



KNOWSLEY COUNCIL PLAN

2025-2030

OUR VISION :

SUPPORTING KNOWSLEY
RESIDENTS TO THRIVE

FOREWORD



Graham Morgan

**Councillor Graham Morgan
Leader of Knowsley Council**

I am delighted that our Knowsley Council Plan reaffirms the Council's commitment to delivering on behalf of the local communities we serve and supporting local residents to thrive.

Our new five-year Plan shows how by working closely with our partner organisations across the Borough and – crucially – alongside Knowsley's residents we can realise the ambitions set out in our Knowsley 2030 strategy.

In the years since the publication of our previous Plan, the Council has worked hard to maintain a focus on delivering high quality services across the Borough and providing effective support to those in need. This work has taken place during a period of significant national and global uncertainty – including the legacy of the COVID-19 pandemic, the impacts of a national cost-of-living crisis and – until July 2024 – a Government with little regard for nor understanding of a place like Knowsley.

Despite these unprecedented challenges, the Council and its partners have remained focussed on the needs of local communities. In recent years, our Knowsley Better Together principles have been more important than ever. By keeping them at the heart of everything we do, the Council has been able to ensure that everyone continues to “play their part” in making Knowsley a great place to live, work and visit.

Through the ongoing delivery of the Knowsley Offer, we have continued to prioritise the things which local people tell us are most important to them – whilst working to remove the barriers which stand in our way.

As a result of these principles and the commitment of the Council's dedicated staff and Elected Members, the Council was named as Council of the Year in 2024 by the Municipal Journal. The hard work which goes towards an achievement like this cannot be underestimated and we are rightly proud of this honour.

We are not, however, complacent about our work to date nor about some of the challenges which still face the Council and many of our residents and communities. We know that there remains work to do and we are committed to doing it – through the huge range of everyday things which the Council delivers and the extra support we provide to those who need our help.

The Council's biggest and most immediate priority is to make the changes and improvements necessary to its services for children. Children and families in Knowsley deserve the very best services and support and the Council is taking swift and decisive action – doing whatever it takes to make the improvements we need to.

Our new Council Plan will build on our achievements and successes of recent years to focus on tackling the longstanding inequalities in our Borough. This will help us ensure that all of communities can thrive in the future, with no one left behind.

In doing this, we are committed to working alongside our local and national partners – not least a new Government which has committed to a long overdue “reset” with councils across the country. I am clear that the work of Knowsley Council and its partners across the Borough and the wider Liverpool City Region can act as blueprint for the delivery of future public services.

With the right support, we will continue to demonstrate how locally-led solutions respond to the needs of our communities. This will achieve our local and national ambitions.

This Council has always stood up for the people that it is proud to serve. We will continue to do so. I am proud that our new Knowsley Council Plan sets out what that commitment means in practice over the next five years.

EVIDENCE BASE: MAXIMISING OPPORTUNITIES AND ADDRESSING CHALLENGES

Recent achievements in Knowsley have highlighted the Council's ability to deliver impactful change, setting the stage for future progress. These achievements include:

- Sustained growth in the population, with 160,000 residents currently living in Knowsley. This population growth has come after decades of population decline, with the population at its lowest in 2011 with 148,000 residents.
- There is also increasing diversity within our communities. Between the Census in 2011 and 2021, the numbers of residents from Asian, Black, Mixed and other ethnic groups increased from 4,035 residents to 7,284 residents.

The long-term growth in population has been underpinned by:

- Growth in the economy with the number of jobs in Knowsley increasing from 69,000 to 79,000 in the last five-years including people who are self-employed.
- 4,000 new homes being built in the Borough over the past five years, including 1,300 affordable homes.
- Transformation of Kirkby Town Centre and the cultural and physical regeneration of Prescott including the successful opening of Shakespeare North Playhouse. Further national funding has been secured for Halewood and Kirkby to deliver future transformation.
- Significant green space infrastructure improvements – new public open space at Tower Hill, improvements at Mellors Pond and Windy Arbor (Halsnead Garden Village), £1m investment in Finch Woods to increase woodland size by 50% and a new play area at Bowring Park. 19 of Knowsley's parks now have Green Flag

status which recognises and rewards well-managed parks and green spaces.

Alongside the physical regeneration of Knowsley, local services have successfully supported local people:

- During the cost-of-living crisis the Council supported those residents most in need. This included allocating over £5m to its Knowsley Better Together Hardship Support Fund.
- Knowsley Works has supported almost 18,500 people into work. This includes supporting multi-nationals in Knowsley (Ford, Jaguar Land Rover, Amazon) in recruiting more than 5,000 people.
- The Council provided support to the Community and Voluntary Sector via an annual £0.250m Communities Fund and other grant programmes.
- Successfully bid for £3.8m Youth Investment Fund into facilities for young people as part of Knowsley's Youth Offer.
- Confirmation from Ofsted inspections that the quality of Knowsley schools continues to improve, alongside all Residential Children's Homes that are rated 'good' and the Youth Offending Service is also rated as 'good'.
- Continued investment in Extra Care Housing Schemes, some of which also provide accommodation for younger adults with learning disabilities, autism or mental health.
- Investments made into Reablement and Rapid Response Services have been considered as best practice across the region.

- 95% of people discharged from hospital were discharged to their usual place of residence in 2023/24, and 89% of people discharged into reablement services were still at home 91 days after discharge (against a target of 82%).

Despite the ambitious growth, inequalities and disparities in income, health and education are persistent challenges. The Health Equity in England Report from Professor Michael Marmot evidenced that on a national basis life expectancy improvements have stalled nationally, and there are widening health gaps between the most and least deprived communities. Educational outcomes are similarly impacted, as children from disadvantaged backgrounds are less likely to achieve academic success compared to their peers, perpetuating cycles of poverty.

In Knowsley, our local data shows that:

- Knowsley's population is growing, including the population of people aged 65 and over. Healthy life expectancy in Knowsley has fallen to 54 years (from 58 in 2020-22), meaning that more people in Knowsley are ageing in ill-health.
- Both nationally and in Knowsley, the numbers of families with young children living in poverty has increased, and there has been an increase of families who are in employment and living in poverty. For Knowsley families this means increased pressure on household budgets.
- Knowsley has a high proportion of single parent households, making access to good quality work more difficult and stretching resources further.

- Rising demand in Children's Services, particularly in services for children with special educational needs and disabilities and cared for children.
- Although improving, skills and attainment levels are below national averages, with higher levels of persistence absence in schools and fewer children achieving English and Maths GCSE than national and regional levels.
- Household incomes are lower than national levels, and there is a high proportion of adults who are economically inactive due to ill-health, particularly those with mental health difficulties.
- There are significant differences across Knowsley, with areas of deprivation often next door to areas of affluence. The difference in life expectancy between more deprived and more affluent parts of Knowsley is up to eight years.

Addressing the disparities across Knowsley requires evidence-based approaches that tackle root causes, promote equity and deliver sustained impact across communities.

LOOKING FORWARD

The Council’s ability to deliver impactful change to date has been underpinned by its continued focus on the aims set out in its long-term strategy for the Borough – “Knowsley 2030”. The Strategy – which was developed with local residents, businesses, and stakeholders – sets out the Council’s and its strategic partners’ aims to ensure that Knowsley will be a place:

- with welcoming, vibrant, well-connected neighbourhoods and town centres;
- with a thriving, inclusive economy, with opportunities for people and business;
- where people are active and healthy, and have access to the support they need;
- where people of all ages are confident and can achieve their full potential; and,
- where strong and safe communities can shape their future.

The work of the Council and its partners to achieve these aims is driven by our “Knowsley Better Together” approach – which is based on the understanding that more can be achieved when people and organisations work together and is guided by the following shared principles:

- Be a strong community leader and always champion Knowsley.
- Build better partnerships and work with others co-operatively to improve Knowsley.
- Spend locally, invest locally and recruit locally to build social value.
- Help people to be independent, doing more for themselves and each other.
- Prevent problems occurring or stop them getting worse.
- Listen to the community when making decisions.

- Use the best way of delivering services that leads to improved outcomes for Knowsley.

This long-term approach is complemented by the Council’s ability to respond to emerging challenges and opportunities alongside its communities and partner organisations. The local response to the COVID-19 pandemic and national cost-of-living crisis underlines the value of this approach and the need for the Council to remain responsive to global, national and local developments.

The outcome of the General Election in July 2024 introduced a significant shift in the Government’s legislative agenda – alongside a commitment to “reset” the relationship between central Government and local councils. The Council will continue to work with the Government – directly, in its role as a valued member of the Liverpool City Region Combined Authority and alongside local Members of Parliament – to ensure that the long-term implications of the Government’s work can benefit the Borough and that the voice of Knowsley’s communities is heard and understood.



THE COUNCIL PLAN 2025 – 2030: AT A GLANCE

VISION:
Supporting Knowsley residents to thrive

Priorities
(what we want to achieve):

- **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.

Guiding Principles
(how we will achieve our ambitions):

- Effective and efficient services for all.
- Identifying issues early and taking action before problems escalate.
- Understanding our people and our communities better and helping them find their own solutions.
- Inclusive growth – everyone benefits, and no one is ‘left behind’.
- Knowsley Better Together – more can be achieved if people, organisations and communities work together.



DELIVER EFFECTIVE, HIGH-QUALITY SERVICES AND SUPPORT

Knowsley Council is responsible for delivering more than 700 services for the Borough's population of 160,000 residents – ranging from collecting waste to providing essential social care services. Many of these services are statutory services, which means by law the Council must ensure they are delivered effectively and efficiently.

The Council is committed to meet the needs of local communities – now and in the future. In order to achieve this and support local residents and communities to thrive, the Council has a responsibility to:

- manage our resources effectively;
- deliver excellent customer services; and,
- continue to drive improvements in the design and delivery of services.

Objectives

- **Getting the basics right** – delivering reliable, high-quality core services that residents can depend on.
- **Transforming services** – investing in the transformation of services, especially those for vulnerable children and adults. Placing residents and their needs at the heart of everything we do, ensuring high-quality support that meets the evolving needs of our communities.
- **Organisational resilience** – building on the Council's robust approach to financial management and to ensure that we continue to deliver for Knowsley communities in a sustainable way. Maximising the impact of our work by further equipping our workforce with the skills and resources they need for the future – whilst building on our partnership working to address challenges and delivery long-term value for our communities.

In 2023, the Council launched “The Knowsley Offer” – following extensive consultation with local communities and businesses. This bespoke online resource sets out the package of support, information, and services available to residents, not in the future but “right now”, based specifically on what people in Knowsley told us was important.

An crucial part of delivering the Knowsley Offer is the Council's work to review, transform and improve our services to meet the needs of our communities. The Knowsley Offer therefore sets out the plans which are in place to strengthen the services and facilities for residents and businesses over the coming months and years. Examples of plans to transform our services include:

- Improving the quality of **Children's Social Care** (via an Improvement Plan) ensuring that children and young people are safeguarded through timely effective and appropriate support and investing in core social work practice to create sustainable improvement.
- Transforming **Adult Social Care**, including undertaking a reorganisation and reform of Adult Social Care and Adult Provider Services and ensuring that services provided in the community offer good quality support and are sustainable.
- Implementing a new food **waste recycling** collection service to all households by April 2026 and supporting residents in behaviour change to improve recycling rates.
- Develop a new **People Strategy** for Knowsley Council to support organisational resilience by focusing on capacity, capability, motivation and culture of the workforce.

ENCOURAGE GROWTH THAT BENEFITS EVERYONE

The Council is committed to leading on and delivering ambitious and inclusive economic growth, where benefits are felt widely and equitably across the Borough. When done properly, inclusive growth can redress social, economic and regional inequalities, supporting the Council to build a borough where no one is left behind and residents and businesses thrive.

Objectives

- **Building an inclusive economy** – Knowsley Council is committed to making sure that economic growth benefits everyone in the Borough 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** – the Council will collaborate with partners to shape the future of Knowsley the Place. We will use our influence to facilitate and 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 that there is appropriate infrastructure in place to provide for a growing and changing population.
- **Responding to the Climate Emergency and Achieving Net Zero** – leading Knowsley's approach to sustainable development and making progress on the commitment to have net zero carbon emissions from Knowsley Council's estate and services by 2040.

Economic regeneration has been central to the Council's inclusive growth agenda in recent years, with a vision to establish Knowsley as a place where people choose to live, visit, invest and do business. To continue to deliver upon this vision, Knowsley Council will:

- **Deliver Town Centre Regeneration plans** focused on continued improvements to town centres, major residential and commercial development programmes, and ambitious transport infrastructure improvements.
- **Lead the local response to the reforms of the National Planning Policy Framework** and new local targets on housebuilding.
- Ensure that there is **suitable infrastructure in place to support growth**, including working with local schools to increase the numbers of school places where necessary.

Whilst creating the conditions for economic growth, we remain fully committed to fulfilling our environmental responsibilities. In 2020, Knowsley Council declared a Climate Emergency and made a commitment to develop an action plan with the aim of achieving net zero carbon emissions from the Council's estate and services by 2040. The Council recognised that the impacts of climate change are now being seen across the world and there was no doubt that urgent action was needed to reduce greenhouse gas emissions and limit global warming.

To achieve Net Zero, Knowsley Council will:

- **Deliver Town Centre Regeneration plans.**
- **Lead the local response to the reforms of the National Planning Policy Framework.**
- Ensure that there is **suitable infrastructure in place to support growth.**
- Deliver the priority actions on the Council's internal estates and services to meet the **Net Zero 2040 target.**
- Deliver the **Street Lighting LED Replacement Programme** and replace 20,046 street lighting lanterns and traffic signage with LED lighting.
- Implement the **Air Quality Strategy**, ensure that Knowsley maintains the best possible air quality conditions, in balance with development and regeneration.
- Deliver the 2024-2030 **Greenspace Action Plan** to improve and protect the Borough's greenspaces and maximise opportunities for wildlife and protect biodiversity.
- Work with the Liverpool City Region Combined Authority to install over 300 **electric vehicle charge points** across 167 locations in the Borough.





DELIVER TARGETED SUPPORT TO ENCOURAGE FAIRNESS AND OPPORTUNITY

Addressing health and income inequalities is essential for building a fairer and more resilient Knowsley for the future, that offers opportunities to everyone. The health and income inequalities that exist in Knowsley can both undermine individual opportunities and also perpetuate cycles of disadvantage that impede economic growth, community cohesion and overall wellbeing and health. Families and individuals who experience poverty are often less able to access education, obtain stable employment and ensure a secure future for their families.

Addressing inequalities is everyone's business and bold actions are needed from across the Knowsley Better Together Partnership to ensure that the barriers facing local communities are addressed in a sustainable way which responds to peoples' specific needs. By working alongside residents, businesses and others to co-design the support we offer, the Council and our partners are committed to creating a lasting impact on the communities the Knowsley Better Together Partnership serves.

Objectives

- **Early Intervention and Prevention** – All services will prioritise early intervention and targeted support to break the cycle of disadvantage and enable residents and families to address issues before they escalate into more significant problems.
- **Stronger Communities** – There will be a focus on understanding the challenges within communities to tackle the root causes of inequalities in order to identify and remove barriers that inhibit residents, working alongside those communities to ensure that everybody has the same opportunities to realise their potential.

Creating strong community networks, based on principles of trust and respect for local diversity, and nurturing a sense of belonging and confidence in local people.
- **Tackling Inequalities** – We will tackle long-term inequalities in Knowsley to encourage fairness through greater opportunities for people to thrive, living happy and healthy lives in their communities.





The cycle of poverty that is present in some communities in Knowsley is driven by interconnected factors such as low income, low skills levels, poor health and systemic inequalities which create barriers to opportunity. Breaking the cycle of poverty requires targeted interventions and using the levers available to us, Knowsley Council will focus on working to maximise the incomes of local people by:

- **Working with residents to support their career aspirations** and increase their incomes through raising awareness of career opportunities locally and developing career progression support through Knowsley Works to help local people already in employment to progress in their careers.
- **Taking an integrated approach to career development**, with Knowsley Works working in partnership with the Liverpool

City Region Combined Authority to identify new and emerging businesses and sectors to focus skills development for Knowsley residents.

- **Supporting residents to access what they are entitled to** by making sure that residents who are entitled to income support understand how to access the different support available to them and making it easier for residents to access support from Knowsley Council.

Knowsley Council will also support the health and wellbeing of local people through:

- **Healthy Schools Programme** – a programme of support for healthy behaviours from the earliest age including enabling schools to provide healthy food provision and physical activity, and also expanding into mental health, wellbeing and health protection.



- Support schools to **improve attendance levels** and working with relevant partners to raise educational attainment outcomes, enabling more young people to achieve their aspirations.
- Enhance **domestic abuse** services through investment in prevention and responding earlier.
- Delivery of £2m **Sports England Investment** to bring about system change to support people to be more active and address health inequalities.

Addressing inequalities is everyone’s business, and bold actions are needed from across the Knowsley Better Together Partnership to ensure that the root causes are addressed to create a lasting, transformative impact which benefits individuals, families and future generations. In particular, any work undertaken to support Knowsley residents to improve their educational attainment, skills and mental health will require long-term commitments and investment from partners across the Knowsley Better Together Partnership. In support of this work:

- In 2025/26 a **review of Knowsley’s Better Together partnership** will be undertaken to ensure that the partnership arrangements are fit for purpose and will support the delivery of the Knowsley 2030 Strategy. As part of this review, the Council will look to re-set its relationship with partners to ensure that we are best placed to work together to address the shared issues outlined in this Plan.
- Knowsley Council’s **place leadership and enabling role is a strength**. We will remove barriers and create an enterprising and innovative culture to encourage collaboration between partners and communities across the system to improve outcomes.

As part of the work undertaken to encourage fairness and opportunity, **celebrating our local communities** and taking an “asset-based” approach to community development will allow us to build on existing community strengths. Working with communities to understand the strengths, develop community assets and to solve shared problems will be an important part of addressing inequalities to foster resilience, fairness and opportunity. Identifying the barriers that stop people from thriving will inform future public service provision in the Borough.

Inequalities can threaten community cohesion, in particular the sense of belonging within a community and can further undermine strong social bonds, safety and resilience. To foster Community Cohesion:

- Knowsley Council will **celebrate and promote the diversity of our communities** through a programme of events and activities that encourage groups to come together. Relationships will also be strengthened with communities as they become more diverse to build better relationships and understand the lived experience of Knowsley residents through the Stronger Communities work, and proactively challenge discrimination in all its forms.
- Community Safety and Children’s Services will work in partnership with Merseyside Police to ensure that there is a **coordinated approach to children at risk of criminality and exploitation**, to act early and prevent young people being at risk from serious and organised crime.
- Knowsley Council will broaden our offer within Council Libraries making them more accessible to residents and enabling them to act as **Community Hubs**.



YEAR ONE DELIVERY PLAN – INCLUDES ACTIONS SPANNING MULTIPLE YEARS:

OBJECTIVES	ACTIONS	YEAR ONE FOCUS
Priority One: Deliver effective, high-quality services and support		
Transforming Services	Delivery of the improvement plan for Children’s Social Care	<ul style="list-style-type: none"> • Ensure that risks to children are identified and addressed so that they are protected from harm • Ensure core social work practice is of consistently high quality • Ensure that Children’s Social Care attracts, develops and retains skilled workforce to achieve improvement • Delivering children’s social care reform ‘Keeping children safe, helping families thrive’
Transforming Services	Improving Special Educational Needs and Disabilities offer	<ul style="list-style-type: none"> • Working with schools to establish and embed an inclusive culture • Create additional specialist places in Knowsley schools
Transforming Services	Deliver a Zero Waste Strategy for Knowsley	<ul style="list-style-type: none"> • Implement a new food waste recycling collection service to all households by April 2026 • Focus on supporting residents in behaviour change to improve recycling rates
Transforming Services	Implementation of the transformation plan for Adult Social Care	<ul style="list-style-type: none"> • Implement action plan following CQC inspection • Implementation of the adult social care review • Continued transformation of adult provider services • Ensuring market sufficiency of good quality, diverse and sustainable care and support
Getting the Basics Right	Support to new and existing businesses	<ul style="list-style-type: none"> • Lead the response to the changes to the UK Shared Prosperity Funding • Employment support to connect local people to opportunities
Getting the Basics Right	Reduce Anti-Social Behaviour	<ul style="list-style-type: none"> • Deliver early intervention and prevention schemes focused on anti-social behaviour
Organisational Resilience	Enable all services to achieve their objectives	<ul style="list-style-type: none"> • Implement the Medium-Term Financial Strategy • Develop a new People Strategy focused on ‘Capacity, Capability, Motivation and Culture’ • Local Government Boundary Review – work with the Boundary Commission to ensure that Knowsley’s changing population is reflected in democratic processes • Improve performance management arrangements to focus on outcomes and impact

OBJECTIVES	ACTIONS	YEAR ONE FOCUS
Priority Two: Encourage Growth that benefits everyone		
Place Leadership	Promoting Knowsley for investment	<ul style="list-style-type: none"> • Delivery of the Knowsley Ambassadors Programme • Influence the Combined Authority to prioritise Knowsley within the City Region • Work with our four local MPs to raise the profile of Knowsley at the national level with a view to tackling shared local and national priorities
Building an Inclusive Economy	Maintain and enhance Knowsley's excellent Green Infrastructure	<ul style="list-style-type: none"> • Secure Knowsley's 20 Green Flag sites and bring external resources to deliver ongoing improvements across Knowsley
Building an Inclusive Economy	Supporting local growth	<ul style="list-style-type: none"> • Development of a new local plan, and lead Knowsley's response to changes to the planning system and to new housing targets • Delivery of town centre regeneration plans • Ensure that there is suitable infrastructure in place to support growth • Develop an Integrated Estates Strategy with key partners, including the rationalisation of Council administrative buildings
Meeting needs of changing population	Ensuring that there are sufficient school places	<ul style="list-style-type: none"> • Working with Schools to ensure that there are sufficient mainstream school places
Meeting needs of changing population	Social Care Placement Sufficiency	<ul style="list-style-type: none"> • Keeping vulnerable children close to home and families by identifying and developing children's homes that are run by the Council
Responding to the Climate Emergency and Achieving Net Zero	Delivery of Net Zero Delivery Plan	<ul style="list-style-type: none"> • Delivering priority actions on the Council's internal estates and services to meet the Net Zero 2040 target • Ensure that town centres and neighbourhoods receive investment to make improvements to the environments • Working with the Combined Authority to install over 300 electric vehicle charge points across 167 locations in the Borough

OBJECTIVES	ACTIONS	YEAR ONE FOCUS
Priority Three: Deliver targeted support to encourage fairness and opportunity		
Tackling Inequalities	Supporting residents to access income support that they are entitled to	<ul style="list-style-type: none"> • Develop a sustainable Hardship Support Scheme • Simplify Council Tax Reduction Support Scheme to maximise uptake • Automate applications for Council Tax Reduction support for Universal Credit claimants
Tackling Inequalities	Expand the Start for Life Offer	<ul style="list-style-type: none"> • Support young children and their families to get the best start in life by rolling out the Family Hubs approach throughout Knowsley
Tackling Inequalities	Support children to thrive	<ul style="list-style-type: none"> • Undertake a review of actions to reduce child and family poverty and associated health outcomes linked to the sub-regional report and LGA recommendations • Investment into the Shield service to protect more children who are at risk of exploitation
Tackling Inequalities	Improve Knowsley's Youth Offer	<ul style="list-style-type: none"> • Commissioning new Youth Offer contract, short breaks and respond effectively to the national Youth Strategy
Tackling Inequalities	Improve educational and career opportunities for young people in Knowsley	<ul style="list-style-type: none"> • Deliver New Youth Guarantee (every 18-21-year-old to be earning or learning) and "ensuring that all children get equitable opportunities" • Improve attendance levels which in turn will help raise educational attainment • Promote and support Breakfast clubs and childcare – supporting parents back to / into work
Tackling Inequalities	Deliver Healthy Schools programme	<ul style="list-style-type: none"> • Enabling and encouraging schools to improve healthy food provision and physical activity – expanding into mental health, wellbeing and health protection (including risk taking behaviours)

OBJECTIVES	ACTIONS	YEAR ONE FOCUS
Priority Three: Deliver targeted support to encourage fairness and opportunity		
Tackling Inequalities	Deliver Public Health programmes aimed at improving health	<ul style="list-style-type: none"> Implement new tobacco control strategy to reduce smoking – key cause of respiratory disease Deliver enhanced local drugs services across the Borough Expand Working Well Programme to support employers to be healthy workplaces
Tackling Inequalities	Support local people to achieve their aspirations and to maximise incomes	<ul style="list-style-type: none"> Extend current careers offer to all secondary schools to raise awareness of career opportunities led by Knowsley Chamber and Knowsley Works Develop a career progression offer through Knowsley Works to help local people in lower paid employment to progress in their careers
Tackling Inequalities	Support local people to live healthy lives	<ul style="list-style-type: none"> Adopting a proportionate universalism approach to addressing key health issues across the Borough Development of targeted services and interventions to reduce the impact of key health issues
Tackling Inequalities	Access to good quality housing	<ul style="list-style-type: none"> Ensure the right mix of housing and deliver Property Pool Plus preference scheme for Knowsley residents Tackle rising homelessness within the Borough through buying properties and commissioning new services – reducing use of hotels.
Early Intervention and Prevention	Enhance domestic abuse services	<ul style="list-style-type: none"> Investment in prevention and responding earlier for those experiencing or at risk of domestic abuse
Early Intervention and Prevention	Increased focus on Early Intervention and Prevention in Adult Social Care	<ul style="list-style-type: none"> Support more people to live independently, at home, for as long as possible including increased use of Technology Enabled Care Delivery of an improved offer for Carers – reprovision of the Carers Service and diversification of the respite offer
Early Intervention and Prevention / Tackling Inequalities	Social Value	<ul style="list-style-type: none"> Develop clear links between contracts and deliverable, prioritised social value outcomes Build on status as a recognised Anchor Institution ensuring that the Council's actions improve health and reduce inequalities

OBJECTIVES	ACTIONS	YEAR ONE FOCUS
Priority Three: Deliver targeted support to encourage fairness and opportunity		
Stronger Communities	Libraries as Community Hubs	<ul style="list-style-type: none"> Broaden the current offer of Knowsley's libraries to help address inequalities and provide community-based support – for example supporting people to get online
Stronger Communities	Develop Community Engagement Model (Asset Based Community Development)	<ul style="list-style-type: none"> Recruit to new bespoke team to lead this work Focus on understanding the needs and strengths of communities and developing insight to inform public service provision Ensuring that the Council understands what its communities need and how best to meet those needs, with community 'voice' a key element of service design and delivery Promote cohesion within our communities and proactively challenge discrimination in all its forms
Stronger Communities	Remove barriers to physical activity and cultural participation	<ul style="list-style-type: none"> Delivery of £2m Sports England Investment to bring about system change to support people to be more active and address health inequalities Successfully bid to Arts Council England that supports the development of an interdisciplinary cultural Learning programme co-produced with Children and Young People

