

Report to:	Southport Area Committee	Date of Meeting:	Wednesday 6 December 2017
Subject:	Southport Economy and Development Framework		
Report of:	Head of Regeneration and Housing	Wards Affected:	Ainsdale; Birkdale; Cambridge; Dukes; Kew; Meols; Norwood;
Portfolio:	Regeneration and Skills		
Is this a Key Decision:	No	Included in Forward Plan:	No
Exempt / Confidential Report:	No		

Summary:

In response to Minute No. 18, from the meeting held 14th June 2017, the Committee requested that:

the Cabinet Member – Regeneration and Skills be requested to attend a future meeting of the Area Committee to report on her work in relation to:

- Growth of the Southport Economy, and;
- Southport Development Framework.

The attached summary and reports provides an update in respect of the above request.

Recommendation(s):

The Committee Notes the Report

Reasons for the Recommendation

The Committee have requested an update on the work in relation to:

- Growth of the Southport Economy, and;
- Southport Development Framework.

Alternative Options Considered and Rejected:

Not applicable as the report is merely for noting.

What will it cost and how will it be financed?

(A) Revenue Costs

There are no direct revenue costs nor implications arising as a result of the report

(B) Capital Costs

There are no direct capital costs nor implications arising as a result of the report

Implications of the Proposals:

Resource Implications (Financial, IT, Staffing and Assets): None
Legal Implications: None
Equality Implications: There are no equality implications

Contribution to the Council’s Core Purpose:

There are no direct implications nor proposals that contribute to the Council’s Core Purpose as a result of publishing the report. The information scheduled hereon in however does contribute to:

Facilitate confident and resilient communities: The net creation of jobs, at all levels, significantly aids and facilitates confident, resilient communities.
Place – leadership and influencer: The Development Framework and Action Plan, through the priorities set out therein, will contribute towards creating a better sense of place, linking through all aspects of regeneration and skills.
Drivers of change and reform: Physical infrastructure is the catalyst for change and the driver of reform, social infrastructure, physical infrastructure and inward investment a major contributor to community cohesion.
Facilitate sustainable economic prosperity: The Councils role, in a period of continued austerity, is to facilitate and enable a greater level of economic growth and prosperity.

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Head of Corporate Resources (FD4845/17) and Head of Regulation and Compliance (LD 4129/17.....) have been consulted and any comments have been incorporated into the report.

(B) External Consultations

Please see Appendix A

Implementation Date for the Decision

There are no direct decisions arising from this report, nor arising from the Committee Meeting.

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Appendices:

Appendix A: Southport Investment Framework Consultation Timeline.

Background Papers:

There are no background papers available for inspection.

1. Introduction/Background

The following information provides a summary of recent activity/ies pertinent to, and that make a direct contribution to, the growth of the Southport and Sefton economy and in particular the progress of the Southport Development Framework.

Growth of the Southport Economy

2. Visitor Economy

The visitor economy has seen continued growth in Sefton over the last 4 years; the visitor economy is integral to Southport's economic footprint.

2016 Visitor Economy Figures:

- Visitor Numbers – 8.7 million a **1.4% increase**;
- Staying Visitors – **722k a 4.2% increase**;
- Economic Impact (visitor economy) **£518 million a 4.1% increase**;
- Total Employment (visitor economy) **6,449 a 1.4% increase**.

Staying visitors are the most valuable to the destination in terms of economic value; therefore a **4.2% increase** in 2016 represents a strong economic return.

The growth in staying visitors also aligns to the latest hotel data for Southport. In 2016 hotel weekend occupancy was recorded at 85% (average yearly), this was an increase on 2015 with the average daily rate for Southport also **increasing in 2016**.

Events play a critical role to the general visitor economy for Southport, this year we have seen record crowds at The Southport Food and Drink Festival with numbers reaching over **35,000**.

The independent **Southport Flower Show** also enjoyed a bumper year with an estimated 80,000 visitors to the event, still to come we have The Southport Air Show and British Musical Fireworks Championships which combined will attract over 100,000 visitors to Southport.

In July **Royal Birkdale**, Southport hosted **The Open** for the 10th time. Played over 8 days including practice days the event attracted over 235,000 people making it the biggest Open in England of all time.

The expected economic benefits of The Open are forecast to be around **£100 million**, this includes the media value.

Business tourism continues to play a vital role within Southport's visitor economy. The Southport Theatre and Convention centre (STCC) is regarded as an excellent venue for medium to large scale conferences.

In 2016 the venue hosted 19 conferences that generated 20,480 bed nights worth an estimated **£9 million** to the local economy. Option work continues as a priority to secure the sustainable future of the Theatre and Convention Centre.

Bliss Investments (Southport)

Council officers have liaised and continually engaged with Messrs. Bliss Investments, given the successful takeover in December 2016, of the Ramada Plaza Hotel at the Waterfront in Southport.

Subsequently Bliss Hotels has additionally increased its portfolio of investments and operations in Southport by acquiring the 250 year head lease for the (entire) Waterfront Development from Promenade Estates.

The assets and facilities are sited on the water's edge with views over the Marine Lake.

The Waterfront is also connected to the Southport Theatre & Convention Centre (STCC) and is home to the standalone Genting Casino.

The 133 room, 4* Hotel, anchors the scheme and has just been awarded 'Hotel of the Year 2017' at a regional awards competition by Liverpool City Enterprise Partnership. It is one of the key hotels in the region and the premier large hotel in the historic coastal town.

Engagement continues with Bliss to ensure that plans are understood and as much investment is unlocked to provide the maximum opportunity for Southport, visitors and guests alike.

3. Southport Pier

Southport's tourism assets play an important role for both day and staying visitors. The council has recently secured **£2 million** from the Coastal Community Fund for the refurbishment and redevelopment of Southport Pier.

The works will see extensive painting repairs to the underneath of the Pier while the redevelopment works will see two new retail/leisure units created, new and improved access to the beach and extensive remodelling and improvements to the end pavilion.

The total works will cost **£2.9 million** with the Council supporting this via the Pier contingency fund.

4. Southport Development Framework

Southport is a recognised town centre regeneration priority need for the Borough. The Southport Development Framework was prepared by Nexus and Broadway Malyan following analysis, consultation and appraisal work undertaken in Southport with Stakeholders, including the public. The Framework was approved by Cabinet in **October 2016** and was published in **November 2016**, after the decision was referred to Overview and Scrutiny Committee.

The Framework is a strategic high level document that is being used to guide future developments and attract investment.

Although prepared at a fixed point in time, the Framework is not a prescriptive document and it will not prevent Sefton Council from exploring other development opportunities that may emerge.

The Framework builds on the theme of Southport as England's 'Classic Resort' and highlights initiatives that will complement the resorts existing assets and deliver the contemporary offer required by today's visitor.

The Development Framework was prepared at a time when local authorities had been operating with significantly reduced funding and understands that this will be an ongoing challenge.

Underlying the importance of working in partnership with the private sector, alongside the community and local business, to deliver improvements that are needed to revitalise the town.

The role of the Council in bringing the Framework to life will be to facilitate and enable activity that will place the town in a position to receive new investment, such as support pre-development feasibility, site assembly and partnering arrangements.

5. Southport Development Framework Action Plan

The Cabinet Report that accompanied the request for publication of the Framework noted that a statement of priorities outlining the delivery approach in further detail would be produced (an Action Plan).

The following statement of priorities was developed following the key themes of the Southport Development Framework and also reflects the desired outcomes in the Sefton 2030 Vision.

5.1 Southport Priorities

There are a number of agreed priorities for Southport, these are:

1. A classic seaside town that is more contemporary and dynamic, merging the old and the new;
2. Developing a Southport offer to meet the needs of today's multi-generational family leisure market;
3. Recognising the town's heritage and it's heart Lord Street the '*jewel in the crown*;'
4. Clarity as to how the town works, ties together and is accessible for visitors;
5. Develop an environment for existing and new businesses such as creative, digital and social media businesses can flourish;
6. A holistic and integrated approach to the management of the town centre to create a quality experience for visitors, the local community and businesses.

Delivery **Action Plans** have also been prepared for Bootle, and Crosby. The Action Plans are representative of the work streams/themes that will be progressed over the coming months and years. They are not Council centric and relate to all potential stakeholders and deliverers.

Highlighting the Authority's role, this will be to stimulate, facilitate and enable the regeneration of each of the Town Centre with developers and other agencies and stakeholders providing the direct investment.

The key themes follow the structure outlined in the Development Framework. Although it is a medium to long term document a number of the initiatives noted in the Action Plan have progressed significantly such as:

Beachfront & Promenade:

The refurbishment of Southport Pier has commenced with contractors now on site. See additional references throughout the report.

Town Centre:

Consultation exercises are currently underway for both the Lord Street and Promenade conservation area appraisals, this closes on 20th September 2017.

The success of The Open golf championships at Royal Birkdale in July 2017, has helped to showcase the opportunities for investment within the Town.

The Committee are requested to note that the Action Plan(s) were presented formally by Cabinet Member to Overview and Scrutiny in July 2017, following call-in arising from the Cabinet Decision made in October 2016.

6. Options for Marine Park and Pleasureland

Options relative to the long term sustainable development of Pleasureland and its wider environment will begin during Autumn 2017.

This, if all goes to plan, will secure the medium and longer term improvements required for Pleasureland, particularly in pursuit of priority2 (see 5.1).

7. Recent Projects Approved for Development

Activity within Southport continues at pace with recent significant developments, investments, planning applications and permissions that include:

- Southport Hospital planning permission for 153 residential units, public sector health investment. See:
- Scarisbrick New Rd., mental health care unit.
- Sainsbury's store, retail led regeneration, Meol's Cop;
- Crowland Street, Energy from Waste, £30m development/investment;
- Aldi store, Birkdale Trading Estate (securing £723k for Southport Business Park), retail led regeneration;

- Town Lane, David Wilson Homes, housing led regeneration proposals, and the,
- Marble Place Hotel, planning permission.

8. Leisure Investment(s)

One aspect that officers are engaged heavily on is the Leisure and night time economy Southport offers. In support of priorities 2 and 6, dialogue with investors and developers continues, recent Leisure investments in Southport include:

- New Marstons Pub, Kew (Old Duke);
- Punch Tarmey's, based on the junction of Lord St/Union St.;
- Bar Khepri, Lord Street;
- Bistro Pierre, at the junction of Lord St./Nevill St.;
- Peaky Blinders (expanded hotel bedrooms above shops), Lord St./Seabank Rd., and;
- Café and Coffee Shop, Patisserie Valerie, Lord Street.

Other interest continues to be presented; the above is a snapshot of the private sector investment that continues to be made to Southport.

9. Housing Led Regeneration

There is a direct correlation between access to housing and the growth of any regional or area based economy. The provision of choice and quality homes and housing is an essential core infrastructure and enabler for the wider Southport economy.

Housing investment remains significant in Southport. Current significant housing applications include:

- Land at Bankfield Lane (306 units), Southport. Full and outline planning applications submitted, 106 and 200 units respectively, and;
- Former Phillips Factory, Balmoral Drive, Southport, an outline app for 176 units.

9.1 Local Plan Housing Allocations

Within the Southport area there are a total of 11 sites allocated for housing in the Adopted Local Plan (Table 1). A map of these sites can be accessed through the following link:

https://www.sefton.gov.uk/media/1270025/Southport_A0.pdf

Table 1 Southport Housing Allocations

Site	Site Location	Area	Landowner/	Indicative
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Reference		(Ha)	Developer (where known)	Housing Capacity
MN2.1	Land at Bartons Close, Southport	1.0	SMBC-owned.	36 ¹
MN2.2	Land at Bankfield Lane, Southport	9.0	Wain Homes	300 ²
MN2.3	Phillips' site, Southport	6.0	Privately-owned site	158 ³
MN2.4	Land at Moss Lane, Churchtown	18.3	Redrow	450
MN2.5	Land at Crowland Street	25.8	Privately-owned site (currently no known developer)	678
MN2.6	Land adjacent to Dobbies Garden centre, Bentham Way	6.8	SMBC-owned.	174
MN2.7	Land at Lynton Drive	1.5	Network Rail	25
MN2.8	Former Ainsdale Hope School	9.2	SMBC-owned.	120
MN2.9	Former St John Stone School, Meadow Lane	1.4	SMBC-owned.	40 ⁴
MN2.10	Land at Sandbrook Road, Ainsdale	2.6	SMBC-owned.	83
MN2.11	Land at Moor Lane, Ainsdale	3.2	Privately-owned site (currently no known developer)	69

Additionally, there are a total of 6no. Council owned housing sites in Southport (within the Local Plan), these include land at:

- Bartons Close, Southport (MN2.1);
- Land at Crowland Street, Southport (MN2.5); Sefton Council own the former Park; and Ride part of the site with an indicative housing capacity of 108 units;
- Land Adjacent to Dobbies, Southport (MN2.6);
- Former Ainsdale Hope School, Ainsdale (MN2.8);
- Land at Sandbrook Road, Ainsdale (MN2.10).

¹ SMBC owned site

² Planning Application submitted for a total of 306 units

³ The Philips site is subject to a current undetermined Outline Planning Application for 147 dwellings submitted on behalf of the land-owners.

⁴ SMBC owned site.

More details on these sites will follow in due course, once all options have been investigated and concluded.

10. Summary

This short report to the Committee provides a concise record on the priority investments, areas of regeneration and inward investment currently being planned and or due for implementation, to enable the growth of the Southport Economy, and furthermore meet with the aspirations as described within the Southport Development Framework.

Appendix A Southport Investment Framework Consultation

1.0 Officers brought the consultation proposals to the November 2015 Consultation and Engagement Panel for advice. Following guidance from the Panel the following consultation activity took place:

Public Consultation

- Ran from 1st December 2015 to 8th February 2016
- 2 drop-in sessions in Southport Library
- Hard copies of documentation available in Southport Library, Southport Town Hall and Southport One Stop Shop
- E-consultation through the Sefton website
- Stakeholder's event

Approximately 40 attendees

BID Event

26 attendee; the consultation was publicised by:

- Information on the Sefton website
- Tweets out from Sefton Council
- Press releases to local papers
- Leaflets in town centre locations

1.1 Officers also held two briefings for Southport Ward Councillors, before the public consultation and during the consultation period and John Pugh, MP, was also briefed. Southport Area Committee discussed the strategy, approximately 100 people attended.

1.2 125 responses were received. Approximately 150 people also spoke to officers about the report at the drop-in sessions.

1.3 As expected a wide range of comments and opinions were provided as part of the consultation process. Some of the comments were based on a misinterpretation of the information, which has been clarified in the final draft. Many of the comments were not directly relevant to the report and were around broader Southport issues.

1.4 All comments have been considered and where appropriate incorporated into the final draft report of the Framework.