new homes looking set to be far exceeded. With more than 37 developments currently under construction, it is expected that 10,000 new properties will be built by 2028.

This accelerated programme of work is bringing high quality new homes to a thriving market where the choice for homebuyers is impressive. This includes the development of Halsnead Garden Village – one of only 14 in the country - which will deliver over 1,600 new homes in a prestigious landscaped setting. This, along with the other major developments, ongoing and planned, will further shape Knowsley as a desirable place to live and ultimately create a Knowsley of the future with tens of thousands of new residents expected.



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

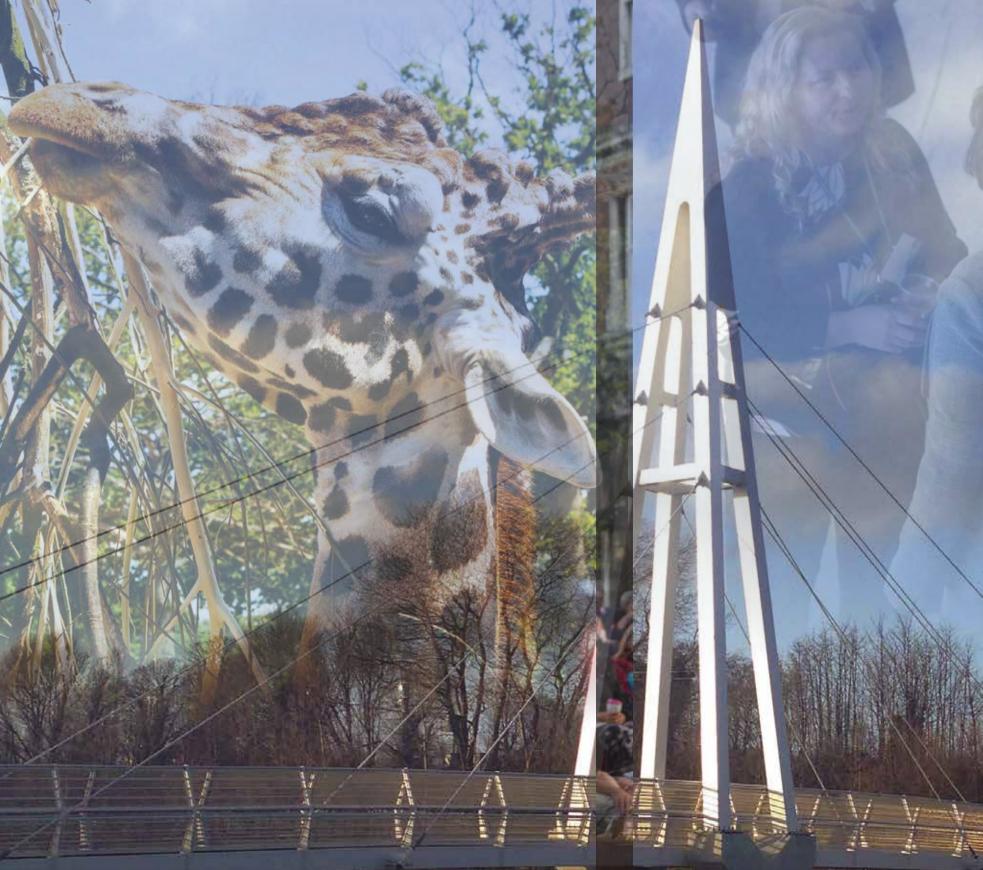
Knowsley is home to some of the most successful companies and recognisable brands in the UK including QVC, Matalan and Jaguar Land Rover. It is an established location for business due in no small part to its unrivalled connectivity, committed workforce and swift connections to the UK, European and global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

From de-risking development sites to providing pre-application planning advice, the public sector is working flexibly and collaboratively to streamline processes, cutting the red tape and accelerating projects from inception to completion.

This 'can-do' attitude and establishment of Invest Knowsley – a single front door for all investment and development support – will only further bolster these efforts and encourage more investment. Supporting people, businesses, investors and developers to make their plans for Knowsley come to life faster and get into delivery quicker.



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



£100 million invested in Kirkby town centre regeneration



£17.5 million secured to build the Shakespeare North Playhouse



Jaguar Land Rover invested £600 million in Knowsley since 2011



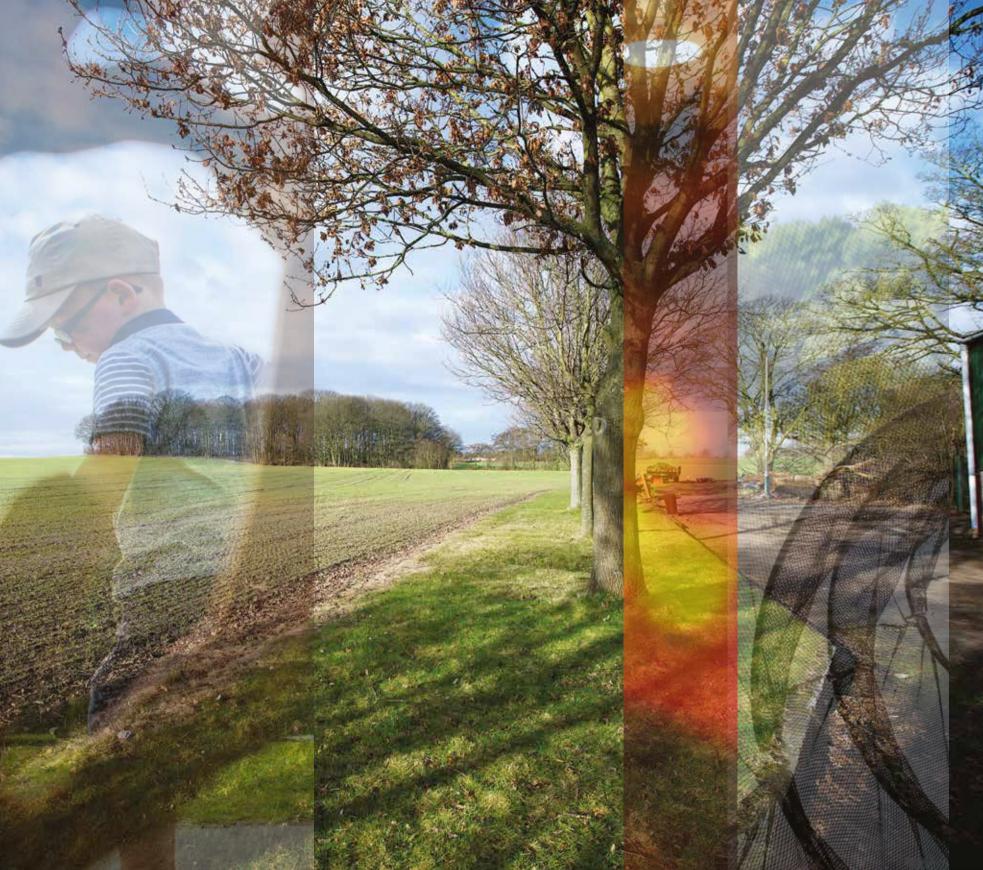
£67 million allocated from Liverpool City Region Combined Authority



£190 million invested by businesses into Knowsley since 2014









KNOWSLEY - A PLACE OF INTEREST, EXCITEMENT AND CHANGE





OPPORTUNITY

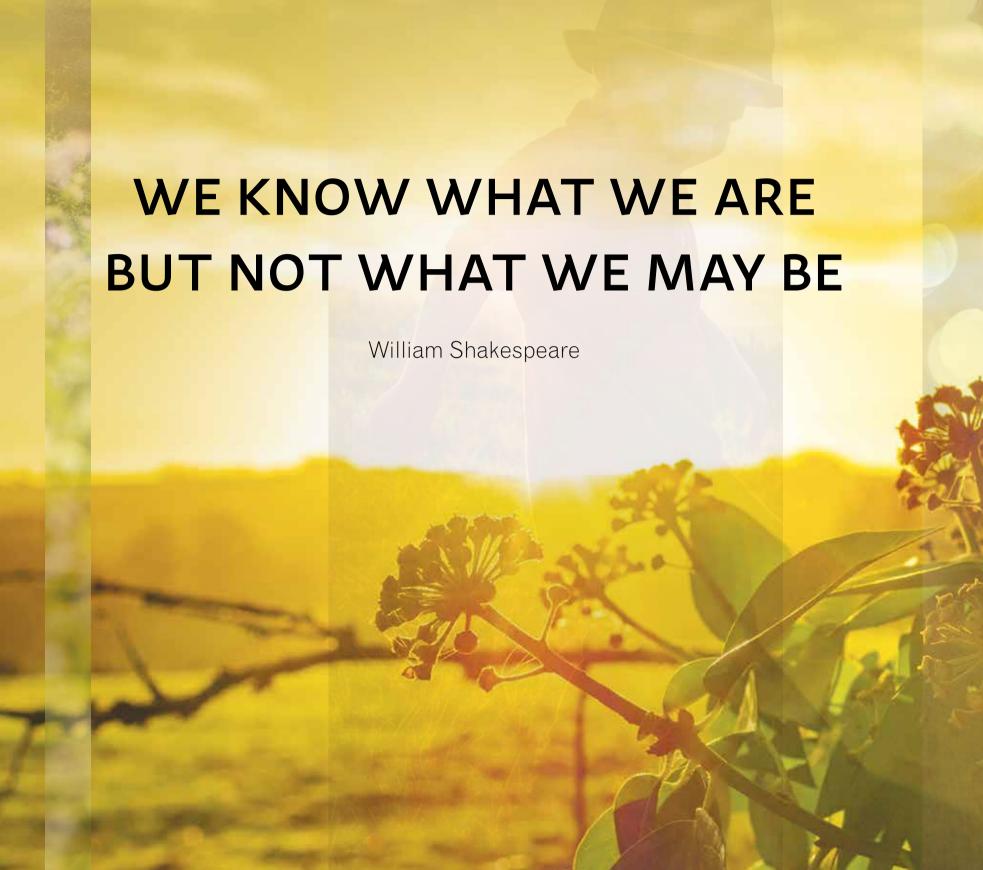
Knowsley provides a heady mix of location, availability of opportunities and a public sector with a 'can do' approach to development.

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.





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



INTERESTED?

Invest Knowsley

Huyton Library

Civic Way

Knowsley

L36 9GD

0151 477 4000

