

Overview  
& Scrutiny



MEETING: OVERVIEW AND SCRUTINY COMMITTEE (REGENERATION AND SKILLS)

DATE: Monday 25th November, 2024

TIME: 6.30 pm

VENUE: Town Hall, Bootle

**Member**

Councillor  
Councillor Hart (Chair)  
Councillor Corcoran (Vice-Chair)  
Councillor Cavanagh  
Councillor Hinde  
Councillor Killen  
Councillor McGinnity  
Councillor McKee  
Councillor Morris  
Councillor Sammon  
Councillor Webster

**Substitute**

Councillor  
Councillor Murphy  
Councillor Neary  
Councillor McNabb  
Councillor Grace  
Councillor Parker  
Councillor O'Brien  
Councillor Thomas  
Councillor Sir Ron Watson  
Councillor Lloyd-Johnson  
Councillor Richards

COMMITTEE OFFICER: Paul Fraser  
Senior Democratic Services Officer  
Telephone: 0151 934 2068  
Fax:  
E-mail: paul.fraser@sefton.gov.uk

**If you have any special needs that may require arrangements to facilitate your attendance at this meeting, please contact the Committee Officer named above, who will endeavour to assist.**

We endeavour to provide a reasonable number of full agendas, including reports at the meeting. If you wish to ensure that you have a copy to refer to at the meeting, please can you print off your own copy of the agenda pack prior to the meeting.

# AGENDA

## 1. Apologies for Absence

## 2. Declarations of Interest

Members are requested at a meeting where a disclosable pecuniary interest or personal interest arises, which is not already included in their Register of Members' Interests, to declare any interests that relate to an item on the agenda.

Where a Member discloses a Disclosable Pecuniary Interest, he/she must withdraw from the meeting room, including from the public gallery, during the whole consideration of any item of business in which he/she has an interest, except where he/she is permitted to remain as a result of a grant of a dispensation.

Where a Member discloses a personal interest he/she must seek advice from the Monitoring Officer or staff member representing the Monitoring Officer to determine whether the Member should withdraw from the meeting room, including from the public gallery, during the whole consideration of any item of business in which he/she has an interest or whether the Member can remain in the meeting or remain in the meeting and vote on the relevant decision.

## 3. Minutes of the Previous Meeting (Pages 5 - 14)

Minutes of the meeting held 17 September 2024

## 4. Selective and Additional Licensing Schemes - Anti-Social Actions of Littering and Dumping Rubbish in Rear Entries (Pages 15 - 22)

Report of the Assistant Director - Economic Growth and Housing

## 5. Recycling & Waste Containment (To Follow)

Report of the Assistant Director – Operational In-House Services to follow

## 6. Local Plan Policy – Provision of Community Recycling Facilities in Development Proposals (To Follow)

Report of the Chief Planning Officer to follow

## 7. 2023/2024 Flooding and Coastal Erosion Annual Report (Pages 23 - 40)

Report of the Assistant Director – Operational In-House

Services

- 8. Southport Market Update** (Pages 41 - 48)  
Report of the Assistant Director - Economic Growth and Housing
- 9. Social Value Outcomes from the Growth and Strategic Investment Programme** (Pages 49 - 80)  
Report of the Executive Director - Regeneration, Economy and Assets
- 10. Sefton Economic Strategy Action Plan Update** (Pages 81 - 144)  
Report of the Assistant Director - Economic Growth and Housing
- 11. Work Programme 2024/25, Scrutiny Review Topics and Key Decision Forward Plan** (Pages 145 - 174)  
Report of the Chief Legal and Democratic Officer
- 12. Cabinet Member Reports - September 2024 to November 2024** (Pages 175 - 208)  
Report of the Chief Legal and Democratic Officer

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THIS SET OF MINUTES IS NOT SUBJECT TO "CALL IN".

Overview  
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## OVERVIEW AND SCRUTINY COMMITTEE (REGENERATION AND SKILLS)

MEETING HELD AT THE TOWN HALL, SOUTHPORT  
ON TUESDAY 17TH SEPTEMBER, 2024

PRESENT: Councillor Hart (in the Chair)  
Councillor Corcoran (Vice-Chair)  
Councillors Cavanagh, Hinde, Killen, McKee, Morris,  
Sammon and Webster

ALSO PRESENT: Councillors Doyle, Harvey and Lappin

### 8. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor McGinnity, Councillor Dowd, Cabinet Member – Communities and Partnership Engagement and Councillor Veidman, Cabinet Member – Highways and Housing

### 9. DECLARATIONS OF INTEREST

In accordance with Paragraph 9 of the Council's Code of Conduct, the following declarations of personal interest were made and the Members concerned remained in the room during the consideration of the item:

Member	Minute No.	Nature of Interest
Councillor Corcoran	Minute No. 15 – Cabinet Member Communities and Partnership Engagement report in relation to the partnership project with the Plaza cinema	Member of the advisory board of the organisation "At the Libraries"
Councillor Doyle	Minute No. 15 - Cabinet Member Housing and Highways report in relation to the Homelessness Update	Trustee and Chair of the Bosco Society Limited

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## 10. MINUTES OF THE PREVIOUS MEETING

RESOLVED:

That the Minutes of the meeting held on 25 June 2024 be confirmed as a correct record.

## 11. MERSEYSIDE RECYCLING AND WASTE AUTHORITY – SERVICE DELIVERY PLAN 2024/25

The Committee considered, and received a presentation from Ian Stephenson, on the Merseyside Recycling and Waste Authority Service Delivery Plan 2024/25 (the Plan). Mr Williamson indicated that the Plan had four aims as detailed below:

1. Delivering efficient and effective services – waste contracts were detailed that delivered front line services that met the expected standards and agreed terms and conditions; and information was provided on:
  - overall recycling rates in Sefton
  - food waste collection
  - residual waste reduction
  - deposit return scheme
  - proposed simpler recycling methods
  - behaviour change campaigns
  - zero waste community fund
  - management of MRWA’s estate and facilities;
2. Continually improving services to meet changing demands – zero waste strategy and actions plans were consistent with the LCR zero waste framework and set the ambition for the delivery of future services;
3. Collaboration with partners to develop and deliver strategies and services – MRWA led and supported the LCR Waste Partnership, including development and delivery of the LCR Zero Waste Strategy;
4. Development of a framework for environmental performance and social value relating to sustainable development goals, carbon footprint and biodiversity.

Members of the Committee asked questions/commented on the following matters:

- the reason for the delay in the introduction, to October 2027, of the Deposit Return Scheme to reduce litter from drinks containers
- the frequency of collections of food waste caddies when introduced in 2026

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- concern was expressed at the low 33.2% overall recycling rate in Sefton; information was sought on the reasons for the low rate; and could this be improved by instigating a fresh advertising campaign to advise residents about the recycling service
- information was sought on the Liverpool City Region Zero Waste Strategy
- information was sought on a breakdown of the kerbside collection figures
- the potential for smaller and less packaging on products having an impact on recycling rates in Sefton
- information was sought on the recycling contamination rates in Sefton
- reasons why recycling contamination rates were worse at different times of the year
- stakeholder involvement in the new contract, to be awarded in 2029, for the waste management and recycling contract

RESOLVED: That

- (1) the Merseyside Recycling and Waste Authority Service Delivery Plan 2024/25 be noted;
- (2) Mr. Stephenson be requested to provide members of the Committee with additional information on:
  - the Liverpool City Region Zero Waste Strategy
  - data associated with Sefton's the kerbside collection statistics
  - data associated with the recycling contamination rates in Sefton; and
- (3) Mr. Stephenson be thanks for his informative presentation.

### **12. WINTER MAINTENANCE POLICY & OPERATIONAL PLAN**

The Committee considered the report of the Assistant Director - Highways and Public Protection seeking consideration of the revised Winter Maintenance Policy and Operational Plan policy document for approval for 2024/25.

The report indicated that the Council provided a Highway Winter Service to the Borough in accordance with the Winter Service Policy and Operational Plan; that officers monitored the weather conditions 24 hours a day throughout the winter season and enacted the plan when weather conditions dictated; that the Railways and Transport Safety Act 2003 (section 111) had inserted an additional section 41(1A) to the Highways Act 1980 which placed a duty on the Highway Authorities in respect of winter conditions, and stated 'In particular, a Highway Authority is under duty to ensure, as far as reasonably practicable, that safe passage along a highway is not endangered by snow or ice'; and that in addition, the Traffic

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Management Act 2004 placed a Statutory Network Management Duty on all local traffic authorities in England requiring all authorities to do all that was reasonably practicable to manage the network effectively to keep traffic moving. In meeting this duty, authorities should establish contingency plans for dealing promptly and effectively with unplanned events, such as unforeseen weather conditions, as far as is reasonably practicable. The Council's Winter Service Policy and Operational Plan, which has been approved by the Council, is reviewed each summer to ensure that it remained 'fit for purpose'.

The report advised that as part of the annual review and reassessment consultation was undertaken and that a consultation letter was sent to every Elected Member seeking their views. A copy of the letter was attached as Annex A to the report.

One response to the consultation exercise was received requesting the addition of the footways in Birkdale village to the current gritting routes; and as the policy states that footway gritting should be targeted towards shopping areas as these are the locations of the highest footfall, it was proposed to include Liverpool Road, Birkdale, between the railway station and Bolton Road, in the designated footway routes for the forthcoming season.

The report concluded by seeking comments for submission to the Cabinet Member – Housing and Highways.

Members of the Committee asked questions/commented on the following issues:

- Evaluation of the impacts of severe weather on road safety
- Information was sought on the schedule of highways and pavements to be gritted as part of the Winter Maintenance Policy and Operational Plan

RESOLVED: That

- (1) the revised Winter Maintenance Policy and Operational Plan policy document for 2024/25 be endorsed; and
- (2) the Assistant Director – Highways and Public Protection be requested to provide the Committee with the schedule of highways and pavements to be gritted as part of the Winter Maintenance Policy and Operational Plan.

### **13. LCR LOCAL NATURE RECOVERY STRATEGY - UPDATE AND NEXT STEPS TOWARDS APPROVAL OF DRAFT LNRS**

The Committee considered the report of the Assistant Director - Economic Growth and Housing seeking consideration of the approval of the role of the Council as a 'supporting authority' in the preparation of the Liverpool City Region (LCR) Local Nature Recovery Strategy (LNRS), the next steps



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in the preparation of the LCR Local Nature Recovery Strategy and the submission of views to Cabinet or Council.

The report had been submitted in accordance with the Council's Executive/Scrutiny Protocol that indicated that the views of Overview and Scrutiny Committees be sought on all strategies and plans prior to submission to Cabinet and Council.

The report indicated that the 2021 Environment Act set out a requirement for the preparation of LNRSs across the country, to be approved by March 2025, to:

- Agree priorities for nature's recovery
- Map the most valuable existing areas for nature
- Map specific proposals for creating or improving habitat for nature and wider environmental goals;

that the LCR Combined Authority was the 'responsible body' for preparing and approving the LNRS for the region; that like the other LCR districts, Sefton Council was a designated 'supporting authority' with a specific role in this preparation process; and that the LCR were intending to approve a draft LNRS for public consultation in autumn/winter 2024/5, and the final LNRS in spring 2025 in line with Government's deadlines.

The report also set out the LNRS linkages and benefits; the emerging LNRS priorities for nature recovery; the emerging LNRS mapping of the most valuable existing areas for nature; and the emerging LNRS mapping of specific proposals for creating or improving habitat for nature and wider environmental goals.

The report concluded that as a designated 'supporting authority' for the LNRS, Sefton Council approvals were necessary before the Combined Authority as 'responsible body' for the LNRS could approve the draft and final Local Nature Recovery Strategy.

Attached as an appendix to the report was a copy of the Local Nature Recovery Strategy Member Briefing Note prepared by the Combined Authority (July 2024).

Members of the Committee asked questions/commented on the following matters:

- "Making Space for Water", the natural flood management schemes
- The ongoing wider stakeholder engagement on the Strategy which involved one-to-one sessions with landowners
- The size of habitat land banks and were they the same size across different local authorities; and could the burden for such banks be borne more heavily in Sefton
- Sefton's liaison with other landowners such as the National Trust at Formby

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- The Sefton Coast Landscape Partnership and proposals for interconnected and dynamic coastal habitats
- The removal of trees from sites to enable developments to take place; and what could be done to mitigate such practices
- How local community groups could get involved in and potentially take ownership of projects
- The potential for biodiversity projects, as part of the Local Nature Recovery Strategy, having a negative impacting on the viability of affordable housing within developments

### RESOLVED:

That the role of the Council as a 'supporting authority' in the preparation of the LCR Local Nature Recovery Strategy and the next steps in the preparation of the LCR Local Nature Recovery Strategy be approved.

### **14. WORK PROGRAMME 2024/25, SCRUTINY REVIEW TOPICS AND KEY DECISION FORWARD PLAN**

The Committee considered the report of the Chief Legal and Democratic Officer that sought the views of the Committee on the Work Programme for 2024/25; the identification of potential topics for scrutiny reviews to be undertaken by informal meetings of the Committee; the identification of any items for pre-scrutiny by the Committee from the Key Decision Forward Plan; seeking formal approval of decisions taken at the informal meeting of the Committee in respect of the provision of housing for former looked after children who are now care leavers; and which updated on the Liverpool City Region Combined Authority Overview and Scrutiny Committee.

Members of the Committee asked questions/commented on the following matters:

- The potential for holding an informal meeting to review the cleansing service and which could also include recycling operations. Councillor Harvey, Cabinet Member – Cleansing and Street Scene advised the Committee that a review of such a wide-ranging topic may be premature at this point in time due to the current vacancy for the post of cleansing service manager and that a new post of waste minimisation officer was shortly to be filled. It was suggested that further consideration be given to this matter in Spring 2025
- Information was sought on the review of weed control that took place in 2021/22 by a Member Reference Group
- Information was sought on the Effectiveness of the Council's Enforcement Activity Working Group
- Updates on the closure of the White House, located in Southport's Municipal Golf Links; and work on the Marine Lake Events Centre

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In respect of the cleansing/street scene issues referred to above, the Senior Democratic Services Officer advised that the Work Programme included a number of associated reports that would be submitted to the Committee prior to March 2025. These reports related to:

- Methods to increase Sefton's recycling rates; the introduction of communal bins; and wider waste containment issues
- Investigation of measures that could be introduced as part of the Selective and Additional (HMO) Licensing Schemes to compel landlords to have a level of control over their tenants to alleviate the anti-social actions of littering and dumping rubbish in rear entries
- Investigation of the inclusion, within the Local Plan, of the need to provide recycling/community recycling facilities in development proposals
- Presentation from Liverpool City Region Strategic Waste Partnership Manager about the changes in waste legislation and what that will mean due to the statutory requirement for the collection of food waste in 2026

RESOLVED: That

- (1) the Work Programme for 2024/25, as set out in Appendix 1 to the report, be approved;
- (2) the Domestic Abuse report be deferred and considered at the next meeting of the Committee to be held on 5 November 2024;
- (3) the Southport Market update report be deferred and considered at the next meeting of the Committee to be held on 5 November 2024;
- (4) consideration be given, at the March 2025 meeting of the Committee, to holding an informal meeting to review the cleansing service and which could also include recycling operations;
- (5) bearing in mind that a review has recently been undertaken by a Member Reference Group regarding weed control no further action be taken at this time to review the topic of issues associated with weed control/grass cutting;
- (6) details of the review of weed control that took place in 2021/22 by a Member Reference Group be circulated to members of the Committee;
- (7) a copy of the Effectiveness of the Council's Enforcement Activity Working Group final report be circulated to members of the Committee
- (8) In respect of the informal meeting of the Committee held on 28 August 2024 to consider the issue of the provision of housing for former looked after children who are now care leavers:
  - (1) the approach agreed at the Strategic Housing Partnership -

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Housing for Care Experienced Young People event; and the commitment of housing providers to a Care Experienced Housing Charter be endorsed; and

- (2) at the conclusion of the Task and Finish Group to develop and agree the Housing Charter, the Assistant Director – Economic Growth and Housing be requested to submit a report to both the Overview and Scrutiny Committees (Regeneration and Skills) and (Children’s Services and Safeguarding) updating on the outcomes of the Group; and the Work Programme be updated accordingly; and
- (9) the update on the Liverpool City Region Combined Authority Overview and Scrutiny Committee be noted.

### **15. CABINET MEMBER REPORTS - JUNE 2024 TO SEPTEMBER 2024**

The Committee considered the report of the Chief Legal and Democratic Officer that included the most recent reports from the Cabinet Members for Cleansing and Street Scene; Communities and Partnership Engagement; Housing and Highways; Public Health and Wellbeing (Green Sefton element); and Regeneration, Economy and Skills.

Councillor Doyle, Cabinet Member - Public Health and Wellbeing presented her report and indicated that an updated version would be submitted to the next meeting. Councillor Doyle also highlighted issues associated with the allocation of legacy monies at Hesketh Park.

Members of the Committee asked questions/commented on the following issues:

- Councillor Doyle was thanked for her recent visit to a Southport allotment
- An update was sought on the repair of the waterfall at Hesketh Park

Councillor Harvey, Cabinet Member – Cleansing and Street Scene presented his report and highlighted the following issues:

- The successful application for £50,000 grant funding from DEFRA to launch a fly tipping intervention project in July. This two-month #WFT? Why Fly Tip? Project provided hard-hitting messages and had focused on waste in shared rear entries in parts of Derby/Linacre wards
- Taking the Lead Campaign the aim of which was to offer important safety tips to all dog owners in Merseyside about looking after their pet, especially around children, which could prevent serious injuries

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Members of the Committee asked questions/commented on the following issues:

- The significant support offered by the street cleansing service following the incidents in Southport, both in terms of a role in the clean-up following the riots and assisting with managing tributes at various sites was praised
- The £50,000 grant funding from DEFRA to launch a fly tipping intervention was welcomed but more funding was required to target other problem areas within the borough
- The potential to include rear entries/alleyways as part of residents' back yards/gardens to stop incidents of fly-tipping.

Councillor Lappin, Cabinet Member – Regeneration, Economy and Skills presented her report and highlighted the following issues:

- Employment and learning
- Sefton@work
- Tourism
- Invest Sefton

Members of the Committee asked questions/commented on the following issues:

- The positive comparisons for Sefton with the Liverpool City Region in respect of Not in Education, Employment, or Training
- Childcare providers grant support and the provision of free places

RESOLVED: That

- (1) the Cabinet Member - Cleansing and Street Scene; Communities and Partnership Engagement; Housing and Highways; Public Health and Wellbeing (Green Sefton element); and Regeneration, Economy and Skills reports relating to the remit of the Overview and Scrutiny Committee be noted;
- (2) Councillors Doyle, Harvey and Lappin be thanked for their attendance at the Committee; and
- (3) the Committee places on record its appreciation of the street cleansing service for the significant service offered following the incidents in Southport, both in terms of a role in the clean-up following the riots and assisting with managing tributes at various sites.

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**Report Title:** Investigation of measures that could be introduced as part of the Selective and Additional (HMO) Licensing Schemes to compel landlords to have a level of control over their tenants to alleviate the anti-social actions of littering and dumping rubbish in rear entries

Date of meeting:	25 November 2024		
Report to:	Overview and Scrutiny Committee (Regeneration and Skills)		
Report of:	Assistant Director Economic Growth and Housing		
Portfolio:	Cllr Daren Veidman – Highways and Housing		
Wards affected:	Linacre, Derby, Litherland, Cambridge, Dukes, Kew, Church, Victoria, Blundellsands		
Is this a key decision:	No	Included in Forward Plan:	No
Exempt/confidential report:	No		

**Summary:** The council currently operates a Selective Landlord Licencing scheme in Bootle and Additional (HMO) licencing schemes in Seaforth, Waterloo and Southport. These scheme place obligations on the landlords to ensure that their tenants are aware of how to properly dispose of refuse from the property. However, committee wish to explore whether additional licencing conditions can be placed on the landlord to prevent fly-tipping in rear entries by their tenants and this paper considers options to do so.

**Recommendation(s):**

Overview and Scrutiny Committee (Regeneration & Skill) is recommended to:

- (1) Note the contents of this report.

**1. The Rationale and Evidence for the Recommendations**

**Background/Introduction**

- 1.1 Section 80 of the Housing Act 2004 allows local authorities to apply for selective licensing of privately rented properties in the whole of their district or in an area of their district. The main provisions in respect of selective licensing came into force in April 2006.
- 1.2 The Act provides a discretionary power, subject to carrying out consultation and to the approval of the appropriate national authority (Secretary of State for Communities and Local Government), for Local Housing Authorities to license all private landlords in a

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designated area with the intention of ensuring that a minimum standard of management is met.

- 1.3 Additional Licensing under section 56 of the Housing Act 2004 allows the local authority to designate either the whole of their district or an area within their district as subject to an additional (HMO) licensing scheme. A local authority must consider that a significant proportion of the HMOs of a defined description, in either a designated area or across the whole of the borough are being managed insufficiently enough to give rise to one or more particular problems either for those occupying the property or for members of the public.
- 1.4 Between 2018 and 2023 the council operated a Selective Landlord Licencing scheme in Bootle, and Additional (HMO) Licencing in Waterloo, Seaforth and Southport.
- 1.5 In December 2021 Cabinet approved the redesignation of these schemes subject to consultation from March 2023 until February 2028.

## **Selective licensing**

- 1.6 Selective Licensing is compulsory and applies to all private rented properties in a designated selective licensing area (Appendix I) with the exception of those already subject to Mandatory HMO Licensing or those exempt from licensing. In the areas where selective licensing applies, all landlords will be required to hold a license in order to rent out a property.
- 1.7 During the term of a licence a landlord must be able to demonstrate that they are acting within the law and taking adequate steps to manage their properties and keep them safe. During the 5-year licence period a compliance inspection will be carried out on the majority of properties to ensure they meet the required standards for residential accommodation. In addition, a 'fit and proper' person test will be applied to test the landlord's suitability to manage a tenancy.

## **Additional (HMO) Licensing**

- 1.8 Additional (HMO) Licensing operates in the same way and alongside the existing Mandatory HMO Licensing scheme that operates across the Borough. Mandatory licensing requires that a certain type of HMO must have a licence. These are those that house 5 or more people who form 2 or more households and do not have all facilities within a self-contained unit, i.e. bathroom or kitchen. The same process will be followed, with the same legal obligations and penalties for failing to comply with the requirements.
- 1.9 Additional Licensing will require **all** privately rented HMOs of any description, which are located within designated areas, to be licensed. Sefton proposes to implement Additional licensing in parts of Southport and Waterloo/Seaforth/Brighton Le Sands (Appendix I).

## **Licencing Requirements – External Areas and Refuse**

- 1.10 Holders of both Selective and Additional (HMO) licences must ensure that:
  - (a) The exterior of the property is maintained in a reasonable decorative order and state of repair;
  - (b) At the commencement of a new tenancy any gardens, yards and other external areas within the curtilage of the house must be in a reasonably clean and tidy condition and free from rodent infestation, and



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(c) Suitable and adequate provision is made for storage of refuse generated in the property and that occupants use receptacles provided by Sefton Council for storage prior to collection (wheeled bins or refuse sacks).

(d) The tenants are adequately informed of their duty with regards to refuse collection particularly that the wheeled bins or plastic refuse sacks (if wheeled bins are not provided) must not be presented for collection for a period of more than 12 hours prior to collection.

(e) Any new occupant of the building is notified of the date of collection for the wheeled bins/refuse sacks.

1.11 As committee can see licencing requirements are already in place relating the external areas and refuse. The committee wishes to explore whether the licencing schemes can be used to compel landlords to have control over their tenants but there are several things to be considered:

- In order for action to be taken against private tenants who dump rubbish in a rear entry, or even within the curtilage of their own property, robust proof is required, such as personal information linking the tenant to the rubbish, evidence of them dumping the rubbish such as CCTV, or witnesses to the event who are willing to make a formal statement.

It is rarely the case that the kinds of robust proof required to take action can be secured. If such proof existed in a particular case it would be for the council's Environmental Protection Department to take appropriate action, *not the landlord*;

- In many cases fly tipping occurs when a tenant leaves a property. The current licencing conditions requires a landlord to ensure that the exterior of the property is in a clean and tidy condition. However, there is a limit to how far this can be enforced by the council. Landlords are required to apply for the correct licence at the start of the relevant licencing period, not when the property is re-let, and therefore even where inspections are made of licenced properties it is likely that the tenant has been resident for some time. In some cases fly-tipping in rear entries related to a change of tenancy could be actions of a rogue landlord, or associates of the landlord, who are clearing the property of items left by the previous tenant.

However, even in these cases the limitations outlined above in terms of having robust proof of these actions would also apply. The council does not know when a property is relet, and even if this were the case we do not have sufficient resources to inspect properties prior to a new tenant moving in;

We are currently 20 months into a 5-year Licencing scheme and therefore we are now unable to add additional licencing requirements to the current scheme. We are able to additional requirements to specific properties of concern, however, blanked changes to licencing condition cannot until 2028 when the current scheme ends.

## **Poet Streets – Linacre Ward**

1.12 The Housing and Investment team is currently working with several Registered Social Housing providers who own properties in the 'Poet Streets' area of the Linacre Ward (streets off Marsh Lane and Knowsley Road). The social landlords in the area have been working in a coordinated way along with the Housing and Investment team to look at issues relating to fly-tipping in rear entries.

1.13 Regular joint inspections of the area have recently re-started to identify fly-tipping issues and ensure that this is cleared up as soon as possible, and that where evidence exists that is sufficient to take action against perpetrators that this happens. It is hoped that this approach can be rolled out in other fly-tipping 'hotspot' areas.

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## 2. Financial Implications

There are no financial implications arising from this report.

## 3. Legal Implications

There are no legal implication arising from this report.

## 4. Risk Implications

There are no risk implications arising from this report.

## 5 Staffing HR Implications

There are no staffing implications arising from this report.

## 6 Conclusion

Under the current licences issued to landlords they are required to taken action to ensure that tenants are aware of the proper arrangements to collect refuse from the property in an effort to minimise fly-tipping. It is difficult to see what additional requirements can be added to this that a landlord can practically enforce.

For a landlord to take action against a tenant proof would be required that their tenant was responsible for it, and if this proof existed there is no requirement for the landlord to intervene as the council could take action against the tenant.

## Alternative Options Considered and Rejected

N/A

<b>Equality Implications:</b> There are no equality implications.
<b>Impact on Children and Young People:</b> The are no impacts on Children and Young People.
<b>Climate Emergency Implications:</b> The recommendations within this report will have a Neutral impact.

## What consultations have taken place on the proposals and when?

None

### (A) Internal Consultations

The Executive Director of Corporate Services & Commercial (FD.7805/24.) and the Chief Legal and Democratic Officer (LD.5905/24) have been consulted and any comments have been incorporated into the report.

## (B) External Consultations

Not applicable

### Implementation Date for the Decision :

Following the expiry of the “call-in” period for the Cabinet decision.

Contact Officer:	Lee Payne
Telephone Number:	07812 776372
Email Address:	<a href="mailto:Lee.payne@sefton.gov.uk">Lee.payne@sefton.gov.uk</a>

### Appendices:

The following appendices are attached to this report:

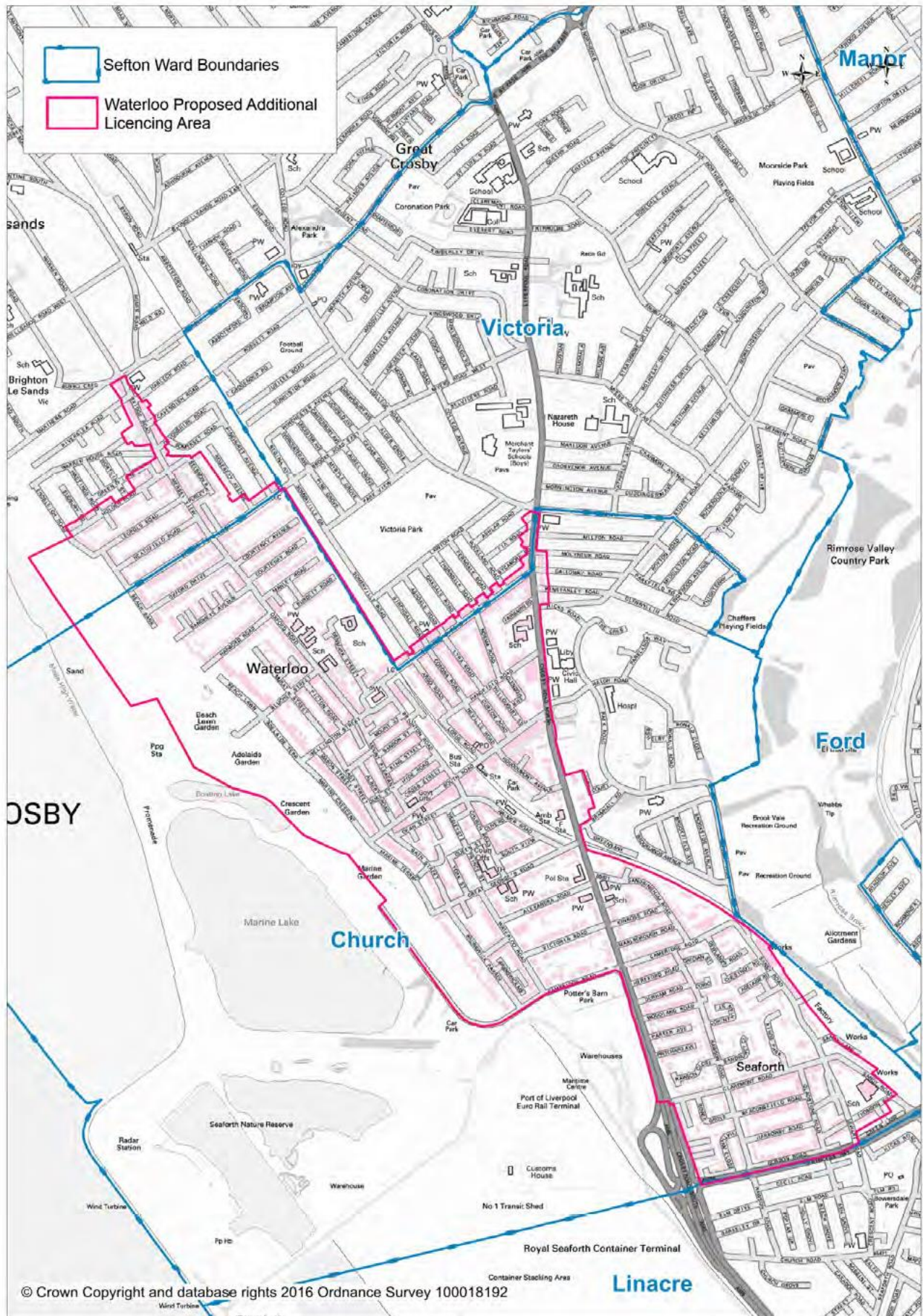
Appendix I – Licencing Boundary Maps

### Background Papers:

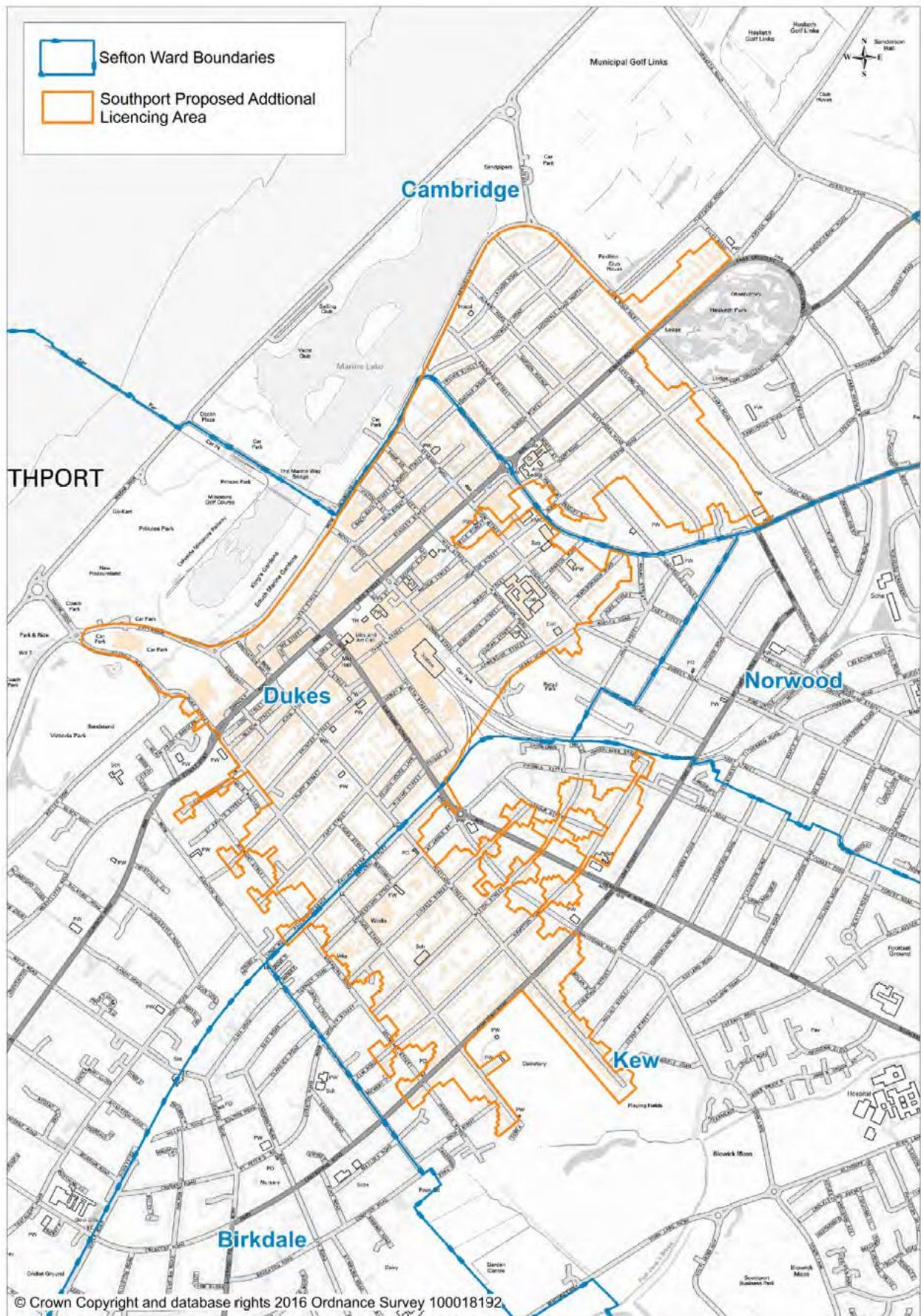
None

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## Appendix I – Additional (HMO) Licencing Boundary – Seaforth/Waterloo

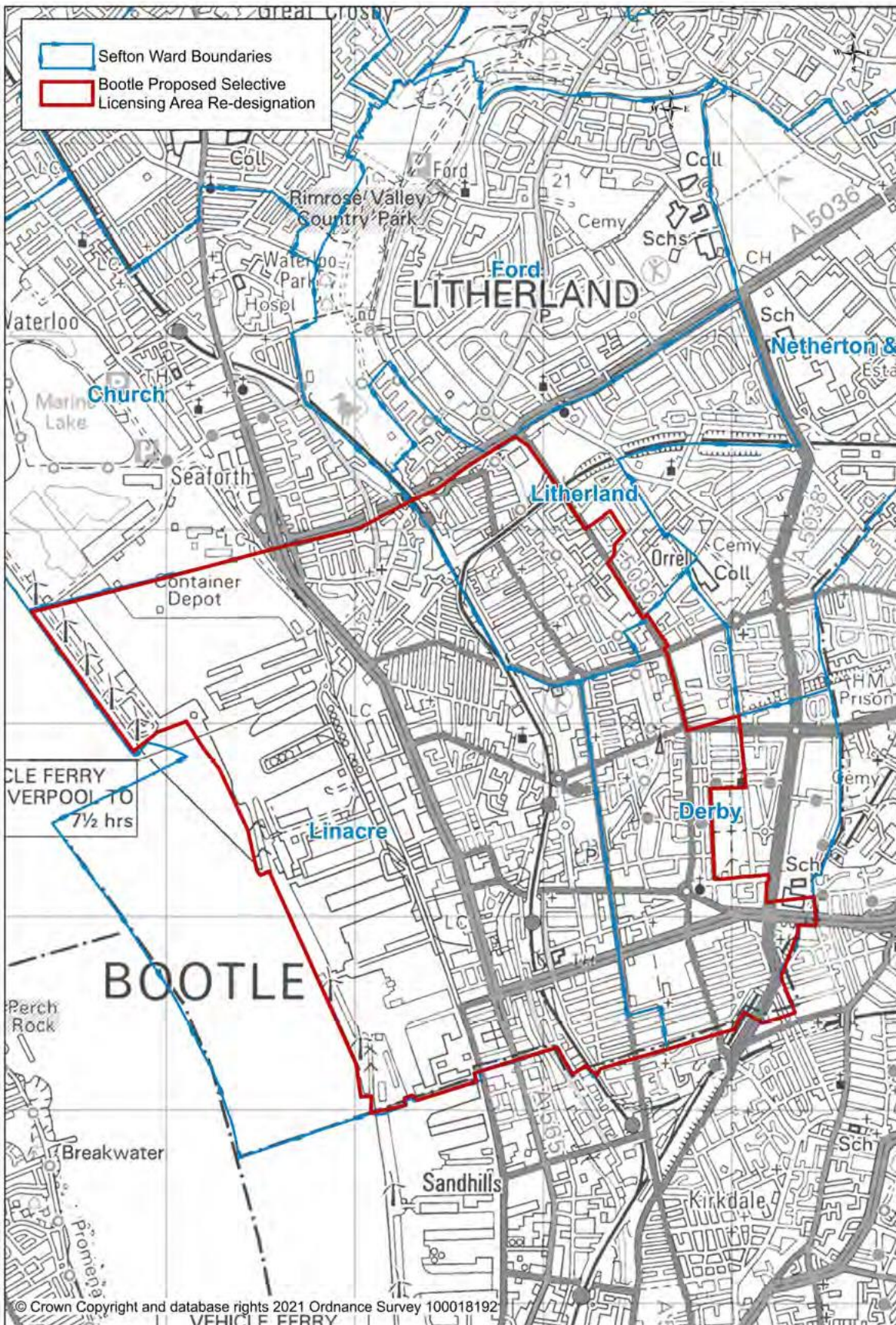


## Additional (HMO) Licencing Boundary - Southport



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## Selective Licencing Boundary – Bootle/Litherland



**Report Title: Flood and Coastal Erosion Risk Management Annual Report 2023/24**

Date of meeting:	25th November 2024		
Report to:	Overview and Scrutiny Committee (Regeneration and Skills)		
Report of:	Head of Operational In-House Services		
Portfolio:	Health and Wellbeing		
Wards affected:	All		
Is this a key decision:	No	Included in Forward Plan:	No
Exempt/confidential report:	No		

**Summary:** The Flood and Water Management Act 2010 previously required that arrangements be made to review and scrutinise the exercise by the Council as a Lead Local Flood Risk Authority of its flood risk management functions and coastal erosion risk management functions. Following the cessation of this requirement, O&S has requested that an annual Flood and Coastal Erosion Risk Management (FCERM) review be brought to them.

**Recommendation(s):** That the Overview and Scrutiny (Regeneration and Skills) committee;

- (1) Review the report
- (2) That any comments from this committee be referred to the Cabinet Member (Health & Wellbeing) for consideration.

## 1. The Rationale and Evidence for the Recommendations

The purpose of the report is to ensure that delivery of flood and coastal erosion risk management is undertaken appropriately and the committee's views are considered in the future delivery of the Council's Flood and Coastal Erosion Risk Management function.

A summary digital report has been created and is accessible via this link  
<https://sway.cloud.microsoft/ptpmElQBjBvp6ACU?ref=Link>

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## 2. Financial Implications

There are no additional revenue implications as a result of this report. The capital projects detailed in the report are subject to funding being provided.

## 3. Legal Implications

Sefton Council has duties under the Flood and Water Management Act 2010 as a Lead Local Flood Authority that are detailed within the report.

## 4. Corporate Risk Implications

Flooding and coastal erosion are significant risks across the borough of Sefton, this report provides the context of these risks.

## 5 Staffing HR Implications

There are no staffing implications associated with this report.

## 6 Conclusion

The Council is undertaking its best endeavours to manage flood and coastal erosion risk across the borough with the resources it has available. It remains a significant challenge to manage these risks and requires working with multiple partners. Climate change impacts puts additional pressures on this function and long term planning (100+yrs) is essential for the sustainability of the borough.

## Alternative Options Considered and Rejected

Not applicable

<b>Equality Implications:</b>
There are no equality implications.
<b>Impact on Children and Young People:</b>
There are no impacts on children or young people
<b>Climate Emergency Implications:</b>
The recommendations within this report will have a Positive impact.  The content of this report sets out the work and project undertaken by the FCERM in managing flood risk. The nature of this work is to manage a climate impact on our communities. The approaches taken by FCERM are to adapt and mitigate the risks posed by climate change, from assessing planning applications to ensure future climate prediction are considered in designs, to designing in sustainable drainages systems within our sites. The schemes undertaken are designed to better understand and address flood risk now and into the future. Though over the short term some of the work, especially any construction can have a negative impact, its long-term goal is to provide improvements. It is therefore considered that the work has a positive effect on climate change.



## What consultations have taken place on the proposals and when?

### (A) Internal Consultations

The Executive Director of Corporate Services & Commercial (FD.7817/24) and the Chief Legal and Democratic Officer (LD.5917/24) have been consulted and any comments have been incorporated into the report.

### (B) External Consultations

Not applicable

## Implementation Date for the Decision :

With immediate effect.

Contact Officer:	Paul Wisse
Telephone Number:	0151 934 2959
Email Address:	Paul.wisse@sefton.gov.uk

## Appendices:

There are no appendices to this report

## Background Papers:

The following background papers, which are not available elsewhere on the Internet can be accessed on the Council website:

[Summary digital report](#)

[Flood and Coastal Erosion Risk Management strategy](#)

[Flood and Coastal Erosion Risk Management business plan](#)

[FCERM Flood Investigation Policy](#)

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## **Flood and Coastal Erosion Risk Management Annual Report 2023/24**



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## 1. Introduction

The Annual Review covers a 12-month period from September 2023-2024 and details the following key areas:

- Information on **flooding & erosion incidents** experienced over the last year.
- Work progress relative to our **legislative responsibilities** as a Lead Local Flood Authority (LLFA), Riparian Owner & Coastal Authority.
- Work progress relative to our own **actions** set out in our Local Flood Risk Management Strategy (LFRMS) 2022-2030.
- Overview of annual finances

A summary digital report has been created and is accessible via this link

<https://sway.cloud.microsoft/ptpmEIQBjBvp6ACU?ref=Link>

## 2. Overview of Flooding & Coastal Change Incidents October 2023 – September 2024

### 2.1. Inland Surface Water Flood events

The total flood incidents (all types) reported between Oct-2023 and Sep-24 were 83 reports of flooding. There have been 40 reports of internal flooding (Internal flooding includes into the habitable part of a property, the main business and/or garages or outbuildings that are joined to the main property), the majority of which, 37, occurred on the 30<sup>th</sup> September in Bootle. This flooding occurred due to a failure on the combined sewer system that resulting in water surcharging and causing the flooding. The event was a prolonged heavy rainfall over almost 24hrs. The remaining reports occurred on 16 separate dates, with storm Babet 21/10/23 and 22/10/23 and Storm Pierrick 9/04/24 being the most notable events. Despite the weather being fairly wet the rainfall hasn't been as intense as the previous year, especially during the summer months when less thunderstorms occurred.

Figure 1a highlights the distribution of flood incidents across the Sefton borough for 2023/24.

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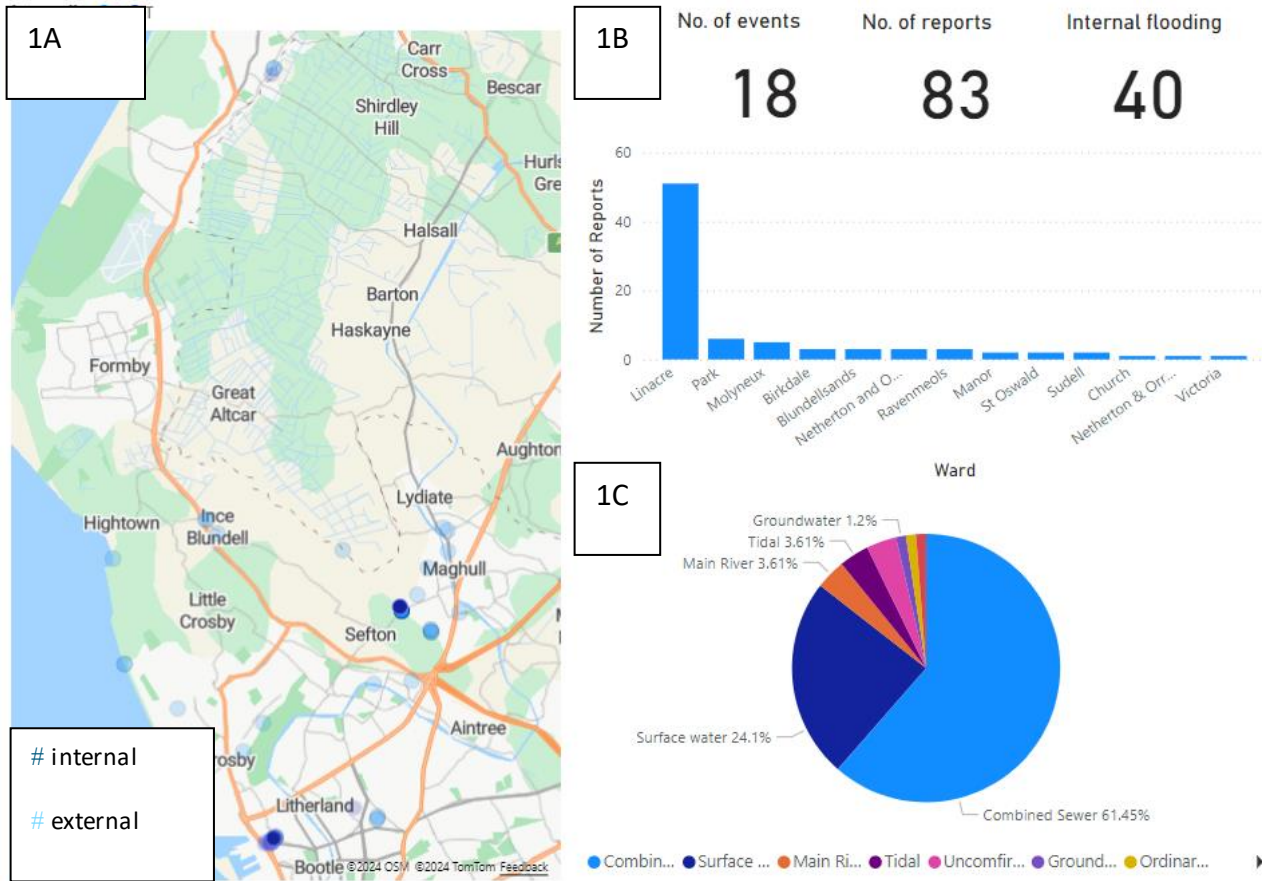


Figure 1a-c: This figure highlights the flood incidents across the Sefton Borough between Oct-23 to Sep-24. a.) Distribution and type of flooding incident - internal or external b.) Flood incidents reported by ward c.) Flood incident reports relating to land use type.

Since the introduction of the Flood and Water Management Act in 2010 (1<sup>st</sup> April 2010) there has been 720 reports of flooding covering 224 events with 215 being reported as internal flood events. Of these events, 69 reports were made due to during Storm Christoph (January 2021), 38 Storm Eva (December 2015) and 41 August thunderstorms 2020, 37 on 30<sup>th</sup> September 2024 and 30 August thunderstorms 2023. This shows that the large storm events do cause a significant impact and are very hard to predict and manage. Figure 2 shows the distribution of events covering the borough, with 61% of all flood reports from residential properties and 6% from businesses. Figure 3 shows the flood reports by settlement with Maghull reporting the most floods (239) followed by Bootle (91) and Southport (65).

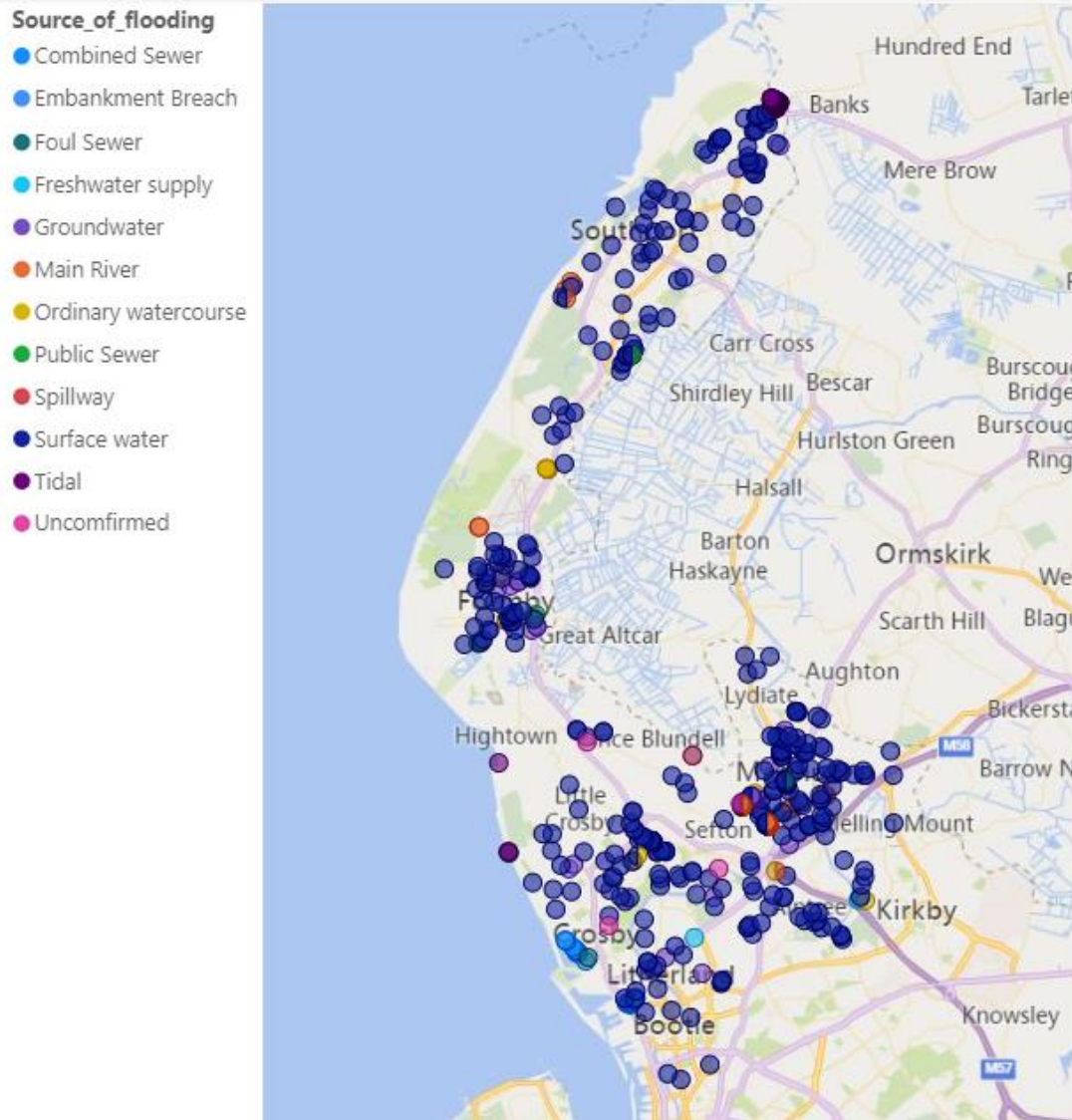


Figure 2. Sefton flood reports by source 01/04/2010 to 30/09/2024

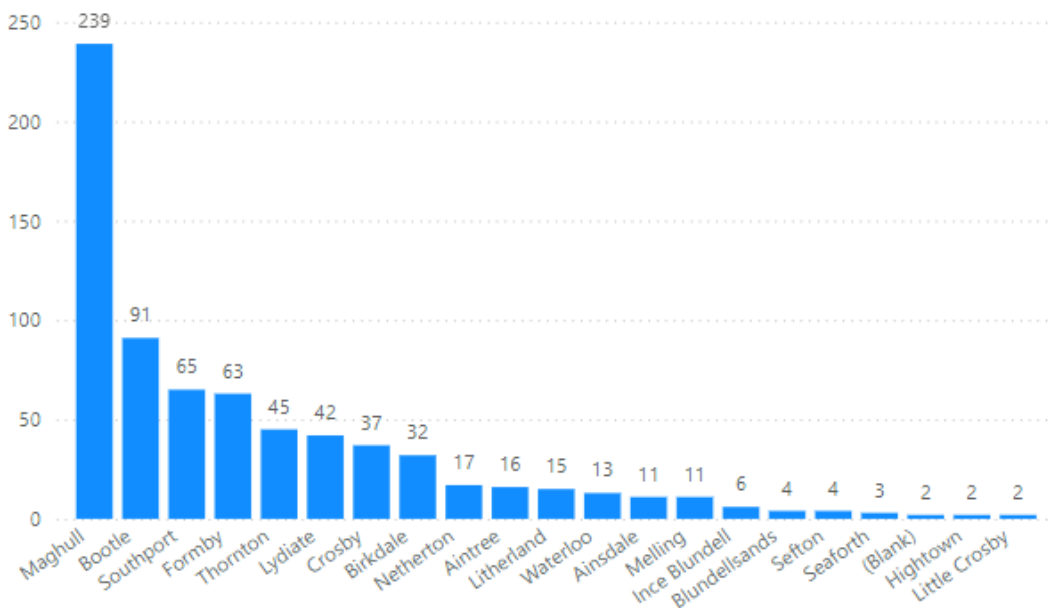


Figure 3. Flooding by settlement 1/4/2010-20/09/2024

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## 2.2. Coastal Flooding & Change

During the 2023/2024 period there was some coastal flooding and erosion during storm Pierrick in April 2024 with flooding caused by waves crashing into the seawall and spray flooding the promenade and car park at Hall Road Blundellsands. This storm also caused some erosion of the soft defences (sand dunes) across the whole frontage with Hightown losing up to 5m of dunes.

## 3. Legislative Responsibilities

Sefton's statutory duties and legislative responsibilities have been integrated into the actions of the FCERM business plan which is reported in section 4. However, it is useful to separate these actions out here for clarity to demonstrate how they are being delivered.

### 3.1. Delivery of Duties Under the Flood and Water Management Act (2010)

The Flood and Water Management Act (FWMA) 2010 established Sefton Council as a LLFA making it responsible for the management of 'local flood risk'. 'Local Flood Risk' refers to flooding from surface water, groundwater and ordinary watercourses (ditches, stream and smaller rivers). **As an LLFA, Sefton Council has several responsibilities (a-f)**. The delivery of these responsibilities is outlined beneath each subtitle:

***a) Prepare and maintain a Local Flood Risk Management Strategy which manages surface water runoff, groundwater & ordinary watercourses.***

Under Section 9 of the FWMA, an LLFA has a duty to develop, maintain, apply and monitor a Local Flood Risk Management Strategy. In January 2022, Sefton Council adopted its new [Local Flood and Coastal Erosion Risk Management Strategy 2022-2030](#) (see background papers to this report) which aligns with Sefton Council's 2030 Vision and takes into consideration the National FCERM strategy.

The local strategy provides information on who the risk management authorities are in Sefton, their relevant functions and how our approach to flood risk management is coordinated. It offers information on how wider environmental objectives will be achieved in Sefton and provides timescales of when our approach will be reviewed.

The strategy is supported by a [Business Plan](#) which outlines Sefton's future actions for managing flood and coastal erosion risk and provides detail on the process, timescales, benefits and costs associated with any proposed actions. This strategy provides local communities and stakeholders with clarity on flood risk management in Sefton.

***b) Co-operate with other Risk Management Authorities (RMA) and work closely to ensure local and national plans are linked.***

Over the past year Sefton Council has continued to work in partnership with other RMAs to reduce flood risk across the borough on a national-, regional- and project-scale. Sefton Council's interests have been represented at the working groups displayed in Table 1 (both virtual and in-person, where suitable).

The attendance of these meetings has allowed RMAs to share examples of best practice, exchange data & information and examine more efficient & prioritised ways of achieving our actions in collaboration with our RMA partners.

Table 1: Meetings & Working Groups attended during the past 12-month period.



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Meeting	Scale	RMAs Attending	Frequency	Outcomes
<b>The Merseyside Flood Risk Partnership: Operational, Tactical and Strategic</b>	Regional	EA, UU, Merseyside LLFAs	Quarterly	Worked in partnership to resolve local flood issues. Administered quick win funding
<b>The NW Regional Flood &amp; Coastal Committee</b>	Regional	EA, UU, Regional Strategic Partnerships	Quarterly	New business plan approved. Increased quick win funding to £100k per partnership.
<b>The Liverpool Bay Coastal Sub-Group</b>	Regional	EA, maritime authorities	Biannually	Undertook a health check, reviewed action plan and developed a handbook to explain the purpose of the group more clearly.
<b>Northern Coastal Sub-Group</b>	Regional	EA, maritime authorities	Quarterly	Supported and provided feedback to the coastal monitoring programme
<b>The North West and North Wales Coastal Group</b>	Regional	EA, UU, maritime authorities	Quarterly	Advancement of SMP action plan, Supporting the Our Future Coast Project, undertaken a health check review and developing a handbook for the coastal group.
<b>Alt Crossens catchment Partnership</b>	Regional	EA, UU	Quarterly	Coordination of project activity across catchment inc. several bids for watercourse improvements, studies on Alt and Melling Brook and submitted a business case with the Mersey Rivers Trust to deliver a catchment to coast NFM project along the River Alt.
<b>National Network of Regional Coastal Monitoring Programme Steering Group</b>	National	EA, national regional monitoring programmes	Quarterly	Exchange of knowledge across network – defining specification for survey work

***c) Establish and maintain a register of structures or features which have a significant effect on flood risk.***

Whilst we have updated and improved our system for asset recording, there has been a national and regional push to update asset registers. MerPage 33 Greater Manchester are working together to

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establish best practice for collecting, storing and accessing asset data. This review is due to be complete in Spring 2025.

**d) Undertake the role of a statutory consultee to Sefton planning authorities by providing technical advice on surface water drainage.**

Sefton Council, in its role as LLFA, is a statutory consultee and, therefore, provides technical advice on surface water drainage for major planning applications ( $\geq 10$  dwellings/ $\geq 0.5$  Ha). Figure 5 shows the number of different types of applications that were received.

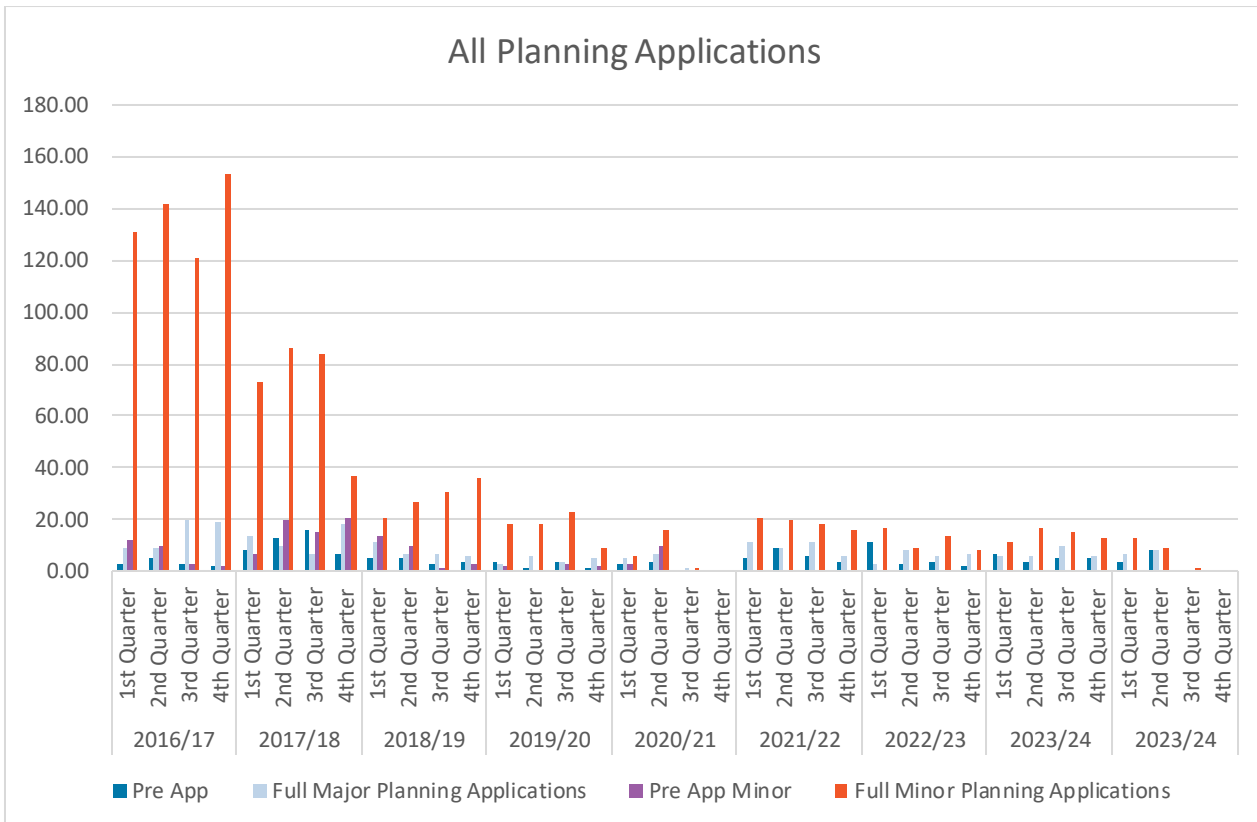


Figure 5: The annual (Oct-Sep) number of planning applications (Major, Minor, Major Pre. App, Minor Pre. App) received by the FCERM team from 2017-2024.

The number of planning applications received has remained constant over the last few years after the initial high numbers following the publication of the local plan and the minimal numbers during covid lockdown. However, the complexity of the flood risk management on the sites is high, meaning applications are taking a long time to resolve.

**e) Investigate and publish reports on significant flooding in Sefton.**

Sefton Council has a duty to publish flood investigation reports under Section 19 of the Flood and Water Management Act 2010. The FCERM Flood Investigation Policy defines what is considered to be a ‘significant flood event’ and the criteria for triggering a Section 19 report. Section 19 reports provide an overview of the circumstances of the event for public record with the objectives of the report being to:

- Identify and explain the probable cause of flooding.
- Identify which authorities, communities and individuals have relevant flood risk management powers and responsibilities.

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- Provide recommendations for each of those authorities, communities, and individuals.
- Outline whether those authorities, communities or individuals have or will exercise their powers or responsibilities in response to the flooding incident.

The report does not include analysis of flood mechanisms or hydraulic modelling as it is not intended to provide solutions or mitigation options in relation to the event.

The LLFA cannot:

- Resolve the flooding issues or provide designed solutions.
- Force authorities to undertake any of the recommended actions.

A section 19 report will be undertaken for the flooding that occurred on the 30<sup>th</sup> September 2024 in Bootle.

***f) Regulate ordinary watercourses through consent and enforcement powers to ensure riparian owners are undertaking their duties.***

The Land Drainage Act 1991 and amended by the Flood and Water Management Act 2010 requires anyone wishing to alter an ordinary watercourse to obtain consent from the Council prior to undertaking the work. Failure to do so can result in the enforcement action being taken by Sefton Council to ensure the capacity and condition of the watercourse are not compromised.

Where the flow of an Ordinary Watercourse is impeded, Sefton Council also has permissive powers to undertake enforcement action which are set out in the Land Drainage Act 1991 in three key sections:

- Section 21: Enforcement of obligations to repair watercourses, bridges, etc.
- Section 23 & 24: Prohibition on obstructions etc. in watercourses.
- Section 25: Powers to require works for maintaining flow of watercourse.

Enforcement action will be considered within available resources, by serving notice, where it is in overriding public interest and efforts of negotiation have failed to resolve. Sefton Council will prioritise enforcement action as set out in table 2:

Priority	Likely consequence of flooding
1	Internal flooding to a dwelling or business premises
2	Flooding to highways defined as part of Sefton’s Key Route Network or critical infrastructure*
3	Flooding to highways defined as classified roads or local distributor roads.
4	Flooding to outbuildings, gardens, open space and farmland that is not on part of the functional floodplain

Table 2: Flood risk prioritisation

\*Critical infrastructure refers to:

- Railway lines and stations.
- Police, ambulance and fire stations and command centres.

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- Hospitals.
- Universities, colleges and schools.
- Local authority main offices.
- Residential institutions supporting vulnerable people.

Whilst there haven't been any formal enforcement action, we are undertaking negotiated actions with a number of Riparian owners.

## **3.2. Delivery of Duties as a Riparian Owner (Land Drainage Act, 1991)**

Under the Land Drainage Act (1991), riparian landowners have a legal responsibility to maintain the free passage of water through the section of watercourse that flows across their land. A riparian owner possesses land which has a watercourse running next to, underneath or through it. As a landowner, and a riparian owner, Sefton Council has a legal obligation to actively maintain watercourses across its land. Figure 6 shows the proportion of spend as a Riparian owner and on Critical ordinary watercourses.

## **3.3. Delivery of Duties under the Coast Protection Act (1949)**

Under the Coast Protection Act (1949) Sefton Council was designated as a Coastal Protection Authority and as such has powers to protect and maintain the Sefton coast.

To ensure we are fulfilling our obligations the following maintenance has been undertaken:

- Crosby Seawall  
Repairs have been undertaken to the timber breastwork, railings and promenade but are all subject to recurrence following storm events.
- Coastal Defence Inspection.  
Both hard and soft defences have been inspected.

## **4. Delivery of Local Flood Risk Management Strategy (LFRMS) Actions (2022-2030)**

In 2021/22, the FCERM produced and adopted a new LFRMS and Business Plan. To ensure we are delivering on our actions our progress will be measured relative to the actions set out in the LFRMS Business Plan which were based on the Sefton 2030 Vision themes (Figure 7). The table below provides an update on the actions.



Figure 7: Themes of the Sefton Council’s Vision 2030

Together a Stronger Community	
<i>What we said we’d do in 2023/24</i>	
<b>Exchange knowledge and best practice with wider partners to ensure improvements, efficiencies and effective ways of working</b>	
<i>What we said we’d do in 2023/24</i>	
Continue to attend existing meetings and further develop partnerships, with the Crosby and Pool Schemes being a key co developed project with the EA and UU that will begin to be delivered this year is approved.	
<i>What we have done in 2023/24</i>	
Over the period 2023/2024, Sefton Council has continued to work in partnership with other RMAs to reduce flood risk across the borough on a national-, regional- and project-scale. Sefton Council’s interests has been represented at the following working groups: Merseyside operational, tactical and strategic. Sefton council also attends the Liverpool coastal subgroup whilst providing a Regional Coastal Monitoring update at the Northern coastal subgroup, the Liverpool Bay coastal subgroup and the North West North Wales Coastal Group. An officer from Sefton Council now chairs the Liverpool Bay Coastal Group and another is the secretariate for all three Coastal Groups for the North West. Officers contributed information to the Council’s weather emergency plan. Officers have also contributed to the university of Liverpool Coastal Module in Septemeber 2023, where they provided a lecture on Coastal Monitoring data and the link between the Shoreline Management Plan. Officers have also contributed to the COastal group COnference in March 2023 and the Coastal Practioners Conference in May 2024	
<i>What we will do in 2024/25</i>	
Continue to attend existing meetings and further develop partnerships with universities, coastal groups, and community groups.	
<b>Engage with communities where FCERM projects will be undertaken</b>	
<i>What we said we’d do in 2023/24</i>	
Engage with communities at the appropriate times through the consultation process and planning consent to keep communities up to date with progress and gather their thoughts. Consultation response reports will be produced following any consultation or engagement campaigns.	
<i>What we have done in 2023/24</i>	

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Carried out public consultation on the interim Coastal defence works at Crosby. Delivered presentation to Hightown Parish Council and Crosby and seaforth residents action group on Coastal change, monitoring and management. Completed the Pool consultation exercise and produced a report on the feedback received.

**What we will do in 2024/25**

Further public engagement when the works are due to commence and via the planning process. Once we have a steer from ELT on the way forward with the full Crosby coastal defence scheme, further public consultation and engagement will commence on this too. We will continue to monitor the Hightown section of the Coast, and as and when triggers are met to implement action, public consultation and engagement will be undertaken if necessary works are needed. Some consultation and engagement will be needed with Hightown residents if the NFM project is approved and we do further work on options development for the management of the Alt where it meets the sea at Hightown. Continue consultation about the Pool Project through the planning process and take findings of the process to the consultation and engagement panel.

**Work with land managers and NW coastal group on the delivery of the Our Future Coast (Eco buffers) project at Formby Point**

**What we said we'd do in 2023/24**

Deliver project to programme, focussing on research and evidence collection.

**What we have done in 2023/24**

We have undertaken an extensive literature review on the sand dune at formby and have proposed 3 research questions to partners. A readiness assessment survey has been developed in partnership with the Our Future Coast Team and has been circulated to Formby residents. We recieved over 400 responses.

**What we will do in 2024/25**

Seek to complete reseach into the Dunes dynamics.  
Analyse the survey responses to inform future actions.  
Take learning from the project and look to apply along the Sefton Coast.

**Ensure council-delivered SuDs schemes achieve multiple benefits**

**What we said we'd do in 2023/24**

Continue to seek opportunities to deliver SuDs to support council assets and seek planning and funding approval to deliver the 'Making space for water scheme in Churchtown and Crossens' which will be constructed on Sefton owned green spaces. Review the SuDS opportunity mapping report by Atkins for Formby and Maghull to see what measures are feasible to be implemented.

**What we have done in 2023/24**

Finalised the suds opportunity report with Atkins and some of the identified options have supported the development of the NFM innovative resilience project lead by the Mersey Rivers Trust. Sharing the report with UU to see if there are any opportunities to do work to reduce flows into the combined sewer systems using suds. Pool project progressing with planning application submitted and public consultation undertaken.

**What we will do in 2024/25**

Seek to deliver Suds schemes identified in the Suds opportunity reports and deliver the Pool scheme.

**A Borough for Everyone**

**Assess deliverability and seek funding to deliver the Pool Scheme (Making Space for Water in Churchtown/Crossens)**

**What we said we'd do in 2023/24**

Review plans following public consultation, submit planning application and business case, if all approved commence works on site Spring 2024.

**What we have done in 2023/24**

Continued to develop the business case and re assess partnership funding calculator.

<b>What we will do in 2024/25</b>
Seek planning approval, procurement of works and scheme delivery.
<b>Review FCERM policies &amp; develop new policies where necessary.</b>
<b>What we said we'd do in 2023/24</b>
Review all existing FCERM policies and identify the need of any new ones.
<b>What we have done in 2023/24</b>
Review of existing policies hasn't progressed, however we have inputted into the SMP refresh and action delivery, submitted comments on NPPF planning policy consultation.
<b>What we will do in 2024/25</b>
Review existing policies.

<b>Living, working &amp; having fun</b>
<b>Reactive inspection of private-owned assets following reports of flooding.</b>
<b>What we said we'd do in 2023/24</b>
Seek to inspect assets following reports of flooding as resources allow.
<b>What we have done in 2023/24</b>
Following repeated flooding in Ince private, unmapped assets were inspected and findings were shared with the landowner and worked together to resolve the issue.
<b>What we will do in 2024/25</b>
Seek to inspect assets following reports of flooding as resources allow.

<b>Ready for the Future</b>
<b>Deliver actions set out in Shoreline Management Plan</b>
<b>What we said we'd do in 2023/24</b>
Continue working with the North West and North Wales Coastal group to deliver actions. Seek to take forward work at Crosby and Hightown, subject to funding.
<b>What we have done in 2023/24</b>
Reviewed existing actions and ensuring actions are progressed.
<b>What we will do in 2024/25</b>
Deliver actions set out in the SMP for Sefton.
<b>Establish plan and triggers for works to Hightown Coastline</b>
<b>What we said we'd do in 2023/24</b>
Establish if it is beneficial for Hightown and Crosby to be combined into one scheme, secure funding and undertake detailed designs.
<b>What we have done in 2023/24</b>
Monitoring reports have been reviewed with potential triggers identified by an external consultant. These are being monitored closely and options are being considered to action as and when needed.
<b>What we will do in 2024/25</b>
Continue to monitor the beach and dunes closely to see if any triggers are met that require interventions.
<b>Coordinate the delivery of groundwater monitoring across the Merseyside Authorities.</b>
<b>What we said we'd do in 2023/24</b>
Make a decision on the future direction of the project.
<b>What we have done in 2023/24</b>
Discussed groundwater monitoring with the other Merseyside LAs but wasn't able to get a collective response
<b>What we will do in 2024/25</b>
Further discussions with Liverpool John Moores University about groundwater monitoring and potential analysis using students. And follow up with the Merseyside authorities
<b>Undertake a programme of inspection for coastal assets</b>
<b>What we said we'd do in 2023/24</b>
Continue with monthly and annual inspection programmes
<b>What we have done in 2023/24</b>
The following inspections have been completed in 2023: Sefton, Fylde, Blackpool, Wyre, Lancaster, South Lakes, Barrow, Copeland and Allerdale. Reports have been completed for Sefton, Fylde, Blackpool, Wyre, Lancaster, South Lakes, Barrow, Copeland and Allerd

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<b>What we will do in 2024/25</b>
The following inspections have been booked in for completion during 2024: Sefton July, Lancaster and Blackpool August, Allerdale and South Lakes October, Copeland November, Barrow December. Wyre BC will inspect and report on Fylde and Wyre inspections. Wyre will also complete reports for Lancaster, South Lakes, Barrow, Copeland and Allerdale.
<b>Undertake programmed and reactive maintenance for highways assets</b>
<b>What we said we'd do in 2023/24</b>
Work with highways to review Brooms Cross highway suds drainage maintenance programme
<b>What we have done in 2023/24</b>
Inspected the assets on Brooms Cross road and liasied with highways and their contractor with regards on going maintenance and improvements
<b>What we will do in 2024/25</b>
Carry on inspecting and liasing with highways to ensure the assets are functional.
<b>Seek to deliver natural flood manament measures</b>
<b>What we said we'd do in 2023/24</b>
<b>What we have done in 2023/24</b>
A call for bids was made for natural flood management scheme by Defra, a Alt Catchment Partnership bid was successful with interventions planned in Maghull (Mersey Rivers Trust), Formby, Sefton Council and Hightown Sefton Council. The full business case has been submitted and the outcome is due in Autumn 2024.
<b>What we will do in 2024/25</b>
Deliver the projects to install the interventions (subject to funding approval)

## 5. Upcoming Policy or legislative changes

### 5.1. Proposed enactment of Section 3 of the Flood and Water Management Act 2010.

In January 2023, the government announced its decision to implement Schedule 3 of the Flood and Water Management Act 2010 in England to better control flooding and wastewater discharges.

The schedule is expected to be implemented in 2024 and will provide a framework for the approval and adoption of sustainable drainage systems to decrease the volume and/or rate of water flowing into sewers and storm overflow discharges. The core purpose of [Schedule 3](#) is to make the incorporation of sustainable drainage systems (SuDS) into new developments mandatory.

The latest update is that this is going through further review following the establishment of the new government.



**Report Title:  
Southport Market**

Date of meeting:	25 <sup>th</sup> November 2024		
Report to:	Overview & Scrutiny Regeneration, Economy & Skills		
Report of:	Assistant Director Economic Growth & Housing		
Portfolio:	Regeneration, Economy & Skills		
Wards affected:	Dukes		
Is this a key decision:	No	Included in Forward Plan:	Yes
Exempt/confidential report:	No		

**Summary:**

Southport Market was repurposed into a Food and Drink Market and opened in July 2021; the paper outlines its year 3 performance, particularly in the context of economic conditions affecting the sector and venues including, but not limited to, Southport Market.

**Recommendation(s):**

That Committee note the report

**1. The Rationale and Evidence for the Recommendations**

Southport Market is a key Council asset helping to drive footfall and support independent businesses, since the market has been operational yearly reports have been brought to Committee to have oversight on performance.

**2. Financial Implications**

There are no new financial costs associated with this report.

**3. Legal Implications**

None

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## 4. Corporate Risk Implications

Risks have been identified, mitigated, and recorded in the service Risk Register which is updated quarterly.

## 5 Staffing HR Implications

None

## 6 Conclusion

Southport Market is integral to the Southport offer and will be vital more than ever as the Town goes through a period of recovery. Like all hospitality venues trading can be very volatile within the industry, the report covers the performance over the last 12 months looking at the lessons learnt, and any mitigation actions required.

## Alternative Options Considered and Rejected

N/A

### Equality Implications:

There are no equality implications. As with all areas of the Economic Growth and Housing service, the Council's strategy and action plan for Equalities, Diversity and Inclusion are considered and implemented where applicable.

### Impact on Children and Young People:

Southport Market provides a space for all to enjoy, the events space hosts several children friendly events. The Market businesses also provide employment opportunities for young people.

Economic conditions in Southport will inevitably have an impact on children and young people and the implications of these are already being captured under the key strategic objectives and subsets of the Sefton Economic Strategy.

### Climate Emergency Implications:

There are no direct implications.

## What consultations have taken place on the proposals and when?

### (A) Internal Consultations

The Executive Director of Corporate Services and Commercial (FD.7832/24) and the Chief Legal and Democratic Officer (LD.5932/24) have been consulted and any comments have been incorporated into the report.

### (B) External Consultations

Not applicable

Implementation Date for the Decision :

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Following the expiry of the “call-in” period for the Cabinet decision.

Contact Officer:	Mark Catherall
Telephone Number:	0151 232 2315
Email Address:	Mark.catherall@sefton.gov.uk

## **Appendices:**

None

## **Background Papers:**

None

### **1.0 Background**

- 1.1 The original design of the venue and operation for the new Market Hall was to have a central bar serving all drinks while also being responsible for managing the floor such as cleaning, pot wash and other operational duties.
- 1.2 It was envisaged there would be 8 hot food kitchens, 2 smaller dessert units and Blackhurst butchers being retained in the front unit.
- 1.3 As with all food markets it is important that the offer continues to evolve and never stays still - in the first year of operation there was a small number of unit changes that now sees the market operating 7 hot food kitchens, 1 desert offer and the main bar. This is supplemented by two small units available for daily hire (non-food).
- 1.4 In the third year of trading we have not seen any change in the business mix with all traders still trading, with many of the original traders still operating in the market despite the continuing pressure in the hospitality sector like the previous year of trading. Two units have changed their trading name to reflect menu changes.
- 1.5 The Market also has a large events space called The Extravaganza Room that can accommodate 200 people. The space is used for private hire and ticketed events curated and managed by the market team.

### **3.0 Financial Performance**

- 3.1 Food traders and the bar pay a turnover rent rather than a set rent measured on square footage; this arrangement is now common practice in many food markets and allows the landlord to be rewarded the more successful the operation becomes. It also importantly allows new start-up businesses breathing space to become established and to build up a robust cash flow.
- 3.2 All traders also pay utility costs; all units are metered and traders are recharged on the actual usage.
- 3.3 The agreed income targets for the operation consists of turnover rent, service charge, general rents, Outdoor markets, and any utility recharges.
- 3.4 Expenditure is made up several budget headings that are required such as salaries, marketing and events, utilities, repair, and maintenance along with consumables.

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## Year 2 v Year 3 (Food and Drink Sales Performance)

	<b>Year 3</b>
<b>Food</b>	+1.4%
<b>Drink</b>	-1.8%
<b>Total</b>	-0.4%

- 3.4 Year 3 has seen a small decline in overall sales performance of 0.4%, this is made up of a small growth in food performance and a small drop in drink sales. According to the National Restaurants Association, 60% of hospitality venues are reported to fail in year one, and 80% are reported to fail within the first five years – with failure rates increasing in 2022 and 2023 given current economic conditions. There also continues to be a difficult trading environment in UK coastal destinations as the UK outbound market recovers coupled with the pressure on people’s disposable income.

## Year 3 Rental Performance v Business Plan Targets

	<b>Target</b>	<b>Outturn</b>	<b>Variance</b>
<b>Total</b>	£381,000	£373,046	£7,954

Includes recharges.

- 3.5 The year 3 total turnover rents and recharges totalled £373,046, which is £7,954 below the year 3 business plan target (it should be noted the business plan was produced in 2020). The rental performance of £373,046 is £41,739 up on year 2.
- 3.6 For year 3 there was also a target of £156k for outdoor markets, that was based on current outdoor market achieved before Covid-19. Due to resource and operational issues the outdoor markets have not been possible to resurrect. It is hoped once the public realm works are complete on King Street and Market Street the outdoor markets will be able to commence.
- 3.7 The Southport Markets were relocated to King Street and Market Street once the Market Hall relaunched. However, due to the increasing costs of road closures and diversions required they were no longer financially viable. Following on from this work began with The Makers Market, the leading artisan outdoor market businesses in the Northwest. After

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several months, The Makers Market also pulled out of Southport due to viability issues. Therefore, in year 3 none of the outdoor market income has been achieved.

- 3.8 To try and make up for the shortfall paid events and hire in the event space has been a major focus for the team. Income from these activities in year 3 was £60,416 this is compared to £26,489 in year 2 up 128%. In year 1 events generated £7,652, as the venue becomes established, we are seeing a strong growth in the events sales.

## Year 3 Expenditure v Business Plan Targets

	Target	Outturn	Variance
<b>Expenditure</b>	£435,000	£430,739	£4,261

- 3.9 The table above shows the year 3 expenditure outturn was over £4,261 than forecasted in the business plan. The current budget for all utility costs for the market is £83,000, with actual expenditure in year 3 being £185,929 resulting in £102,929 over the forecast spend. All traders are recharged for their actual utility usages while Sefton covers the main landlord's supply. The utility pressure is being met centrally as with other Sefton ran assets.

## Year 3 Actual v Business Plan

	Target	Outturn	Variance
<b>Income</b>	£537,000	£446,133	£90,867
<b>Expenditure</b>	£435,000	£564,806	£129,806
<b>Total</b>	-£102,000	<b>£118,673</b>	£220,673

\*Includes full utility cost

## Revised Year 3 v Business Plan

	Target	Outturn	Variance
<b>Income</b>	£537,000	£446,133	£90,867
<b>Expenditure</b>	£435,000	£430,739	£4,261
<b>Total</b>	-£102,000	<b>-£15,394</b>	£86,606

- 3.10 Overall the Market **made a small profit of £15,394** after the utility central recharge and before borrowing costs, it did not reach the original business plan target of £102k profit. The reason the end of year variance can be explained by not hosting outdoor markets, in the original business plan this accounted for Page 45 come projections forecasted in 2020.

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- 3.11 If the £156k is removed from the original business plan this would mean year 3 would have exceeded the target by £69,394. The Southport Town Deal project *Les Transformations de Southport* will support enhancement of the public realm spaces adjacent to the Market and will offer opportunity for outdoor events as previously anticipated. This will be developed further as part of the updated Business Plan.

## Year 2 Actuals V Year 3 Actuals

	Year 2	Year 3	Variance
<b>Income</b>	£357,796	£446,133	£88,337
<b>Expenditure</b>	£423,648	£430,739	£7,091

\*Expenditure excludes utility pressure

- 3.12 Overall year 3 performed strongly with regards to total income when compared to year 2 with an overall increase of £88,337. Expenditure in year 3 increased by £7,091, with the inflationary pressure facing the industry several mitigation factors were put in place.

## 4 Continuing Sector Pressures

- 4.1 The trading environment for the hospitality sector continues to see significant changes and challenges due to cost-of-living crisis, inflation and other factors impacting on Southport. It has been well documented that the hospitality sector has and is facing challenges such as utilities and consumables with both having a direct impact on the market.
- 4.2 As stated earlier, according to the National Restaurants Association, 60% of hospitality venues are reported to fail in year one, and 80% are reported to fail within the first five years – with failure rates increasing given current economic conditions. The challenges of opening a new hospitality venue at any time are exacerbated by increasing cost pressures affecting sector-wide profitability, with venues such as Southport Market seeing more than 100% increases in energy bills during the period.
- 4.3 For the last few years, the UK restaurant industry has been heavily impacted by factors beyond operators' control, and 2023/24 was no different. It was another challenging year across the sector, with stubbornly high inflation, rising interest rates, the cost-of-living crisis and geopolitical tensions increasing pressure on both businesses and customers.
- 4.4 The cost-of-living crisis was a prevailing theme in the UK throughout last year. Both businesses and consumers alike navigated a challenging year of record inflation driving high levels of cost.
- 4.5 According to BDO in their latest bars and restaurants report the high inflationary environment has created behaviours akin to an hourglass economy where the premium and value end of the market receives the most traction, squeezing out the middle-income spending patterns, this was one of the main customer groups targeted by the market.
- 4.6 In their report BDO also state that Consumer confidence remained volatile through 2023 and Household disposable income remains below levels observed pre-2023, which will continue to be the hospitality sector's main challenge for the upcoming year as consumers look to stretch the value of each pound spent.

## 5. Looking Ahead

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- 5.1 It is forecasted that the hospitality industry will continue to face uncertainty in the short and medium term as household disposable income continues to be squeezed and while inflation has fallen, food inflation continues, and those costs continue to be passed onto the consumer.
- 5.2 Following the tragic incidents in Southport on 29th July 2024 business in the Town Centre reported a dramatic drop in business, this continued throughout the summer and has shown little signs of recovery.
- 5.3 Many businesses are reporting between a 40%-70% drop in turnover, furthermore July 2024 was the worst July on record for rainfall with many hospitality and attraction venues reporting their worst July since records began (not including lockdown).
- 5.4 The first six months of trading for Southport Market reflects the difficult trading situations above, In the peak summer season July was down 11% while August was down 20%. This trend continued into September. Therefore, it is safe to assume the trading performance in year 4 will be substantially less than year 3 due to the major factors out of the markets control.

## 6. Events

- 6.1 The events space to the rear of the Market continues to be a success, the team have put on multiple sell out events throughout year 3 with thousands of tickets sold for Easter events, themed nights and Christmas extravaganza events. Income from events is up 128%.
- 6.2 The space is also used for free events along with large numbers of private bookings.
- 6.3 The space is also always offered free of charge for community events. Also, throughout year working with partners we have been looking at how the market can be utilised to help tackle issues within the community. A comedy bingo social in the winter months has been taking place providing a warm space and to help with isolation which has been a great success with over 60 people attending per event.

## 7. Conclusions

- 7.1 Overall year 3 of the market has been successful in extremely challenging trading conditions. Year 3 saw overall growth in total income while keeping expenditure (excluding utilities) under control.
- 7.2 The events space continues to improve with income 128% up year on year.
- 7.3 Year 3 has seen the continued impacts of the cost-of-living crisis, and inflationary pressures, as outlined in section 4. This is also continuing into year 4 with the summer season for Southport underperforming considerably compared to recent summers.
- 7.4 There is a need to continue to monitor expenditure. Costs such as utilities are almost completely outside the control of the venue. However, steps have already been taken to reduce spend in other areas such as consumables without impacting on the overall quality though cost pressures continue to put a strain on the expenditure budget.
- 7.6 It is recommended that as part of a new 3 year business plan, that the targets are reviewed for year 4, considering the continued utility pressures and limits on outdoor markets until Market Street and King Street until public realms works are completed. A revised Business Plan for Southport Market will be developed and presented to the Cabinet Member in due course and any financial implications will be approved in line with the Financial Procedure Rules.

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- 7.7 Additional investment in the Market is being considered such as an events bar in the back space to maximise spend, improved coffee offer and entrance bar, new and improved stage, ordering app and new seating areas. These continuous improvements will be sustained on an ongoing basis as the venue works to continue to drive footfall and deliver a positive customer experience and repeat business. Justification for any such additional investment will be included within the next business plan and any capital and revenue implications would be subject to a separate decision in line with the Financial Procedure Rules.
- 7.8 As part of the new business plan an extensive review by an independent hospitality expert is taking place, the review will look at the full operation including trader menus and sales, market operation including staff training and welcome, capital investments, events and marketing.



**Report Title: Social Value Outcomes from the Growth and Strategic Investment Programme**

Date of meeting:	25 November 2024		
Report to:	Overview and Scrutiny Committee- Regeneration and Skills		
Report of:	Executive Director (Regeneration, Economy and Assets)		
Portfolio:	Regeneration, Economy and Skills		
Wards affected:	All Wards		
Is this a key decision:	No	Included in Forward Plan:	N/A
Exempt/confidential report:	No		

**Summary:**

The objectives of the Growth and Strategic Investment programme, and the projects therein, are consistently intended to balance economic, financial, social and environmental outcomes. Each project is developed with wider aims to support with delivery against strategies and policies in other areas of the Council beyond regeneration.

The aim of this report is to provide members with visibility of the work that has been undertaken, is being undertaken, and is planned, on projects across the Council's Growth and Strategic Investment programme that demonstrate "social value", which for the purposes of this report is defined as the wider value created by capital projects beyond the economic and financial.

**Recommendation(s):**

That Members of Overview and Scrutiny Committee:

- (1) note the content of the report and its appendices; and
- (2) provide feedback on key issues and opportunities arising, and advise on areas of potential interest for further review and focus in future years.

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## 1. The Rationale and Evidence for the Recommendations

The recommendations will support the effective and transparent governance of the Council's approach to investment project development and delivery, and its performance to date against this intended approach.

## 2. Financial Implications

### (A) Revenue Costs

Key financial issues and implications are included within the body of the report, or within the budgets and business cases for the specific projects referred to.

### (B) Capital Costs

Key financial issues and implications are included within the body of the report, or within the budgets and business cases for the specific projects referred to.

## 3. Legal Implications

There are no legal implications arising.

## 4. Risk Implications

The Council's Growth and Strategic Investment programme has always been focused since inception on delivery of wider outcomes beyond just economic and financial.

## 5 Staffing HR Implications

Any resource implications arising are included in the body of the report or within the business cases for the specific projects. The programme's focus on social value outcomes brings no specific resource implications.

## 6 Conclusion

### Alternative Options Considered and Rejected

No alternative options have been considered.

#### **Equality Implications:**

Focus on social value across the Growth and Strategic Investment programme ensures strong alignment with the Council's objectives in its Equalities, Diversity and Inclusion (EDI) strategy. Each of the projects within the programme has an Equality Impact Assessment developed and implemented as part of the business case development process, and in addition to mandatory training relating to EDI, all members of the regeneration and highways teams are undertaking real lived experience training with stakeholders to strengthen understanding in such areas as disability, ensuring the incorporation of direct feedback and their immersive learning into project design and

development processes.

This focus permeates into the Council's supply chain for project development and delivery as well, and examples of implementation in practice are included in this report and in the appendices.

**Impact on Children and Young People:**

The report outlines many positive impacts on Children and Young People.

**Climate Emergency Implications:**

The recommendations within this report will have a Positive impact.

There are no environmental implications arising from this report specifically. Sustainability and environmental impacts and mitigations are incorporated into every project business case, and as above from concept stage projects are being developed with positive environmental outcomes in mind as key objectives and deliverables.

**What consultations have taken place on the proposals and when?**

**(A) Internal Consultations**

The Executive Director of Corporate Resources and Customer Services (FD.7558/24) and the Chief Legal and Democratic Officer (LD.5658/24) have been consulted and any comments have been incorporated into the report.

**(B) External Consultations**

There have been no specific external consultations on this report. Each project has an agreed approach to consultation and engagement externally with stakeholders and communities, as applicable, including in relation to social value outcomes.

**Implementation Date for the Decision :**

N/A

<b>Contact Officer:</b>	<b>Stephen Watson</b>
<b>Telephone Number:</b>	<b>0151 934 3710</b>
<b>Email Address:</b>	<a href="mailto:Stephen.Watson@sefton.gov.uk">Stephen.Watson@sefton.gov.uk</a>

**Appendices:**

Please find enclosed the following appendices:

- Bootle Strand Demolition Social Value August 2024
- MLEC Social Value Report August 2024

**Background Papers:**

There are no background papers available for inspection.

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## 1. Introduction

- 1.1 Sefton Council has an exciting and ambitious growth and strategic investment programme. This programme, and all of the projects therein, has been developed and is being delivered, with objectives in mind relating not only to economic and financial outcomes, but also to social and environmental outcomes.
- 1.2 This has long been the Council's approach, including (but not limited to) in relation to the Strand acquisition for regeneration purposes in 2017.
- 1.3 The aim of this report is to provide the Overview and Scrutiny Committee (Regeneration and Skills) with visibility of activities and outcomes in relation to these wider outcomes, broadly termed social value in this report, and to enable feedback and discussion on these areas of priority for the programme and the projects therein.

## 2. Growth and Strategic Investment programme

- 2.1. The Council's growth and strategic investment programme comprises a range of projects across all parts of Sefton, of a wide range of types, sizes, funding sources and delivery models. This section provides an overview of activity and outcomes relating to social value from a number of example projects, alongside an overview of the wider approach to incorporation of social value into all projects. The following projects provide examples:
  - Marine Lake Events Centre;
  - Southport Pier;
  - Bootle Strand;
  - Sound City Course;
  - Teenage Market Event;

### *Marine Lake Events Centre*

- 2.2 One example is the Marine Lake Events Centre (MLEC), a £73m project funded by the Southport Town Deal award, by the Liverpool City Region Combined Authority, and by Sefton Council. Social value has been integral to this project since its inception. The report enclosed in Appendix 1 provides a summary of this activity, as presented monthly by the project to the Council's Executive Team, to ensure that the objectives identified are being measured and delivered. Key successes and lessons learned relating to the MLEC project in terms of social value include:
  - The important role that youth voice has played in the development of the project since Outline Business Case stage, prior to submission of the Town Deal bid – more than 1,000 school pupils across Southport were involved in consultation on the project and future uses of the asset.
  - The name Marine Lake Events Centre came from this consultation process, given to the project by a student at Greenbank High School.

- This strong engagement with Southport schools and the Sefton colleges has continued throughout the project development process, with a range of events and activities undertaken by Council and contractor staff members to support in a range of areas (relating to careers in construction – especially for women – and to job interview practice, for example). In addition to activities outlined in the March 2024 O&S Social Value Report, completed activities include:
- 9<sup>th</sup> August 2024, Sefton volunteer at Compassion Acts, uniform hub. Mid August 2024, over 60 “back to school” kits donated to Compassion Acts and 23<sup>rd</sup> August Sefton and G&T volunteer at Compassion Acts, uniform hub.
- September 2024, G & T and Sefton held a project overview presentation at Southport College for T Level students in preparation for demolition site visit
- Southport College & Hugh Baird T Level students visit site to be hosted by demolition contractor DSM and be educated on process and career opportunities

Further confirmed scheduled events:

- 22nd Oct: Sheffield Hallam Uni visit to Southport / MLEC
- 13th Nov: volunteers from Rose Security, Tracy and A E Yates supporting mock interviews at Meols Cop
- 25th Nov: construction careers day hosted at Southport College by partner contractors for year 10 students from several schools in the Southport Learning Trust Partnership

## *Southport Pier*

- 2.3 The procurement of the main contractor of the full Pier restoration (although funding for the full project is awaited at the time of writing) included strong emphasis on social value, and has yielded a bid that includes explicit commitment to apprenticeships and to full-time permanent employment opportunities for care experienced young people in Sefton. Leveraging such a project to support with focus on opportunity for care experienced young people in Sefton is an important opportunity, and is a focus for discussion within our internal and all external project teams.
- 2.4 This wider focus on outcomes beyond the financial has been incorporated into the project development and delivery process, and has exemplified the opportunity for the delivery of financial and environmental benefits concurrently. In the case of the Pier, the surplus timber that is no longer safe for the Pier is being sold, delivering a financial saving to the project but also diverting a huge amount of waste from landfill.
- 2.5 Whilst funding for the full project is awaited, social value impacts for young people have already commenced. On 18th July, a keen student from Meols Cop undertook a day placement with RAL architects.

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## *Bootle Strand*

- 2.5 The repurposing of the Strand Shopping Centre in Bootle is another investment project with strong emphasis on social value. As part of the Strand Stakeholder Engagement Plan (SEP) and Social Value capture, the Child Friendly Project Initiative has been embedded into the programme since the inception of the Levelling up Fund bid to ensure children and young people are heard so they contribute and impact their spaces for their future.
- 2.6 Young people are identified as a key stakeholder in the SEP and have been captured through;
- Sefton SVS Young Advisors,
  - Local Schools and Colleges,
  - Ykids CIC,
  - Local Youth Groups,
  - Young Care Leavers
- 2.7 A paper went to the Consultation and Engagement Panel on 6th September jointly with an update on the Bootle AAP, on more ways to engage with children and young people.
- 2.8 The team partook in a session at the Brunswick Youth Centre in March which offered interesting feedback on how young people (ages 12-18) view and utilise the Strand Shopping Centre. This was fed back to the design team.
- 2.9 The most recent youth focused event a Regeneration Officer to supported was a skills school event on 9th July 2024 at Christ Church Primary with year 6, which involved future Strand modelling and design work produced from the session to be put on display within the Strand Engagement unit and fence hoardings.
- 2.10 The Social Value matrix which is a working document, captures agreed social value commitments from project contractor and consultants includes a focus on increasing employment opportunities for key priority groups which include;
- Skills attainment and reducing barriers
  - Educational pathways including apprenticeships
  - Employment opportunities and business entrepreneurship
  - Encouragement of youth engagement
  - Inclusion of vulnerable young people
- 2.11 Vinci Ltd, the demolition contractor, have made good progress on attending school career events at local primary schools and high schools in June and July and have a scheduled event at a local SEND school to visit those with additional needs. More events are to be scheduled for September '24 through the Strand School partnership group.
- 2.12 Vinci are working with Sefton @ Work to produce an employment plan for the demolition works package in which Care Leavers will be given a priority for

employment opportunities earmarked for the beginning of 2025 when work on site begins.

- 2.13 A 'History of Liverpool' Salt and Tar event was held on the 3rd of August 2024 for an opportunity to engage with families by asking them to fill out a questionnaire about the project and host children's activities looking at the past, present and future of Bootle Strand based on the Bootle Crest's motto, Respice – Aspice – Prospice.

### *Sound City Programme*

- 2.3 The Council is working in partnership with Sound City (the leading independent musical festival and educational organiser, with whom the Council is working in partnership on Salt and Tar) to increase prospects for young people in Sefton including mentorship, financial support, and springboard opportunities to launch careers in the music industry. The Sound City Launch programme provided an inspiring opportunity to support young people and accelerate their life chances in a broad and wide-ranging industry. Sefton partners have all come together under the child poverty strategy and recognise that this collective and connected approach is the most innovative, direct, and exciting lever to make direct change, targeted at our most underrepresented groups. It is known that people without connections or relevant experience often struggle to compete with their more fortunate counterparts from more affluent backgrounds in certain sectors, and this includes the music industry. This exciting programme at Sound City providing such broad and well-structured support would significantly increase the life chances and opportunities for local young people to gain valuable experience in a dynamic industry. We also know that confidence is a key element for young people to remain committed and able to develop their skills in a nurturing environment. The Sound City Launch programme has been an ideal resource to maximise all opportunities for our young people to gain employment and opportunity.
- 2.4 The course comprised of a 10-week training programme led by music teachers along with industry professionals. Previous alumni have done placements at organisations such as Sound City, Modern Sky, Sentric, Ditto, Maintain Perspective PR, Come Play With Me, Whitewood Studio, and Supercat PR.
- 2.5 The course took place between 29th July and 30<sup>th</sup> September with 7 students from Sefton. All of the students were care experienced young people. On completion of the course the attendees got a £400 bursary in the form of vouchers, the option for work experience and the option for 3 x 30 minute mentorship sessions and can attend the Sound City Music industry conferences and the festival in May 2025.

### *Salt and Tar*

- 2.9 The same opportunity applies to Salt and Tar, the new events space delivered by the Council between the Strand and the canal. There have been frequent community uses of the site for events (each of which has led to increased footfall

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in the Strand itself as well) including family fun weekends for all ages. Some of the social value impacts include:

- Monthly free to attend Social community events with free family fun activities such as circus skills, interactive story telling, craft and art
- Created a music wall and blackboard wall on site to encourage children to get creative and have fun
- Donated 200 family fun day comedy tickets to Y Kids, a locally children's charity to hand out to their families in need of support
- Engaging with local community groups such as Attitude Dance to provide a platform for children to perform to their families at Salt and Tar
- Providing live event experience at the S&T Music Weekend to interested community groups such as L20 Hub photography club and Scrapyrd Studios for sound check days
- Hosted Bootle International Festival and teamed up with Children's University Passport to encourage children to attend and take part
- 200 free tickets for Southport Air Show issued to Foster Carers and families.

## *Teenage Market Pilot Event at Salt and Tar*

- 2.10 The Regeneration team worked closely with the Salt and Tar events team to organise a Teenage Market in Sefton owned event space Salt and Tar. The event took place over two days on the 27 & 28 July 2024 in partnership with The Teenage Market (Sefton MBC bought a 12-month licence to use The Teenage Market brand and website to facilitate the event). The Teenage Market is an organisation that gives young people a free platform to showcase their creative talents and these went as far as attracting a visit from BBC's the One Show for a feature which aired late August 2024.
- 2.11 The Salt and Tar venue hosted a weekend of free market stalls and entertainment with all 58 market stalls over the two day run by young people between ages 11-25. Of the 58 stalls 40 of the young traders were from the Borough of Sefton and 10 from Liverpool City Region and 8 from other North West areas. Products ranging from creative socks, homeware, jewellery, sportswear, cookies and even tarot cards were eagerly snapped up by over 1,500 visitor's providing opportunities for young people to test their sales skills.
- 2.12 In addition to the stall holders, we also provided the opportunity for a youth dance group and three young aspiring musicians to perform and also gave the opportunity to a young business owner to provide drone footage of the event – which was subsequently shown on BBC The One Show.
- 2.12 Fantastic feedback was received from the young traders, their families and also the public who attended the market with many enquiring about when the next event will be. One young trader feedback outlined how she *“made more money over the two days trading than she does in one month at work”* and others saying *“Being provided gazebos and table was a HUGE bonus. Organisers were constantly available and checking on us which was lovely. Really well organised. Lovely venue too. Can't wait for future events”*. In addition feedback was given by traders parents who stated *“this event has been so valuable not only for my*



*daughter making some pocket money selling her things but even more so for her confidence which has boosted massively from attending the event”.*

## *Council Commitments*

- 2.14 The Council’s teams are working to ensure that the same ethos is embedded in projects across Sefton which are being delivered by third parties. The Council’s approach to this includes incorporation into the Planning system, as exemplified by the Supplementary Planning Document included in Appendix 5 in relation to Employment and Skills plans for identified developments. Moreover, it includes in some cases the incorporation of social value objectives and requirements into other contractual agreements with third parties, such as leases and licenses. Examples include a commitment from third parties to deliver an agreed number of apprenticeships, or a number of full-time permanent employment opportunities paying a real living wage of better, as part of a lease agreement.
- 2.15 However, in the case of many relationships, agreements and partnerships, social value and the areas of focus therein have been embraced openly by third parties as well, and have not had to be mandated or “forced”. This collaborative approach in Sefton is demonstrated by the Caring Business Charter.

## **3. Employment and Learning**

### *Care Experience Young People Support*

- 3.1 The Charter is closely aligned to and operated via Sefton@work, it aims to provide wide ranging opportunities for placements, work experience or other career inspiration sessions from private sector partners, stakeholders and investors known to Sefton.
- 3.2 Since July 2024, the Charter has received 34 referrals, this has primarily been as a result of attending the weekly Get into Work Panel meeting, set up by Nicky Hale and chaired by Laura Doyle. The aim of the panel is to address barriers to employment for some of our hardest to reach care experience young people 18+ and to identify relevant and appropriate pathways to support them into positive EET destinations. At the meeting, PAs and Key Workers are encouraged to support their young people to register and engage with S@W to access their externally funded programmes. S@W prioritise support for care experience young people, NEET young people and adults across all of its projects at all times. This includes prompt linkage to work focused casework and access to a range of support mechanisms including financial support to transition to work.
- 3.3 The benefits of registering and engaging with Sefton@work are evident in some of the case studies set out below:
- 8 have been supported into S@W funded paid work placements.
  - 3 have been supported into apprenticeships.
  - 6 have completed the Digital Inclusion Course and received free laptops and data.

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- 3 have attended the Fit for Success course delivered by S@W
- An additional 19 care experienced young people have registered with S@W
- 6 care experience young people attended the Sound City Course, 3 of these have engaged with S@W and will be supported into paid work placements once suitable employment have been identified and matched to their skills and aspirations.

## Case Studies

- LE, aged 18 – since registering with S@W has been funded for a Barista Training Course, Customer Service Course, online Safeguarding Course and 2 Lifeguard Courses due to failing the first one. Has also attended the Digital Inclusion Course and received a free tablet and 6 months data. In addition, has received funding for work clothes, travel pass, enhanced DBS and, with the support of their PA, has been successful in assessing a S@W funded paid placement with Active Sefton, S@W will continue to pay for travel until the end of the placement. Moving forward, and with additional support from their PA to build up confidence, S@W have agreed to fund a L2 Gym Instructor course at a cost of £1500 will also be receiving ongoing in work support during placement.
- MM aged 17 – out of borough care leaver – known to YOS. Lives semi-independently and due to age is unable to claim benefits. Completed a tiling course through a referral from VS but was unable to secure a placement after it had finished. Registered with S@W to access employment opportunities, since registering has completed a Mental Health & Resilience Training Course, also received funding for interview/work clothes, travel, and PPE. Through S@W employer links, they were able to identify a local joinery company near to MM place of home who was willing to offer a work trial. Was success and S@W have now agreed for fund a paid work placement with them and offer on going in work support. Is interested in self-employment so will be supported with exploring this offer at the end of placement.
- MS aged 20 -- lives independently, in receipt of UC. Since registration has received funding for CSCS card, PPE, and Enhanced DBS checks, also completed the Digital Inclusion course and received a free tablet and 6 months data. Has had CV updated, interview skills and attended CAB for a better off calculation. Participated in a work trial and employer was impressed, S@W agreed to fund a paid work placement for 16 hours per week as a result of better off calculations and is currently receiving in work support from his PA at S@W. S@W are currently encouraging them to access a L1 scaffolding course which will support them in current and future employment, if agreeable, S@W will fund the cost of the £1200 course.

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- AR aged 19 – young parent living independently, in receipt of PIP and UC, has an ECHP. Registered with S@W for support to find work but was concerned about how accessing employment would affect benefits and how they would fund childcare if they were working. S@W PA support an application for childcare and opening up a Childcare Account via Childcare Choices website, also supported with a better of calculation based on £11.65 for 18 hrs and childcare costs of £122.55 per week which means if the entered into work for that amount of hours they would be approximately £900 better off per month. Having completed a DBS, funded by S@W, and participating in a work trial, securing a nursery with the help of their PA, S@W have funded a paid work placement with a local childcare provider and will be offering her travel throughout the placement and also in work support.
- EM aged 18 – registered with S@W for support to enter employment, had dropped out of college and didn't want to return to learning. PA identified a potential employer who was willing to offer an interview for a position within a local nursery. Since registering, has received funding to support a Citizen Card, supported to open a UC account as struggled previously as had no ID and could not locate NI No therefore wasn't claiming, funded a new mobile phone as was currently sharing mums, also received funding for interview clothes and travel. Attended interview on 11th October and feels it went well. If successful, will be funded by S@W for a paid work placement and will receive funding for travel for the duration and also in work support once in employment.
- RJ aged 21 – lives independently and is currently at risk of being evicted due to rent arrears, encouraged to register as currently working ad hoc and therefore unable to cover expenses. Was initially interested in self-employment and was referred to Big Onion to discuss this in more detail – wanted to set up own window cleaning company, if this was to progress, S@W would fund equipment to support this. However, having worked with PA who explained about opportunities within Green Sefton agreed to attend an interview which PA accompanied them to, was offered a 2-day job trial with a view to a S@W paid work placement with them, travel for the duration and in work support.
- DR aged 20 – lives independently. Has an ECHP, left school with no formal qualifications. Was referred by Career Connect as wanted support to access employment. As they live on their own, was worried about employment affecting housing and UC payments, received a back to work calculation to identify hours they could work to ensure that they were financially better off. Since registering has received funding for travel, engaged on the Digital Inclusion programme and has received a free tablet and data. PA has supported them to attend interview at Crosby Lakes and was successful, S@W will fund a paid placement there as well as ongoing travel costs for the duration and in work support.

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- LC, aged 22, originally out of borough young person but has moved into back into the area and is living in supported lodgings, had an ECHP, since registering with S@W has been supported to apply for potential employment opportunities, PA identified an opportunity with Shol Lakeside working from of house dealing with members of the general public, serving food and drink. PA arranged an interview and prepared a journey plan of how to get there, supported with interview techniques and received funding for interview clothes and travel. Was successful at interview and offered 18 hours per week paid employment with the potential of more hours once settled into the job, wages funded by S@W. Will receive ongoing in work support and travel costs for the duration of the placement.

3.4 In addition to the above, S@W are currently working with 3 clients who registered with them and attended the Sound City Course, these clients will be offered paid work placements once a suitable employer has been matched to their skills and aspirations.

3.5 Other positive outcomes since July include:

- **New Directions** are continuing to be a proactive member of the Charter and have already offered 2 apprenticeships through their guaranteed interview offer.
- **Plus Dane** have agreed to offer guaranteed interviews to all jobs subject to meeting minimum requirements to the role.
- **Plus Dane & Sovini** – have included the Charter on their vacancy mailing list and submit them to us prior to the opportunities being uploaded on to other online jobs sites.
- **Hugh Baird** - the young person who was offered a work experience placement with Hugh Baird College has been encouraged and supported with an application to apply for an IT Engineer post at the college and has been successful so is now in full time employment.
- **Career Connect** have delivered 11 face to face interviews and 8 over the phone to support care experience young people out of the current cohort for the NR&EIS, they have also made 4 home visits and as part of their Multiply contract with our Adult & Community Learning Service, have delivered numeracy courses to 3 care experienced young people – all interventions have been as a result of attending the Back to Work Panel.
- **Southport FC** – working in partnership with the Charter, Southport Football Club offered us the opportunity to participate in their community focused programme enabling up to 18 young people between the ages of 8 – 11 to represent the club as a mascot for each of their home games. All young people have been chosen from our Fostering Service and the co-ordination has been through the Charter. To date, we have identified 12 young people and all home games until the end of January have been allocated. All mascots will receive 2 free adults tickets for the main stand, a Southport FC football shirt, with consent with carers, they will feature in and receive a matchday programme, they will also meet the players, participate in a pre-match kickabout on the pitch and lead the players out at the start of the game. They

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will also receive a photograph of them with the team and the coin toss with each of the captains. The mascot programme is being funded and sponsored by Montgomery & Le Roi, Andrei Le Roi is the long-standing Vice President of the Club and Ladson Montgomery is his business associate.

- **26** employers have committed to offering a range of work placements, work trials and work experience as part of their offer over the next 6 months.

- 3.6 The charter employer list is expanding due to its close alignment with S@W and all new and existing employers registered with the service are being encouraged to offer support to our care leavers as part of their Employer Partnership agreement. We are also working closely with our Regeneration colleagues to expand our offer through new contracts with the council including Vinci, Skyline, Balfour Beatty, and a range of sub-contractors working alongside them.
- 3.7 The Charter circulates a jobs bulletin every Monday highlighting the latest full/part time job and apprenticeship opportunities available within the local area.
- 3.8 The next edition of the Beacon will be circulated w/c 21st October 2024.
- 3.9 As part of National Care Leavers Week 2024, Sefton@work will be holding a Careers/Jobs Fair at Cambridge Road Adult Centre (31st October 2024) where a range of employers and partners will be on hand to support care experience young people to access jobs/learning and speak to employers about relevant pathways available to access employment within their sector.

*NEET Reduction and Early Intervention Service (NREIS) – Commissioned by Employment & Learning and delivered by Career Connect.*

- 3.10 As part of the NR&EIS commissioned by Employment and Skills and delivered by Career Connect (CC) we deliver a targeted IAG service to promote EET to vulnerable groups through intensive working in partnership with specialist services already supporting young people. This includes engagement service to target those in the NEET cohort and those whose situation is currently Not Known (NK) in order to achieve full participation in education, employment or training (EET) through to the age of 18 (or 25 with an ECHP) and ensure those individuals are supported to remain EET thereafter.
- 3.11 Staff working on the NREIS Contract are allocated to support all relevant departments within the council such as:
- Cared for and Care Experienced young people pre 16 risks of NEET from year 10 and 16-18 Sefton Residents
  - Youth Justice
  - SEND 14-25 Years (With ECHP or High Needs agreed with SENSIS Team)
  - Pinefield
  - Impact
  - Elected Home Educated
  - Teenage Mothers/Pregnancy 14-19
  - Young Carers

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- Early Help and Supporting Families
- Year 11 'Risk of NEET Indicator'

- 3.12 In addition, all young people NEET or at risk of NEET are allocated an advisor who has regular contact and builds trusted relationships to coach and support career pathway, transition to EET, raising aspirations and EET outcomes.
- 3.13 The service provides intensive IAG and identify suitable provision for young people with an EHC plan which leads to costs savings to the LA, particularly if the young person remains in Sefton Provision. They also provide invaluable data/intelligence and analysis to look at the needs of pre 16 and look for solutions for vulnerable young people. CC have placed 56 young people from our vulnerable groups/particularly SEMH/most with ECH plans/SEN support needs into positive learning outcomes.
- 3.14 Without this pre-engagement support (advocacy, careers information, advice and guidance, family engagement and home visits and strong partnerships with council departments), these young people may have been NEET once they reached 16.
- 3.15 Since April 2024, 5259 interventions with 1387 young people pre-16 and post 16 including those in our vulnerable groups and NEET young people have been delivered. The table below highlights the number of young people currently identified within our vulnerable groups.

**Table 1 - Pre-16 Identification of young people within our vulnerable groups**

	SEN EHCIP	Pinefield	IMPACT	EHE	YS	LAC	RONI	Total
Year 9	191		4	4	4	17	1	221
Year 10	214	38	5	4	10	20	19	310
Year 11	191	52	36	49	13	66	328	735
Total	596	90	45	57	27	103	348	1266

- 3.16 Work to support the September Guarantee has been ongoing over the past few months, CC have been working closely with local providers to support the development of new offers which has encouraged more take up from young people with little or no qualifications.
- 3.17 The cohort for our current year 11 and the September Guarantee is 3206, 28 of these young people have confirmed that they will not be considering options due to health or motivation reasons, not of these young people attended school in KS4.
- 3.18 RONI has increased to 328 but 281 of these young people have received confirmed offers – we will be unable to report take up until the end of September. We are working to support starts and currently 72% have currently been placed in EET.

**Table 2 - Current Year 11 & 12 Cohort**

Year 11	Target for the end of Sept 98%
---------	--------------------------------

Total Cohort	3206	
Confirmed Offers	3121	97.4%
No Offers	72	2.2%
Of the No offers – No currently applied awaiting outcome	83	
<b>Year 12</b>	<b>Target for the end of September 96%</b>	
Total Cohort	2931	
Confirmed Offers	2732	91.3%
No Offers	86	2.9%
Of no offers – NEET	175	5.8%
Employed no learning/no offer	65	

- 3.19 CC have been working closely with Hugh Baird College to deliver a bespoke course called Accelerate Programme for young people with EHC Plans. 16 young people and their parents/carers have been visited at home to explain the programme. The programme will be delivered over a 12 – week period, 2 days per week. 12 young people have now enrolled on to the programme and all relevant paperwork and ID is now in place. An additional 2 young people who attended the interviews have now been referred to the main college for a full-time programme which includes Maths and English
- 3.20 The Turnaround Programme delivered by Hugh Baird College at the Brunswick Youth Club has proved to be a success. 9 young people participated with 100% progressions. Young people started in April 2024 and the course ran for 12 weeks. Outcomes are - 4 apprenticeships, 4 returning to learning, 1 receiving one to one provision support. A Celebration Event was delivered at the college on 19th August 2024 where young people received their certificates. The college have committed to running 3 courses this academic year, CC are identifying referrals for September starts. This has created 36 new opportunity places for NEET young people.
- 3.21 Due to the substantial increase in young people with Mental Health being a barrier to progressing into EET and the cohort accessing Pinefield complementary provision in year 11 increasing from 27 last year to 52 young people this year– Career Connect have worked with Preparation for Adulthood Post 16 SEN manager and also SWRAC training provider to secure and develop a new post 16 pathway for this cohort to support emotional health and wellbeing, this is called Routes to EET and is a course to develop the skills and abilities to progress on to their next steps. Career Connect have identified 26 young people, with the potential for 16 to start (2 groups), a lot of planning, resource and support has gone into this, ensuring young people are receiving transition support, taking to and arranging visits, ‘handholding’ and advocating on young person’s behalf. Currently 16 young people have started the programme.

## 4. Southport

- 4.1 Following the unspeakable events in Southport in July 2024, the Invest Sefton and Property teams have been supporting affected local businesses. This includes

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support with the relocation of the Hart Space to The White House, Southport, to enable continuity of their good work.

- 4.2 Further reporting relating to Southport will be delivered separately to Overview and Scrutiny Committee.

## 5. Methodology

- 5.1. In order to ensure that all programmes and projects have children and young people at the heart of their development and implementation, a Child Friendly Sefton methodology has been established. While so much of the good practice outlined above is being applied on most projects already, this methodology is intended to ensure consistency of approach and effective reporting and measurement of progress in terms of these outcomes.
- 5.2 Sefton's criteria is based on the [Children's Rights and Business Principles](#) guidance developed by Unicef, UN Global Compact and Save the Children, with additional criteria specific to child-centred urban development provided by the [Child-Centred Urban Resilience Framework \(CCURF\)](#) and [Royal Town Planning Institute \(RTPI\)](#). It may be in the long-term that Sefton pursues the official [Unicef Child Friendly City Initiative](#)', but this is a 4–5 year process, and the Council is keen to progress this initiative in 2024.
- 5.3 The criteria were further developed with input from Sefton CVS, and references the [Sefton Youth Voice and Participation Toolkit](#) which provides guidance for co-production and engagement with children and young people.
- 5.4 A Child-Friendly project analysis template has been developed. Completion of the analysis tool will demonstrate and evidence that the project has addressed the minimum number of Child Friendly principles – 1 in each strategic area (see overleaf). The analysis tool can be completed mid-project provided the project lead is able to evidence that criteria has been met. The Project analysis template can continue to evolve as more guidance becomes available. It is proposed that to be awarded "Sefton Child-Friendly Project" status, Project Leads must describe and evidence how the project is delivering at least one intervention in each strategic area.

## 6. Future Opportunities and Actions

- 6.1. Action areas for 2025 and beyond to ensure continued incorporation of social value into the Growth and Strategic Investment programme, and beyond, will include particular emphasis on children and young people, ensuring they are at the heart of everything the Council does.
- 6.2 Actions and future areas of opportunity include:
  - Implementation of the Child-friendly projects initiative in section 4, and delivery of the actions emerging.



- Continuing to strengthen youth voice in consultation, engagement and communication activity, via review with the Council's Consultation and Engagement Panel, and building on successes and lessons learned from key projects within the programme and from key partner relationships (including schools, colleges, CICs and beyond).
- Further review of opportunities in respect of planning policy to ensure maximisation of social value and of opportunities for children and young people.
- Further growth and maximisation of the Caring Business Charter opportunities and signatory relationships.
- Continued learning and development in areas that support incorporation of social value into all programmes and projects – in 2023 for example this has included disability awareness in advance of the design stage of projects for team members.

6.3 The above is not an exhaustive list, but is intended to demonstrate permeates, and will continue to permeate, throughout the Council's Growth and Strategic Investment programme and the projects therein. It will also demonstrate and reinforce that children and young people are at the heart of everything we do. Moreover, it will ensure that this focus on social value is far from a "box ticking exercise", but is an area of focus everywhere, all the time, on an ongoing basis. The examples within this report demonstrate the breadth of activity and focus that already exists in the programme, but there remain important and exciting areas of opportunity ahead.

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## Bootle Strand Demolition Social Value





## Delivering Social Value



VINCI have fully embedded social value within our processes, procedures and in the way we work, to ensure we maximise our contributions to the Bootle community and the wider Merseyside community for years to come, by creating this long-term partnership.

The regeneration project of the Bootle Strand aspires to not only deliver outstanding services within great facilities, but ensure we leave a lasting legacy to the wider community. Together we have a wealth of experience working across Liverpool and understand its economic and social challenges.

Engagement with local organisations and educational establishments is fundamental to the successes of the plan, supported by senior directors at VINCI. This process has begun early, to ensure we hit the ground running and this enthusiasm will continue throughout the project.

Social value is managed by our dedicated Social Value Manager, Hannah Bailey and Social Value Coordinator, Hope Crabtree, who will identify opportunities and make connections with local groups in the area. The team invites all stakeholders to partake in the activities and events, to work collaboratively across the project and make a positive change to the Bootle community and future workforce.

This document showcases the stories of how local people, communities and the next generation have been positively impacted by our social value work.

## Social Value Delivered to Date

July 2024

### Education Activities

Initial engagement has been made with Hugh Baird College to discuss future plans of support to students studying construction.

VINCI and our supply chain have met several times to date to understand offerings of both parties and confer in how both the college and our trusted supply chain partners can assist one another. VINCI have plans to offer site visits to students once the project is live.



#### **A&B Engineering support to Hugh Baird**

A&B Engineering have offered specialist design support in review of the current course syllabus for renewable energy.

On 22<sup>nd</sup> May, 2 of the A&B team met with Hugh Baird's specialist course tutors to review and advise what's being offered to course placements. Phill Godfrey gave an overview of the systems and software A&B use and shared knowledge of specific design programmes used in the M&E field. They discussed the need for practical experience for students to become more work ready.

**2 hours x 2 employees= total 4 hours**

#### **Hugh Baird STEAM Expo**

On 27th March, VINCI's Hannah Bailey (Social Value Manager), Rachel Greenwood (Project Manager), 2 colleagues from Avison Young and a colleague from K2 Architects attended Hugh Baird's STEAM Expo to share information about pathways to careers in the construction industry with young people from a variety of schools in Sefton. Hannah and Rachel demonstrated how the digital teams use BIM to visualise projects in 3D and students were shown plans of the redevelopment. Many young people were keen to find out more about architecture, planning, project management and design. 670+ participants attended the day!

**5 employees x 4 hours= total 20 hours**

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*“On behalf of the entire STEAM Expo organising committee, I extend our deepest gratitude for your generous support and participation in our recent event. Your contributions were instrumental in making STEAM Expo a resounding success with more than 670+ participants. We were thrilled to host a gathering of such esteemed employers, universities, and guest speakers, all united by a shared passion for STEAM education and its transformative power.”*



## **A&B Engineering and Edge Hill University**

In June, Dawn Georgeson (Social Value Manager) met with Rob Fairfield (Employer Engagement Adviser) to plan school visits to their new engineering building on campus. The new building is due to open in September.

**1 employee x 2 hours= total 2 hours**

**Linacre Primary School Careers Carousel**

On 27<sup>th</sup> June, Social Value Coordinator Hope Crabtree and Estimator Declan Metcalfe from VINCI joined Joseph Smith from Avison Young in leading a construction careers stall at Linacre Primary School. The event was a Careers Carousel, offering Year 4/5 students the opportunity to be ‘career detectives’ and find out about different industries. The team took a Lego team building activity and PPE to initially engage the young people. The students were tasked with finding out as much information as possible in the 5 -7 mins timescale before moving on to the next station, exhibitors being from a variety of industries around the Liverpool City Region. The children were prepared with questions to ask the team and created fact files using information they learned. Students were keen to find out about roles in construction and what our current projects are. They were pleased to hear about the ongoing works at the Bootle strand.



**3 employees x 3 hours= total 9 hours**

**The Salesian Academy of St John Bosco Mock Interviews**

On 9<sup>th</sup> July, Hope Crabtree attended a full day of mock interviews at St John Bosco Secondary School to support Year 10 students. The students were given 30 minutes to demonstrate their key employability skills such as organization, teamwork, and resilience through their responses to various questions. The event, well-organized by Elevate, saw all the pupils excel and receive constructive advice for future interviews. Hope had several interesting conversations with young people regarding their next steps and advised them about pathways into construction.



**1 colleague attending x 6 hours= total 6 hours**

## Community Engagement Activities



VINCI Building and our supply chain partners have assisted The Big Onion in moving to their new premises in the Bootle Strand. A&B Engineering, Kenny Waste and SAL Ltd have donated time and resource, expertise and materials to help with the move.

### **Hours donated: 744**

The team initially met to introduce the supply chain to The Big Onion and discuss what assistance we could provide in the relocation works, in terms of A&B mechanical and electrical support. The commencement of works began swiftly at the new Big Onion unit by disconnecting the old services, ahead of the demolition of existing walls to allow for the reconfiguration of the space to house new rooms, shop units, kitchen, and accessible WC – all supplied and installed by SAL. A&B not only tested, reenergised and certified existing services including AC units, but they also carried out core holes through slabs to allow for their new waste and water supplies to feed the Big Onions new Coffee shop and accessible WC. A total of 3 mixed waste skips were kindly donated by Kenny Waste which allowed for the waste to correctly be disposed of. The space has now been boarded and plastered, with the addition of new flooring.







VINCI have been in communication with Kingsley and Co for some time now, understanding who they are and what they do. Y Kids is an amazing organisation that helps local Bootle and Merseyside families in need. The charity supports young people and their loved ones in so many ways and Claire responds to the needs of the communities by



creating and offering new initiatives and projects. VINCI see a unique opportunity to support Claire and her team as she is based in the Bootle Strand. Y kids helps children feel safe and gives a sense of belonging to many children who previously may not have felt this. As part of our social value work, we want to make genuine change to the lives of young people and the 1<sup>st</sup> core value listed at Y kids is that young people are at the centre. We love what Y kids stands for and want to support Claire in her efforts to support as many children as possible.

So much so, we decided to help them with their move. Relocating sooner than liked meant Y-kids were unable to continue offering their services as their new unit wasn't habitable. When speaking with them, it was evident one main item they couldn't afford was the new café / kitchen area. With the help of HE Simm advising, designing and installing the new

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mechanical and electrical services for the new kitchen space, we were able to alleviate this concern and leave them with a brand new modern kitchen area. MJS Joinery providing their skilled joiners, and Sovini kindly donated the kitchen and worktops. This will allow them to offer a café service within their new space.

In addition to this, HE Simm also provided and installed the kitchen sink, as well as rewiring and replacing all of the basement lighting, so the room is now safe and useable.

**Hours donated: 221**



## Judging for Believe Awards

On Tuesday 21<sup>st</sup> May, Hannah Bailey took part in the judging of the submissions for Y Kids Believe Awards. The session was held at the Jacob's Factory in Aintree.

**1 employee x 3 hours= total 3 hours**

## Y Kids Believe Awards Gold Sponsorship

VINCI sponsored the charity's Believe Awards last month, to celebrate young heroes who have done exceptional things in their community. The team attended the event and Hannah presented an award to an exceptional young man Alfie Fitzsimmons.

The theme this year was 'History Makers' and Hannah had the pleasure of presenting the Josephine Butler to Alfie Fitzsimmons for 'making life better for other people'. Alfie is an amazing young man who devastatingly lost his father to suicide in 2017, and after feeling that there was a lack of support for him at the time, decided to help other young people affected in the same way by setting up Alfie's Squad. Alfie's Squad supports children bereaved by suicide by providing a safe space to heal and connect with peers who share similar experiences.



**Salt and Tar Community Event**

Dawn from A&B engineering attended the Salt & Tar community event which included a play about the history of Liverpool, from it’s early beginnings right up to the present day and other activities relating to local history. The day consisted of supporting with the capture of community voice questionnaires and for young people an opportunity to create a new Bootle Crest. There was a community play that happened throughout the day which showcased the development of Bootle and the city over the last 100 years.

Dawn explained how brilliant the community event was at Salt and Tar, “It was brilliant to see so many of the local community coming out in support of the developments and showcasing what Bootle is all about. Thank you for having me and making me feel so welcome. If you need any support on other events, please let me know and I will be happy to support if I can.”



**1 employee x 5hrs x 2 hours prep**

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VINCI recognises that its sustainable economic success is linked to an ambitious social commitment. The UK Foundation brings to life VINCI's determination to be a long-term partner to the communities for which it builds, equips and manages facilities such as factories, offices, schools, hospitals, roads, bridges, airports, telecommunications and energy networks in the UK and the Republic of Ireland. Y Kids were allocated **£5555** through the foundation upon the team's application last year. Y Kids were grateful for the vital funds as "An innovative way to support facilities with cost of living and provide necessary skills to support their development. The funding will go toward air fryers, tables, chairs, a hob and a cooker."





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Marine Lake Events Centre

# SOCIAL VALUE REPORT NO.5

August 2024

# MARINE LAKE EVENTS CENTRE SOCIAL VALUE REPORT

## OVERVIEW

The proposed Marine Lake Events centre (MLEC) will provide a state-of-the-art theatre and entertainment space and a flexible conference and business events venue, which will greatly boost the town’s economic and tourism sectors. G&T is committed to supporting Sefton council, delivering lasting social, economical and environmental value for the area. Ensuring Southport remains a place where communities and tourism thrive.

## PROJECT TEAM

The MLEC project team contains a number of professional consultancy practices and contractor(s) who are working alongside Sefton Council to achieve the Council’s social value aspirations. The Project Team is formed of; Gardiner & Theobald, IPW, AFL Architects, AECOM, OP-EN, NWA, Hoare Lea, Rose Associates, DLA Piper and WSP.

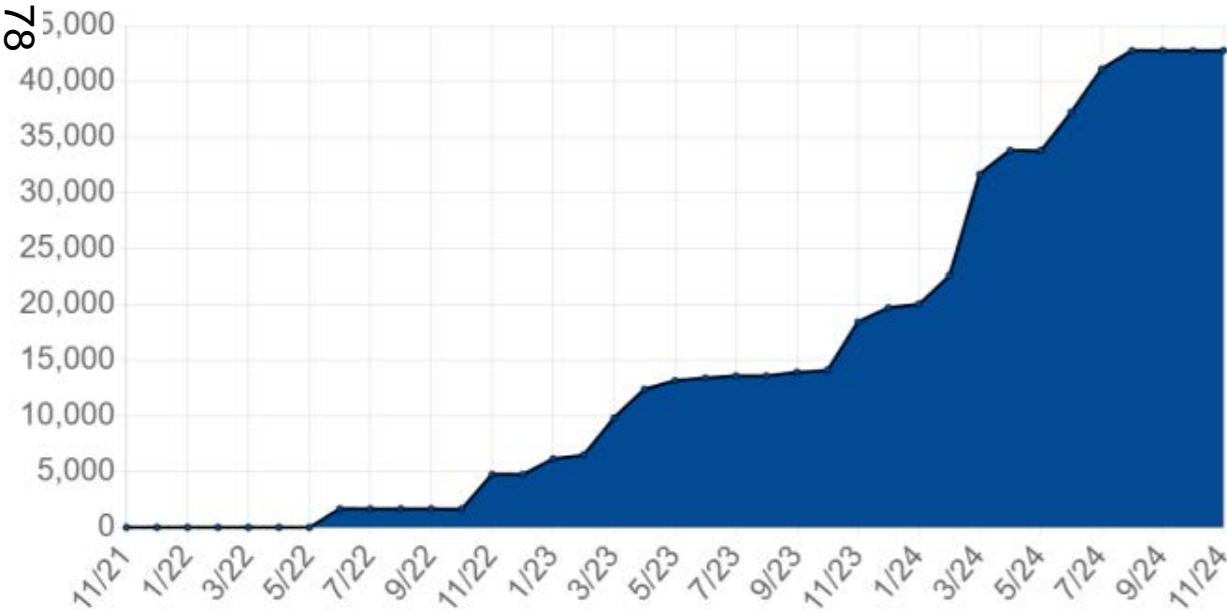
## SOCIAL VALUE MEASUREMENT

The Social Value on this project is managed using the Impact Evaluation Standard (IES) UK Framework and through the five key themes identified below:

IMPACT UK FRAMEWORK CORE THEMES
Tackling economic inequality
Fighting climate change
Equal opportunities
Wellbeing and mental health
Recovering from COVID-19

## SOCIAL VALUE GENERATED BY PROJECT TO DATE

This report covers the period; April 2024 - August 2024.  
 £2,800.72 overall generated (financial Proxy Value based on the IES framework).



## AWARDS / RECOGNITION

Gardiner & Theobald were nominated for this year’s Southport Education Group Employer Partnership Award for ‘Active Collaboration Partner’. G&T didn’t win the award but did attend the awards ceremony with Sefton on 27th June 2024 hosted at Southport College.

## SOCIAL VALUE ACTIVITIES (MLEC TEAM)

TACKLING ECONOMIC INEQUALITY   CREATE NEW BUSINESSES, JOBS AND NEW SKILLS	FIGHTING CLIMATE CHANGE   EFFECTIVE STEWARDSHIP OF THE ENVIRONMENT
<p>Metric Name: (IM35): Number of people hours of mock interviews, CV writing, careers advice delivered   <b>Social Value (proxy value): £5,939.60</b></p> <p>Activities in the period include; mock interviews, ‘meet the professionals’ events, ‘career carousels’ across primary and secondary Schools in Sefton.</p>	<p>Metric Name: (IM65): Number of hours spent on environmental volunteering opportunities   <b>Social Value (proxy value): £0</b></p> <p>No activities in period.</p>

## TACKLING ECONOMIC INEQUALITY | CREATE NEW BUSINESSES, JOBS AND NEW SKILLS

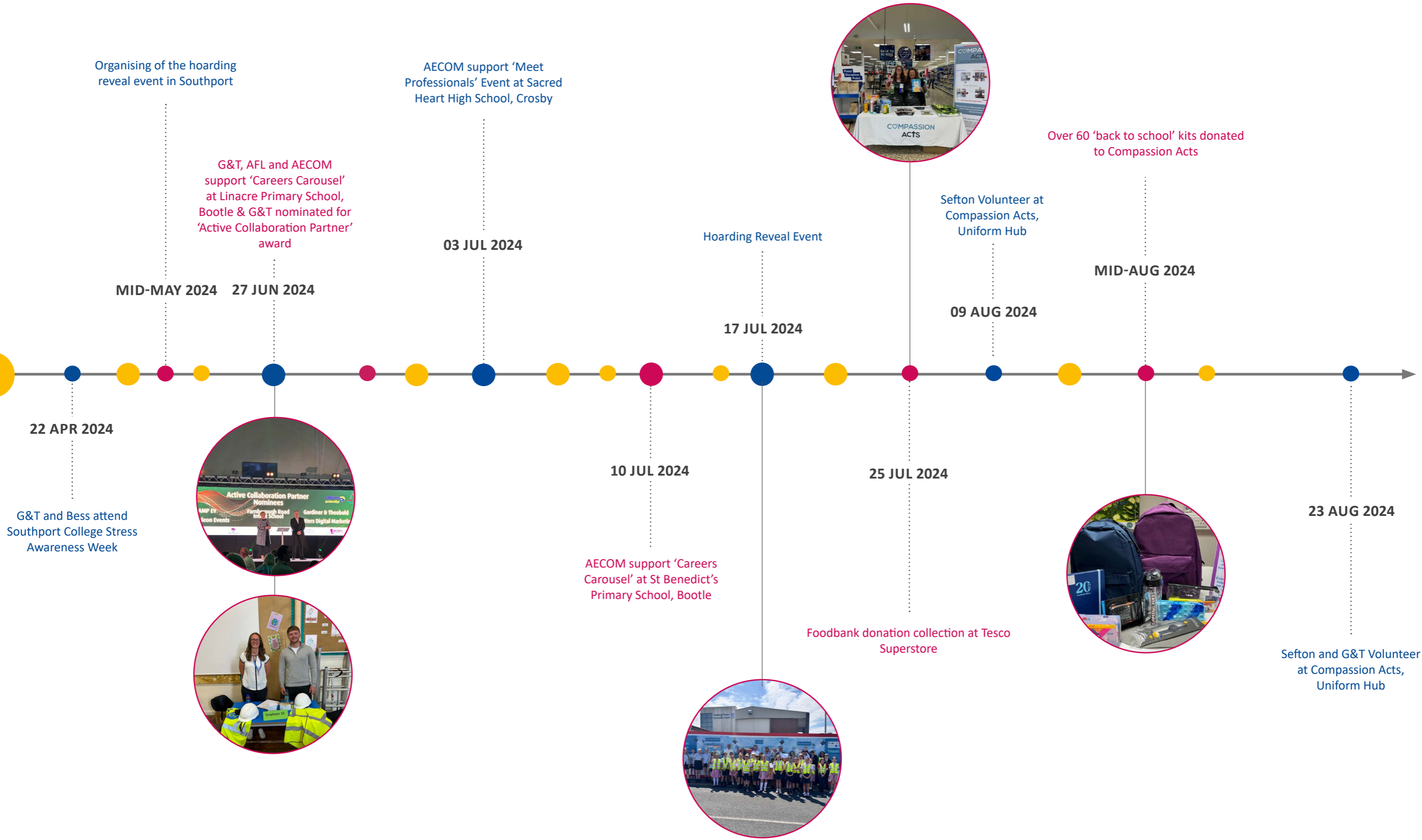
Metric Name: (IM36A): Numbers of hours delivered on influencing communities to support employment and skills opportunities in high growth sectors. | **Social Value (proxy value): £1,149.60**

Hoarding Reveal Event hosted on 17th July for primary students to see their design on the hoardings of the project.

## WELLBEING | IMPROVE COMMUNITY INTEGRATION

<p>Metric Name: (IM113): Community Donations (£) - Cash &amp; Products   <b>Social Value (proxy value): £2,100.00</b></p> <p>Activities in the period include donations of over 60 back to school ‘kits’ at Compassion Acts in Southport (and the Easter Egg donations which were reported as received in April 2024).</p>	<p>Metric Name: (IM110A): Number of people hours spent on direct Community Engagement activities.   <b>Social Value (proxy value): £264.97</b></p> <p>Supporting Volunteering activities with Compassions Acts – Uniform Hub and Foodbank Collections.</p>
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# MARINE LAKE EVENTS CENTRE - EVENT IMAGES & EVIDENCE



GT GARDINER  
& THEOBALD





**Report Title: Sefton Economic Strategy Action Plan Update Nov 2024**

Date of meeting:	25 <sup>th</sup> November 2024		
Report to:	Overview & Scrutiny Regeneration, Economy & Skills		
Report of:	Assistant Director Economic Growth & Housing		
Portfolio:	Regeneration, Economy & Skills		
Wards affected:	All		
Is this a key decision:	Yes	Included in Forward Plan:	Yes
Exempt/confidential report:	No		

**Summary:**

To update members on progress with the Sefton Economic Strategy Action plan for the period April- September 2024.

**Recommendation(s):**

That members note progress with and provide feedback on the Sefton Economic Strategy Action plan for the period April- September 2024.

**1. The Rationale and Evidence for the Recommendations**

Sefton’s Economic Strategy sets out the council’s framework and delivery for services providing support to the local economy and is aligned with Sefton 2030 Vision. It is also being aligned with the emerging Liverpool City Region Combined Authority’s emerging Growth plan. Cabinet approved the framework strategy on 3<sup>rd</sup> November 2022 and gave authority to the Assistant Director Economic Growth & Housing in conjunction with Cabinet Member Regeneration, Economy & Skills to approve the subsequent Action Plans which are reported to this committee and published on [Sefton Economic Strategy](#)

**2. Financial Implications**

There are no new financial costs associated with this latest work.

**3. Legal Implications**

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None

## 4. Corporate Risk Implications

Risks associated with Economic Growth have been identified, mitigated and recorded in the service Risk Register which is updated quarterly.

## 5 Staffing HR Implications

Co-ordination and ongoing delivery activities are delivered by Economic Growth & Housing and other associated service staff within existing budgets.

## 6 Conclusion

The Sefton Economic Strategy sets out the Council's economic objectives in line with the Sefton 2030 Vision. The framework approved by Cabinet in November 2022 has been further refined but the key strategic objectives remain valid and, together with their subsets, will help shape and drive economic activity and regeneration in the borough. This work provides a basis for the continuance of the Council's commitment to sustainable and inclusive economic growth for Sefton.

### Alternative Options Considered and Rejected

Develop a new economic strategy-this was rejected as work previously undertaken by Mickeldore found that the current objectives of the framework remain valid and focussed and instead, a new investment prospectus was reported to this committee on 5 March 2024.

#### Equality Implications:

The equality Implications have been identified and mitigated as shown in the previous Equalities Impact Assessment

#### Impact on Children and Young People:

Prevailing economic conditions will inevitably have an impact on children and young people and the implications of these are already being captured under the key strategic objectives and subsets of the Sefton Economic Strategy. The work of the Child Poverty Strategy addresses this area in more detail.

#### Climate Emergency Implications:

The Sefton Economic Strategy has an associated action plan and some of the delivery activities (e.g new development, business expansion, inward investment) will have a negative impact on the footprint of the Sefton borough. These include direct emissions which result from the redevelopment of any vacant sites as well as long-term carbon emissions from each new building / operation created.

However, the development of sites and buildings will be required to go through the planning system which will help to minimise the carbon impact of the building by applying the nationally required environmental standards.

Economic growth could also impact businesses and transport negatively, but this can be minimised by adopting green policies e.g., green growth where companies use green renewable energy, use electric vehicles, low carbon options. InvestSefton works closely with external providers of expert support to businesses seeking to reduce energy costs and introduce low carbon solutions to their operations.

**What consultations have taken place on the proposals and when?**

**(A) Internal Consultations**

The Executive Director of Corporate Resources and Customer Services (FD.7841/24) and the Chief Legal and Democratic Officer (LD.5941/24.) have been consulted and any comments have been incorporated into the report.

**(B) External Consultations**

Not applicable

**Implementation Date for the Decision:**

Following the expiry of the “call-in” period for the Cabinet decision.

Contact Officer:	Mike Mullin
Telephone Number:	07929 787436
Email Address:	mike.mullin@sefton.gov.uk

**Appendices:**

The following appendices are attached to this report:

**A: Sefton Inward Investment Prospectus summary**

**B: Sefton Economic Strategy performance dashboard July-September 2024**

**Background Papers:**

Sefton Economic Strategy framework and Action Plans <https://www.sefton.gov.uk/your-council/plans-policies/sefton-economy/>

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## 1.0 Background

- 1.1 On 3<sup>rd</sup> November 2022 Sefton Council Cabinet approved the final version of the Sefton Economic Strategy for publication. It also noted further work scheduled for 2023 on the development of an associated Action Plan and appropriate monitoring points. Cabinet also gave authority to the Assistant Director of Place (Economic Growth and Housing), in consultation with the Cabinet Member for Regeneration & Skills, to approve the Action Plan and Monitoring Reports
- 1.2 Members of this Committee received a full update on 16 January 2024. The update included plans to refresh the Sefton Economic Strategy. This also includes the production of a Sefton Inward Investment prospectus to assist in promoting the borough as part of LCR Combined Authority national and international investment activities and events. It will also assist the council in its own inward investment and regeneration led activities.
- 1.3 The full suite of prospectuses has now been produced and a summary (**See Annex A**) was also presented to Informal Policy Cabinet on 3<sup>rd</sup> October. This work was completed by Mickeldore who produced the original Sefton Economic Strategy. The work also included a review of the existing four key Strategic thematic objectives and subsets. It was felt and agreed that the following objectives remain valid with the addition of Culture as a subset.

Strategic Objective	Service Area/Team	Project lead
<b>Employment &amp; Opportunities for Work</b>	EG&H Employment & Learning	Claire Maguire/ Tracy Brennan
<b>Business Growth &amp; Investment</b>	EG&H InvestSefton	Mike Mullin /Evelyn McCowan
<b>Regenerated Places (RP)-GSI Programme/UKSPF Co-ordination*</b>	EG&H Regeneration	Heather Jago
Tourism Marketing/Events	EG&H Tourism	Mark Catherall
Housing	EG&H Housing Services	Lee Payne
Planning services	Local Planning	Ian Loughlin
<b>Social Inclusion &amp; Access for All (SI)</b>		
SI-Net Zero/Low Carbon/Climate Change	Corporate Resources-Energy & Environmental Management	Stephanie Jukes

SI-Health & Wellbeing	Public Health	Helen Armitage
SI-Transport	Highways & Public Protection- Transport Policy & Sustainable Travel	Andrew Dunsmore
SI-Digital	Finance & IT/ <i>Executive Director</i>	Helen Spreadbury
SI-Equality & Diversity	VCF & Equalities-Neighbourhoods & Partnerships/ <i>Executive Director</i>	Emma Stewart
SI-Culture	The Atkinson-Arts & Cultural Services	David Eddy

## Governance & reporting

- 1.4 A Sefton Economy Cell group of officers from across a range of services, led by the Assistant Director of Place (Economic Growth & Housing), meet quarterly to report on progress with each of the four strategic objectives and subset themes and activities. Officers update a dedicated dashboard which serves as an action plan. A copy of the Quarter 2 dashboard July -September 2024 is shown as **(Annex B)** and provides snapshot of performance of the strategic objectives. Members have already viewed and commented on previous dashboards at this committee which are published on the council's website on <https://www.sefton.gov.uk/your-council/plans-policies/sefton-economy/>
- 1.5 Members may be aware that the Economic Growth & Housing service reached the top three shortlist for team of the year in the recent prestigious 2024 Institute of Economic Development Awards. This is in recognition of the broad range of work undertaken by the service.
- 1.6 The LCR Combined Authority produce quarterly LCR and Sefton economic updates which provide a snapshot of economic performance in Sefton. A summary of key headlines for Q2 July-September is provided below:

## Economy

- The UK economy has seen slow economic growth since the initial pandemic recovery. In the 12 months to July 2024, national economic output grew by 1.5%, substantially slower than historic trends. **While LCR-specific data is not available, we estimate (based on our economy's sectoral structure and the assumption that national sectoral trends are similar to those in LCR) that GVA levels in Sefton have grown slightly faster than nationally.**
- Overall, the national economy grew slightly in the 12 months to July 2024. **However, some of Sefton's key sectors grew faster than average. Health and social work make the largest contribution to the Sefton economy and grew by 3% in the past year.**
- Over the last 12 months Transport and Professional and scientific services have seen the largest growth nationally growing by 8% and 4% respectively. **Interestingly in Sefton we have also seen growth, albeit with low concentration, in ICT, Professional & Scientific, Construction and Finance/Insurance-This aligns with InvestSefton's business network focus on Digital (Sefton Huddle) and Finance & Professional Services, plus of course the overarching Sefton Economic Forum**

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- In the 12 months to August 2024, the consumer price index (CPI) fell from 6.7% to 2.2%. This is a significant decrease and means the inflation rate is near the Bank of England's 2% target.
- Over this period, Housing, water, electricity and gas and Clothing and footwear saw the largest increases in prices. While the growth rate of prices has returned to normal levels, the price level remains very high following high inflation rates over recent years. Since July 2021, prices have risen by 20%. This is the equivalent of nine years of normal inflation (around 2% per year) over the space of three years. Energy and food prices have risen even further over this period, by 42% and 31%, respectively. **At the same time, wages have only risen by 19%. This indicates that wages are now lower than they were three years ago after accounting for inflation.**
- High inflation had a large impact across the income distribution. In the period of high inflation between 2021 and 2023, poorer households saw larger increases in their costs. This is because they spend a greater proportion of their total budget on essentials such as energy and food, which saw the highest price rises. However, in the last 12 months higher income households have seen larger rises in costs. This is primarily due to increases in mortgage interest repayments and reductions in energy costs. Because of these changes, higher income households have now seen the largest increases in overall costs since 2021.

## Business Growth & Employment

- Business birth rate in Sefton is comparatively low as net growth in the business base has been modest as the closure rate is also high. Business closures have exceeded starts in the latest quarter—leading to modest reduction in the overall size of the business base—This fluctuates annually and there is a similar pattern across the city-region.
- Most sectors are growing in terms of net foundations, but many are growing at a slower or similar rate than they were 12 months ago. After accounting for cessations, **real estate, hospitality, and retail** are contributing the greatest number of new businesses in LCR. These sectors tend to be lower productivity and non-tradeable, recovery in other higher value sectors is necessary, for a real transformation in our economy.
- As of July 2024, the number of PAYE employees (note this does not include those that are self-employed) **in Sefton was around 118,300**. This is +2,300 higher than in January 2020, representing +2% growth, which is 3% lower than the national average.
- While the number of employees remained relatively steady (largely reflecting the impact of major national interventions) throughout the pandemic, the number of self-employed fell sharply. Nationally, self-employment has not yet recovered and has remained at 88% of the pre-pandemic level as of June 2024. This may reflect previously self-employed workers being reclassified as employees, finding a new job, or leaving employment entirely, as demonstrated by rising levels of employees. This indicates that total employment remains below early 2020 levels. **While self-employees make up a smaller share of all employment in Sefton than elsewhere, there is still a large number of self-employed residents, making a significant contribution to the economy.**
- In the week ending 15th September, there were around 870 postings in Sefton. This is similar to pre-pandemic levels but is down -48% compared to the most recent peak in October 2022. This could indicate a reduction in business confidence and hiring. **Sefton has outperformed the national average in terms of job postings, with the number of jobs adverts down -30% nationally compared to pre-pandemic levels.** Posting growth in the latest quarter is strong in sectors such as utilities, financial & insurance, and culture & leisure.
- At the start of the pandemic, the claimant count peaked at 77,000 (or 7.9% of the working-age population). In the following years, this fell steadily. However, over the past 18 months, rates have stabilised at a slightly higher rate than in the pandemic. As of August 2024, there were 6,800

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claimants (4% of the working-age population). This is 0.3 percentage points higher than pre-pandemic rates.

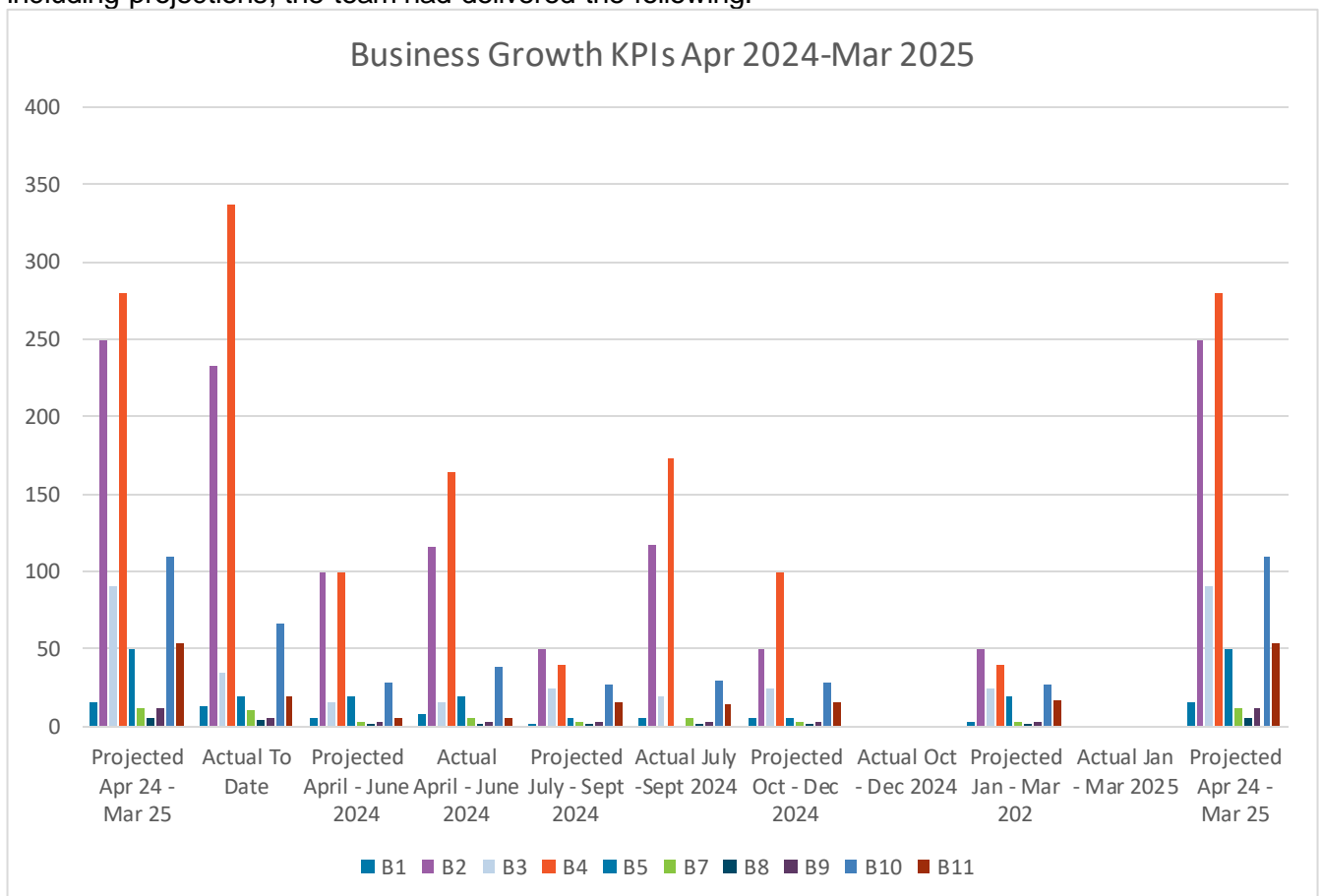
- Sefton has some of the highest economic inactivity and lowest employment rates nationally. There have been persistent gaps between Sefton and national averages. **However, Sefton has seen strong progress over recent years, closing gaps with national average. Recent data showed a slight upturn in recent months and the economic activity rate now stands at 81%, higher than both regional (77%) and national averages (79%). Similarly, the employment rate has also climbed in recent months to 79%, higher than both regional (73%) and national levels (76%).**

**Annex B provides members with a summary of quarter 2 (Jul-Sept 2024) economic performance against each of the four key strategic objectives and sub-sets.** Each dashboard is updated by relevant project leads listed in the table who provide Key Performance Indicators (KPIs) progress (where applicable) and a Red/Amber/Green traffic light status and a short commentary and summary narrative. To expand upon the narratives some key highlights have been selected and expanded upon with examples below under each strategic objective and subset:

## 2. Business Growth & Investment

Contact: [mike.mullin@sefton.gov.uk](mailto:mike.mullin@sefton.gov.uk)

- 2.1 Support to business continues to be delivered by InvestSefton in partnership with a wide range of public and private sector bodies including Liverpool City Region (LCR) Combined Authority and Growth Platform. The key financial vehicle replacement for European funding is the UK Shared Prosperity Fund (UKSPF) and InvestSefton is using this as part of a LCR local authority and Growth Platform consortium to deliver Place Based Business Support. These Key Performance Indicators have been combined with the Council's Performance Plan. For the period April 2024 to March 2025 including projections, the team had delivered the following:



The team has met or surpassed its overall targets for the period April to July 2024. However, in terms of UKSPF performance requirements, like with all other local authority business teams, meeting job creation targets by 31 March 2025, particularly given the prevailing economic

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climate. However, this is mainly due to the late start of the programme and the backloading of job capture into the final quarter.

2.2 The team has also used UKSPF to commission specialist support for:

- **Business start-ups** across the borough - this is delivered by Merseyside Expanding Horizons and Safe Regeneration. This is a Bootle based partnership and MEH also manage the Big Onion in Bootle Strand shopping centre and Southport Town Hall. The Big Onion facility is equipped with co-working spaces, meeting rooms, presentation facilities, and high-speed internet connectivity, and offers an incubator hub to up to 20 new start businesses. Within Southport, they use a prime location in the Town Hall. Safe Regeneration run incubator units in Bootle from the St Mary's Complex, this is their main delivery location. **This has already generated 14 new business start-ups.**
- The Big Onion more recently partnered with the Liverpool Business School (Liverpool John Moores University) and Oromo Consulting on a groundbreaking new initiative - the Liverpool Business School Commodity Trading Programme (LBSCT). The LBSCT Programme is designed to prepare Liverpool Business School students and local young people for professional commodity trading roles. Some 10 people have already participated in the programme, leading to interviews with major US and UK companies. A hub for this has been established in Bootle Strand.
- **Town Centres business support** - Groundwork Cheshire, Lancashire & Merseyside - Groundwork is a Merseyside based national organisation with a team of professional in-house consultants and associates with a variety of technical expertise including energy auditing, carbon management and environmental training. Specialisms include delivery of sustainability support and action plans through Groundwork Sustainable Business Membership scheme.

## Business events & Workshops

2.3 InvestSefton has a successful track record in reaching businesses through dedicated events and workshops. The events include specialist business networks managed by the team for Financial & Professional businesses (2 pa) and Digital & Creative - Sefton Huddle (3 pa) reflecting the boroughs strengths in these particular sectors. The prime networking event is Sefton Economic Forum which is held twice pa and attracts over 120 business delegates consistently with excellent speakers and presentations in north and south Sefton venues. In addition to this each Forum comprises a business providers marketplace including a diverse array of support such as Universities/Colleges, Finance, skills/recruitment, Chamber of Commerce, FSB, Social Enterprise, Manufacturing, Digital/cyber resilience and council services - Active Sefton; Business Rates; Sefton@work. In total there are IRO 27 providers in attendance and the feedback from both partners and businesses attending is excellent. A selection of key events is shown below:

## Sefton Economic Forum - 6 June Formby Hall Golf Resort

*Football, the economy and free support for businesses were the three main topics at InvestSefton's summer Economic Forum on 6th June. The extremely popular, free event was attended by some 150 delegates from the Sefton business community, held at Formby Hall Golf Resort & Spa. It was chaired by Fiona McGregor, owner of Southport digital marketing agency One Media Solutions Ltd. There were presentations from Everton Football Club's Mo Maghazachi on the club's new Everton Stadium at Bramley-Moore Dock and their work with the Council on transport links with Bootle for match days and other events.*

*Popular economist, Christian Spence provided an insight into the current state of the economy from Sefton's perspective and then Jim Mooney and Anthony Walker talked about the support available for businesses from the Horizons projects with the University of Liverpool, Liverpool John Moore's University and Edge Hill University.*

*Mo Maghazachi, Senior Liaison and Engagement Manager at Everton (see pic below) said: "Events like this are really helpful in engaging with local businesses in Sefton and keeping them informed on what is happening at one of the most important and transformational projects in the country."*

*"Everton Stadium will become a year-round destination delivering more than a billion-pound boost to the economy, create tens of thousands of jobs and attract millions visitors to our city region. Our collaboration*



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*with Sefton will ensure we are joined up in our thinking on transport and events while also giving local businesses an opportunity to learn more about how they can be part of match and event days.”*

*Afterwards delegates took advantage of networking and meeting over 30 support providers in the Business Marketplace providing a wide range of free advice and help including finance; digital boot camps, recruitment, intellectual property, education and skills ,business management, innovation and low carbon support to name for a few.*



## **Sefton Huddle-Digital, Creative & Tech business network-20<sup>th</sup> June 2024**

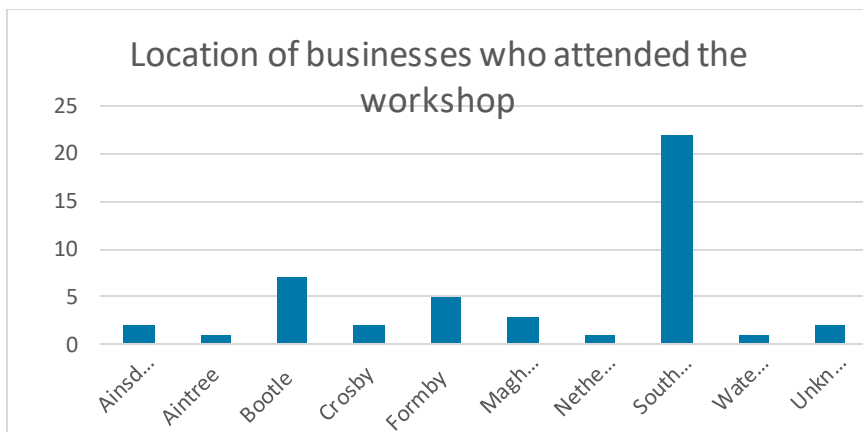
Over 30 digital, creative and tech businesses attended the Sefton Huddle to listen to presentations from Southport based gaming company Fallen Planet talk about growth opportunities in the sector; Resman talked about protecting businesses from cyber-attacks and Coast1079.com spoke about targeting sales and market segmentation.



## **Instagram for Business-27<sup>th</sup> June-Southport 7 Birkdale Sports Club**

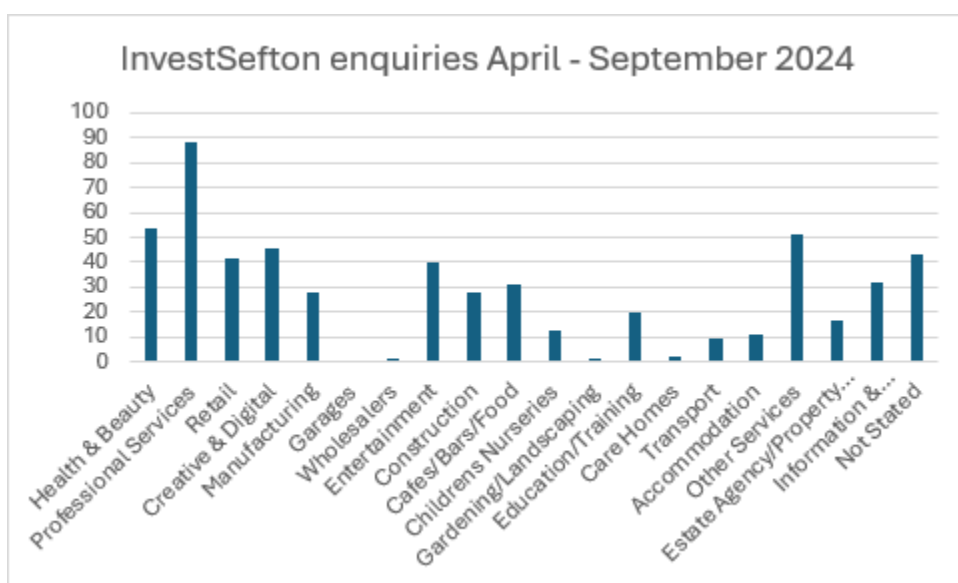
54 Sefton business delegates attended a workshop hosted by InvestSefton and Birkdale-based One Media Solutions looking at how Instagram can improve business marketing and boost their online presence. Understanding Instagram's features and tools' and 'Creating a professional Instagram profile optimised for business', were among the subjects covered at the event, 'Using hashtags to increase visibility', 'Managing your followers' and the use of Instagram's analytics was also covered.

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## Business engagement

2.4 InvestSefton works with a diverse range of businesses using outward engagement such as events, workshops and [www.investsefton.com](http://www.investsefton.com) plus twitter/facebook to reach as many businesses in Sefton as possible. The team has developed a database of over 2,000 businesses which has also been used to support council consultation exercises. The team continues to receive a large number of phone and electronic enquiries, and the graph below shows traffic for the period April-September 2024

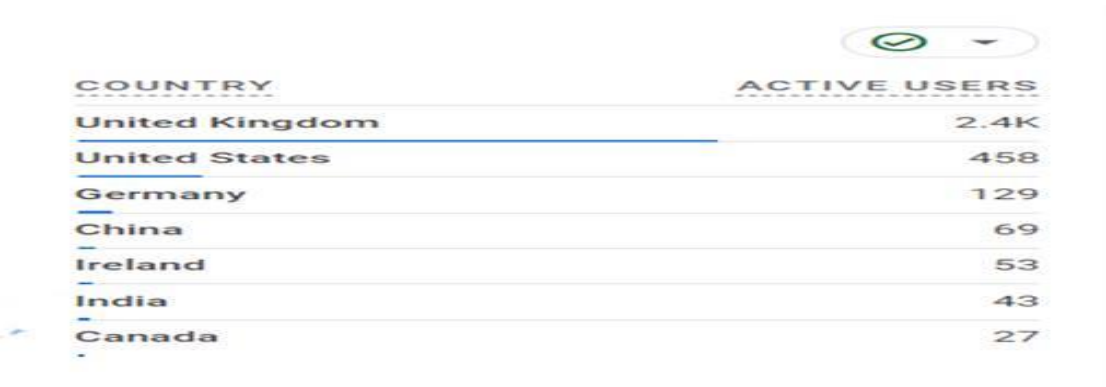


The team received 557 enquiries with the majority coming from Professional & Financial services, Health/beauty/retail and Creative & digital.

## [www.investsefton.com](http://www.investsefton.com) enquiries

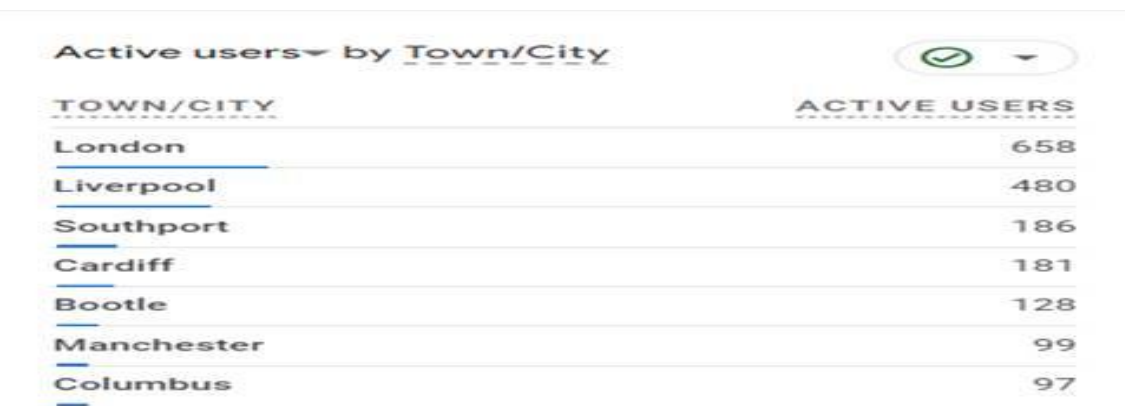
- From Monday 1<sup>st</sup> April to Friday 27<sup>th</sup> September 2024, the website had 3,600 unique sessions.
- There were spikes of visitors on 9<sup>th</sup> and 25<sup>th</sup> May, with the highest number on Sunday 4<sup>th</sup> August -it is believed the latter has coincided with the incident in Southport on 29<sup>th</sup> July.

### Country of origin



COUNTRY	ACTIVE USERS
United Kingdom	2.4K
United States	458
Germany	129
China	69
Ireland	53
India	43
Canada	27

### Town and city of origin



TOWN/CITY	ACTIVE USERS
London	658
Liverpool	480
Southport	186
Cardiff	181
Bootle	128
Manchester	99
Columbus	97

- 2.5 These indicators show large volumes of traffic to the site including 3,600 unique sessions. The site is currently being reviewed and this will provide an opportunity to maximise the information collated from the Sefton Inward Investment Prospectus presentation documents to develop improved investment propositions to attract business growth.

### Case studies-(Some names anonymised due to confidentiality)

- 2.6 InvestSefton's aim is to support business growth and sustainability and the team's outward engagement results in an interesting array of businesses from a range of sectors and sizes. This is work is carried out firstly by Business Growth Officers providing an initial triage followed by more detailed diagnostic one-to-one guidance from Business Growth Advisers. Here is selection of just a few case studies from April-June:

**A bed and breakfast based in Southport** which the owners have been running for the past 17 years. The long-term plan when they bought the business was to sell it at the point the mortgage was fully paid or nearly paid. Now with 4 years of the mortgage left they are looking to start the sale process which they think could take up to 2 years. As part of their plan to sell they are looking to increase bookings to support higher offers for the business. InvestSefton supported the business by reviewing their website and SEO and comparing them to national competitors as well as providing the business with an understanding of the separate buyer personas for their venue.

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**A Southport based sole trader with an established web design business.** In addition to build, he hosts and provides Drone services via upshot photos engaging with businesses such as Cobalt Housing and IFI Audio. The Business is looking to grow its customer base and wants to engage with larger developers where aerial drone footage could be used to market developments. InvestSefton supported the Business by providing access to free workshops and events to enable the business to upskill and develop its customer base through Networking opportunities.

**A marquee hire and event dressing business based in Aintree.** Due to Business Growth the Business has regularly had to hire a van to transport equipment to venues. To reduce costs and improve reliability the business is looking to purchase a van but needs to generate funds to do so. InvestSefton supported the Business with the development of a Business Plan and Cashflow forecast to support.

**A vehicle recovery and transport business based in Bootle.** Most of the work for the business comes through an agency and they need to provide a quote to the agency before any work is awarded. The business wants to promote itself better and is looking to introduce a website and begin regular social media activity to generate more direct enquiries. InvestSefton supported the business by reviewing their marketing approach and assist with queries and improve the use of AI, including Chat GPT.

**Training and Recruitment Services business based in Formby.** Due to increased funding being supplied for early years places, there will be a demand for additional staff to support the growth in early years' service provision. This business plans to be able to deliver training and workplace support through apprenticeships across the LCR. To do this the business needs to better market its service. InvestSefton supported the business by connecting them with other services being provided across the LCR to increase awareness of their offer as well as support planning their new website.

**Supply company based in the Brighton-Le-Sands area** is a supplier of workplace drugs and alcohol testing kits and training in the use of the kits. The original services of the business were the provision of first aid kits and PPE to businesses but these have become readily available online so they decided to diversify. The Business does however need marketing support to help them promote their new products and the training. InvestSefton supported the business by reviewing their existing website performance and Seo ranking against competitors and introducing the use of AI to help generate content. InvestSefton also provided support with tender searches and supply chain including an introduction to a supply chain workshop.

**Richardsons Healthcare Bootle** has achieved a remarkable feat by clinching not just one, but two prestigious Royal Awards for Enterprise. Following their 2019 triumph with the Queen's Award for Enterprise for their outstanding exporting, Richardsons has once again made headlines with their latest achievement. On May 6th, it was announced that the company has been honoured with the King's Award for Enterprise, recognising their exceptional growth in exporting.

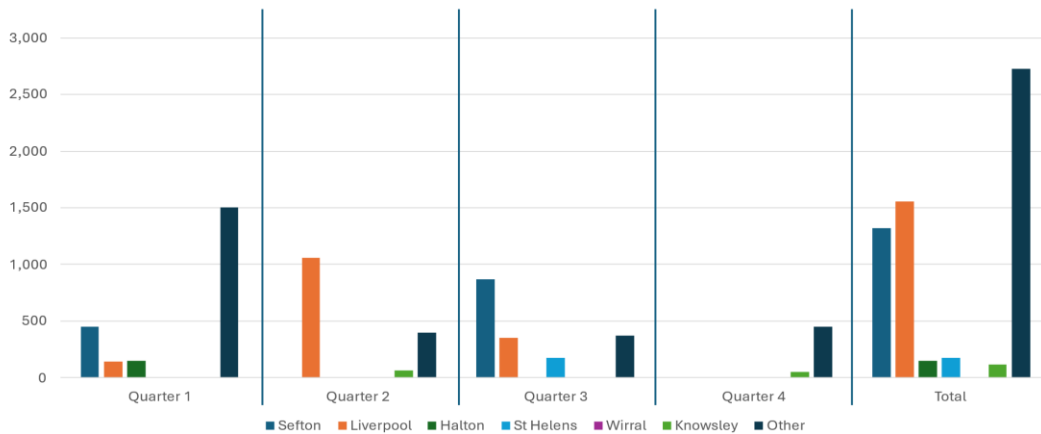
Specialising in the manufacture of specialist operating table mattresses and accessory pads for leading medical device companies worldwide, Richardsons has established a strong presence in key markets such as the United States, various European countries, and even extending to regions as distant as China and Australia **InvestSefton has assisted the company with their application on both occasions as well as providing support to them over many years.**

## Partnership working

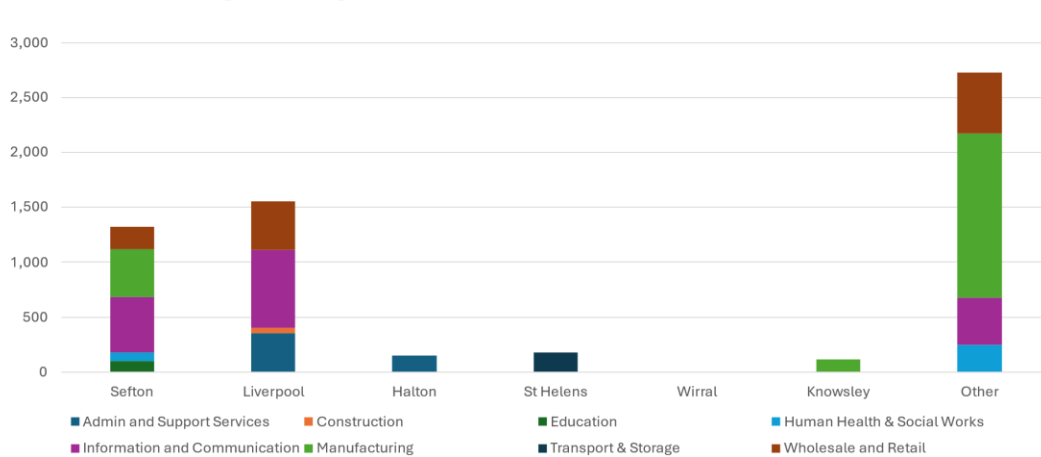
- 2.7 InvestSefton works with a wide range of partners, and this is reflected in their mass attendance and participation in the Sefton Economic Forum Marketplace. Merseyside Special Investment Fund (MSIF) is one such organisation helping them to access a wide range of loan, equity and start -up funding. Officers also sit on the MSIF quarterly Partners board to discuss performance and the

latest report for May.

## Investment Level by Borough by Quarter (£'000)



## Investment Level by Borough by Sector (£'000)



### 2024 shows Sefton second only to Liverpool in terms of take up and investment *LCR Low Carbon Eco-Innovatory Grants*

2.8 The team has also established a good working relationship with Liverpool John Moores University on their Low Carbon Eco-Innovatory grant scheme, initially set up with EU funding and more recently extended by the Combined Authority. The grants help support capital investment in plant/equipment that help bring net -zero benefits such as low carbon emissions. To date InvestSefton has assisted the following Sefton businesses who received awards:

<b>Construction company, Southport</b>	Shopfitting, building and joinery manufacture
<b>Retail Café, Crosby</b>	Specialist coffee; cafes/concessions
<b>Distribution company, Bootle</b>	Freight forwarding & logistics/export
<b>Leisure company, Formby</b>	Swimming/leisure centre

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Construction company , Bootle	Civil Engineering/Construction
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## Cross Council activities

2.9 InvestSefton has established close working links across many services and during April- September this has included:

- Sefton@work- referral of job opportunities and the Caring Business Charter, also wider links to the LCR Fair Employment Charter
- Business Rates-Supporting hardship cases and more recently work on developing a Southport Business Recovery Fund
- Active Sefton-providing UKSPF to help support health and wellbeing in Sefton workplaces -7 businesses supported with 12 employees accessing Health Checks, Cold Dip, Stress Workshop, 7 Dimensions of Health Workshop, Menopause Café, Online Menopause Groups, Online 10 Minute Movers
- Child Providers Grant-InvestSefton has been assisting the Children's Care Providers team on a new grant scheme they are introducing. This includes advice and guidance on governance, application process and supporting evidence requirements including risk assessments. The team has also offered to work with applicants seeking help with their business
- Planning services-close liaison on business and inward investment planning applications

## Inward Investment

2.10 The team has worked closely at both LCR and local level with partners seeking to increase new investment in the borough. This includes cross cutting work across Economic Growth & Housing, most notably with the Regeneration Team. Work during April-September has included:

- Input of Sefton investment opportunities into the LCRCA brochure promoting the LCR investment opportunities overseas including UKREiiF, MIPIM and EXPO Real ( Munich).



MIPIM-Investment-  
Opportunities-2024.

- Co-ordination of the Sefton Inward Investment Prospectus (Annex A refers)
- Mersey Reach-Final unit available. Recent new occupiers are now being supported by InvestSefton.
- Southport Business Park-Ongoing work to support investment in the site, working alongside Regeneration colleagues
- L51 Campus, Bootle-Intention to demolish and rebuild confirmed by site representative. Site has been sold to a US company who are bringing in a global AI client. Approx. 50 jobs (predominantly mechanical & software engineering) which will include local recruitment.
- Atlantic Park Phase 1 is underway, expected to be finished November 2024. Consists of speculative development of 4 units (43,000 sqft, 53750 sq ft, 118,250 sq ft & 134,375 sq ft). Warehousing/light industrial usage expected with office space. All units are still being marketed by the agent. Interest has been high but no firm commitments to date. Phase 2 will have design & build opportunities up to 388,000 sq ft. [Atlantic Park](#)
- Former Santander site: Developer interest in building 9 units totalling 387,543 sq ft. Screening opinion requested re: Environmental Impact Assessment submitted and subsequent advised that this is not required. Interest from existing large Sefton employer in relocating to site if development proceeds.

## 3.0 Southport Business Recovery Fund

- 3.1 Members will be aware that the Council established a Business Recovery Fund to provide financial assistance to businesses and organisations located in the Hart Street and St Lukes Road areas of Southport. This was seen as an immediate priority as the Council and its partners review wider impacts on the town's economy. InvestSefton designed and, at the time of writing, is delivering the fund providing financial support to businesses forced to close after the tragic events of 29<sup>th</sup> July.
- 3.2 The fund covers losses incurred and some 12 awards have been made to businesses totalling some £95k. The Council has also taken over the lease of the Hart Space in Norwood Business Centre where the incident took place. Members will be aware that businesses using this space have been offered the Whitehouse building in Southport Promenade.

## 4. Employment & Opportunities for work

contact: [claire.maguire@sefton.gov.uk](mailto:claire.maguire@sefton.gov.uk)

- 4.1 Members will be aware that inhouse provision is carried out by the Employment & Learning Unit, which comprises three customer-facing services including Sefton@work, Sefton Adult Community Learning Service, the NEET Reduction and Early Intervention Service (NREIS) and an associated employment contract management function.
- 4.2 Employment and Learning is linked into the delivery of the Growth Programme and seeks to maximise all opportunities for employment and training connected to larger developments. This also extends to planning decisions related to developments seeking consents where an employment and training plan with Sefton@work may be required as a condition which needs to be monitored and reported. The main impetus of this work is to generate opportunities such as jobs, apprenticeships, work experience placements, mentoring, interview coaching or site visits. This work is a key component of the Council's Social Value strategy and also underpins our corporate parenting responsibilities through the promotion of the Caring Business Charter. A key example where this link between planning and job creation has been established within this period has been the entrance to Sefton of a new trade warehouse company where we assisted the company to create 70 local jobs, we operated a training routeway for workless Sefton@Work clients, including some who were care experienced.

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## Sefton@work General Performance

Data Description	Figures
Total Clients accessing service for ESF support	5,296
Clients accessing service post ESF	1,080
New clients registering for support by age in this period	16-24 35% 25-49 52% 50+ 12% Not known 1
Male Participants	59.3%
Female Participants	40.6%
Other Participants	0.2%
Participants with Disabilities/Health Conditions	32.7%
Participants without basic skills	30.9%
People leaving the programme (into jobs/self-emp/training)	2,208
Starts on UKSPF Programme	237
Male Participants	57.0%
Female Participants	42.6%
Prefer not to provide gender	0.4%
Economically Inactive Participants	88%
Unemployed Participants ( actively seeking)	9.3%
Participants at risk of redundancy	2.7%
Participants with Disabilities/Health Conditions	30.0%
Participants without basic skills	36.3%
Footfall (Face to Face contact with caseworker)	778

### Southport Accommodation for Sefton@work

- 4.3 Members may be aware that Sefton@work has always been a service which operates across the borough and is open to all residents who need assistance with their employability and has operates a responsive and flexible outreach programme to promote access to residents in partnership with community stakeholders. However, the lack of a permanent base in Southport town centre has limited the scope of take-up for residents in the north of the borough.
- 4.4 We have now located a suitable permanent home for the Service in central Southport. The accommodation is currently in the process of upgrading and refurbishment and located directly adjacent to the Town Hall in Cambridge Walk. The contractor is due to complete works on this unit by end November and the service will be able to open to the public shortly after this, with space for an employment advise team and a small training/meeting space where residents can access community learning opportunities and other associated provision.



## Working with Vulnerable Groups

- 4.5 Sefton@Work continue to attend events through the 'Team around the School'. The Team around the school model is attempting to address issues or concerns before they escalate through a multi-agency core team and supporting team. Advisers can take referrals for employment advice at these events especially for those cases where parental empowerment and skills for young adults feature as part of the progression towards greater resilience for the family.
- 4.6 We continue to refer to the new F.A.S.T. (Family Advice & Support Team) which has replaced the former MASH referral process. This is a more user-friendly process, and we pick up referrals through this. Further work and ongoing effort is still required to ensure that the FAST team continue to be aware of the Sefton@work offer, particularly in the context of a changing workforce across Early Help.
- 4.7 We continue to work with client referrals from Youth Justice, providing co-location to team officers in Bootle and this cohort of vulnerable young people remain a priority, particularly in term of provision of paid work placements.
- 4.8 The major focus of Sefton@work is currently on efforts to deliver the very stretching job targets of 50% job entry for the UKSPF project which only include economically inactive people. The programme requirements have meant we are working to a very ambitious set of performance indicators, given constraints that the economically inactive group need more time and variety of support than other clients, the duration available to work with them is very limited compared to other employment programmes and the ongoing demand from other residents who are seeking work but who do not meet the strict criteria for UKSPF. Maintaining our "open door" policy has left us in a position where, at the half-way point in the project, demand to join from new clients is growing but targets take more time to achieve.
- 4.9 With respect to the Service's commitment to corporate parenting, we have arranged for 7 care experienced young people to access paid work placements with local employers covering roles in floor fitting, joinery, hospitality, childcare and sports and leisure. Sefton is paying for further training whilst on placements to shore up their future chances after the placement ends which includes gym instructing, self-employment advice, and pool lifeguarding certification. In addition, we also have 2 clients on paid placements who are vulnerable due to other characteristics, and we have a further 6 residents awaiting a start date from an employer for a paid placement. All participants receive in-placement support throughout their work experience including job search and interview support and the Service briefs the employer in confidence about the issues they may present at work (with consent from the client) and the kind of individual assistance they may need to make the best of the time.
- 4.10 Clients who have faced trauma are currently being offered up to 12 counselling sessions with a psychotherapist. The sessions are available to clients who feel they have significant barriers that are stopping them from taking up opportunities and progressing on their journey back to work. Feedback from clients is positive with 90% of feedback stating that those who complete the sessions have a more positive approach to beginning to look for work than before.
- 4.11 Sefton@Work are continuing with a rolling programme of delivery in the new training room which consists of employability interventions, functional skills workshops, digital inclusion skills, sector qualifications and routeways, jobs fairs, employer and networking events and much more. As well as delivering ourselves some are in partnership with SCLS and other external partners and employers.

## Working with Employers

- 4.12 The Sefton@Work STAR Employer Award 2024 took place on Friday 25th October. Sefton@Work's Employer Liaison Team continues to attract new employers to sign its new Employer Partnership Agreement, endorsed by the Chief Executive of SMBC. The Awards event was to recognise the particular efforts and commitment to partnership that some local employers have given us. This initiative aims to strengthen Sefton@Work's relationship with local employers, enhancing our ability to support our clients into work.

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- 4.13 The recruitment drive for the Cash & Carry warehouse referenced above successfully supported its opening on Farriers Way in early November 2024. Sefton@work has been working closely with the company's recruitment team to understand their requirements and build a solution to maximise opportunities for clients while giving the employer the workforce they need. The roles were varied across a number of warehousing, stock control and administrative functions, and the employer has good terms and conditions and has been very open to providing opportunities for people who may have little recent work experience. Sefton@work offered briefing & information sessions delivered in tandem with the company, applicant sifting by advisers and intensive individual interview preparation for clients who may have not been actively job-seeking for some years. As the company had no local office space available until their opening, Sefton@Work also hosted recruitment interviews at the Bootle Strand office for their selections. This resulted in placing 28 clients into employment with more confirmations of starts to follow.
- 4.14 Sefton@Work also hosted a Caring Business Charter Careers event to promote career opportunities and wider support on 31st October, as part of National Care Leavers Week. 22 Local employers who have signed up to Sefton's Caring Business Charter attended to showcase their careers opportunities to our young people and care leavers. The event was hosted at Cambridge Road Community Learning hub and included a range of potential future employers, placement providers and specialist support services such as Sefton Early Years, Housing Options, Welfare Benefits, and Life Rooms. We also utilised the AI immersive room and its technology to engage in fun, informal learning activities. 19 young people attended the event, 5 of whom were care experienced and 14 were from our NEET group.

## Working with Stakeholders

- 4.15 Career Connect continue to attend Sefton@Work on a weekly outreach Programme to engage with our young people who are NEET, care experienced or working with Early Help and this partnership seems to operate effectively for both clients and staff. Due to ongoing issues with money management, debt and housing arrears amongst our clients we have commissioned Citizens Advice (CAB) to deliver advisory services 2 days per week from our office allowing our clients fast tracked access to the support they need while on site. We continue to see a positive uptake in this since starting in January 2024.
- 4.16 The CAB has provided us with feedback on the detail of the cases being presented by Sefton@work clients, and it appears the most common factor is underclaiming by workless residents. The starting point in these consultations is to check that clients fully understand their individual entitlements and are receiving the benefits they need. However, The CAB advisers have stated they identify an underpayment of benefit at least once in almost every drop-in session. Most frequent underpayments relate to carers premiums, disabled child elements (this is exceptionally common) unclaimed extra bedroom allowances and unclaimed pension credit (which can help retain winter fuel allowance). CAB have calculated that since January 24 they have supported Sefton@work clients to identify almost £73,000 in benefits, they are entitled to including child disability premium and missing pension credit.
- 4.17 Housing Options continue to attend the Bootle Strand office to offer general housing advice and to link those who require ongoing support into the Housing Options offer which includes advice on accessing social housing through Property Pool, Section 21 eviction notices, and homelessness support.
- 4.18 Sefton@Work continues to support the SMBC Early Years and Childcare sufficiency team and are liaising with them and Sefton's out-of-school-hours organisations to utilise The LCR Young Persons Guarantee. These organisations can employ a Sefton young person, aged 18-25 (must have been out of work, education, or training for more than six months) and receive £500 for each month they are employed, up to 6 months.
- 4.19 Following the success of the Digital Inclusion Initiative in partnership with LCR & Lloyds Foundation where clients completed a short digital intervention and received a free tablet with 6 months data, more sessions are currently planned for October and November.

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4.20 Members will be aware that the Adult Community Learning Service, whose main delivery base is the Cambridge Road Community Learning Hub. The Service is funded through the LCR devolved adult education budget to deliver second-chance learning opportunities for adults aged 19 and above, with opportunities for progression to qualifications. The main curriculum areas of the Service relate to family learning, health, wellbeing and citizenship, English as second language and English, maths and digital skills embedded into a range of community interest courses such as arts and crafts and local history. The following table indicates progress so far this academic year.

Activity	Year to date  From 01/08/24	Comments
Unique Learners	340	18 new courses due to start after half term.  Onsite enrolment dates scheduled in October. Draft prospectus has been completed and shared with Comms team.
Unique Learning Aims	415	
Test and Learn pilot Learners ( includes focus on green skills and retrofit sector and family learning together)	23	<ul style="list-style-type: none"> <li>• 5 x workshops planned throughout the half term.</li> <li>• Linking up with Schools and Family Wellbeing Centres to promote activities</li> <li>• Engaging with 3 Primary Schools who have also agreed to display service banners to promote courses to families.</li> </ul>
Multiply - national adult numeracy initiative	23	<ul style="list-style-type: none"> <li>• All 5 commissioned services have started delivery.</li> <li>• In talks with a 6<sup>th</sup> potential delivery service, application has been issued.</li> <li>• All vcf providers have experienced issues engaging learners through the summer as similar provision (UKSPF etc) by other providers offers competition in the area</li> </ul>
Pathways to Teaching - growing local teacher talent for community learning	6	<ul style="list-style-type: none"> <li>• First cohort of learners for 2024/25 have started.</li> <li>• Successfully appointed staff from year 1 have started their PGCE.</li> </ul>

## Curriculum Review: Alignment with Liverpool City Region Long Term Skills Plan

4.21 The service is currently assessing its curriculum plan against the Liverpool City Region Long Term Skills Plan to ensure alignment with the four strategic objectives. These are:

1. Improving technical education outcomes for young people
2. Enabling access to second chance learning to help people get into work.
3. Develop the skills that employers need:
4. Providing people with skills to progress:

This exercise will enable the Service to clarify its connections with areas of potential jobs growth within Sefton and the wider travel to work area across the city region.

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## Digital Inclusion Initiative

- 4.22 The Digital Inclusion Initiative (DII) is an exciting new project aimed at bridging the digital divide by improving digital skills and fostering economic growth. The service has been allocated 50 devices (tablets with sim cards and 6 months of internet connectivity) and will provide in-person digital skills training. Sessions are already planned, with the first two fully booked. The project is set to conclude by 13th December.

## Adult Skills Fund/Be More Video Content

- 4.23 The service is collaborating with the Liverpool City Region Combined Authority (LCR-CA) Adult Skills Fund team to create promotional video content to raise awareness about the service. This will showcase our adult learning provision, aiming to raise aspirations and participation in adult education under the "Be More" campaign. The footage will highlight curriculum offerings and demonstrate real-world learning in action.

## Improving Facilities at Cambridge Community Learning Hub – Phase 2 Refurbishment Project

- 4.24 An application for funding for £580,000 has been made to the Free Port Extension Fund to support the Phase 2 works for the Cambridge Road Community Learning Hub, which has been approved in principle. We are at present proceeding with completing a schedule of works and finalization of all costings to enable us to go ahead with a procurement exercise to appoint contractors as soon as possible when the grant is received into the Council. This will fund the refurbishment of additional training rooms on the first floor of the building, enhanced security for learners and staff, an upgrade of the digital connectivity across the building and the fit-out of the Cambridge Kitchen

## Progressing the Cambridge Kitchen concept

- 4.25 Following the departure of the operator of the former community pantry at the site, the Service has taken the opportunity to re-evaluate the catering needs of its learners and the community it services. In consultation with Cabinet Member, we have drawn up a new concept of the Cambridge Kitchen which needs to be embedded within the site offer, focus on sustainable and affordable nutrition for learners and their families and offer a range of opportunities for work experience placements and new collaborations highlighting good and wellbeing. We are in the process of negotiating with a brand-new Community Interest Company about the concept and it is expected we can move to a clear agreement with them alongside the phase 2 refurbishment project about the use of space and the associated added value they can bring. Meetings are ongoing with Unique Blends CIC to progress their interest in operating Cambridge Kitchen.

## NEET Reduction & Early intervention Performance

- 4.26 The data for monthly performance for NEET and Not Known is cleansed locally by Career Connect who are our contracted supplier and verified with local and national sources using the government database which each LA is required to update monthly. This forms part of the tracking element of the NEET Reduction and Early Intervention Service. The purpose of this tracking is to identify, target and support those young people who are Not in Education, Employment or Training to provide them with timely assistance to re-engage in learning.
- 4.27 Sefton's NEET and Early Intervention provision continues to offer interventions to young people aged 16 – 18 across a range of vulnerable groups, including those with disabilities and health conditions, those who are electively home educated, young parents, and care experienced.
- 4.28 We have seen an increase in numbers within our vulnerable groups, where the new September Y11 young people with SEN-ECHP is now 278, an increase of 66 since this time last year. Elected Home Education young people has increased by 26 to 74. Within just these two vulnerable groups we are seeing an increase of 114 more young people who are at risk of NEET going forward. In addition, the cohort accessing Pinefield complementary provision in Year 11 has also increased to 52, which is 25 more young people than last year.

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- 4.29 Vulnerable groups will continue to be a priority for the service in this coming year and all young people NEET and at Risk of NEET will continue to have a named advisor who will be in regular contact with them to coach and support a career pathway for a positive transition back to learning.

## Advocating for young people in Learning Provision

- 4.30 Career Connect are still in the process of tracking destinations of 16 and 17 year olds and this exercise will be fully completed by the end of October. Some of the issues already being highlighted as part of the tracking are those recent school leavers who are still not enrolled at college to start their Post-16 phase of education. These students were not previously identified as being disengaged, disaffected or at risk of NEET, but young people engaging and wanting to commence their course. The majority of these students had applied to study vocational programmes including Motor Vehicle Engineering and Construction etc but due to limited places, connected with lack of capacity and poor retention of tutors etc they have not entered study.
- 4.31 In response to this issue, we now have four new pathways for our vulnerable groups in Sefton and in September, 56 young people who otherwise would have been NEET have secured access to this provision. This includes:
- 100 new places for study programme which has enabled Hugh Baird, Southport and other smaller providers to deliver a more flexible programme for our vulnerable groups.
  - New provision for young people in complementary education, yp with SEN EHC/EHE
  - Routes to EET course to bridge the gap to mainstream learning for 16 young people.
  - **Engage** - a new online pathway and virtual offer. The aim of this programme is, over time, to encourage learners to re-engage in face-to-face education while continuing to learn online until they feel the time is right for them to progress.

## Caring Business Charter & Employment Support for Care Experienced Young People

- 4.32 Since July 2024, the Charter has received 34 referrals, primarily via a Get into Work Panel meeting, organised by Children's Social Care. The aim is to address barriers to employment or learning progression of our hardest to reach care experienced young people aged 18+ and to identify relevant and appropriate pathways to support them into positive destinations. At the Panel, Leaving Care Personal Advisers and Key Workers are encouraged to support their young people to register and engage with S@W to access externally funded skills programmes.
- 4.33 Sefton@Work prioritise support for care experience young people, NEET young people and care experienced adults across all its projects at all times. This includes prompt linkage to work focused casework and access to a range of support mechanisms including financial support to transition to work. The benefits of registering and engaging with Sefton@work are evident in some of the case studies set out below as these young people have been eligible for additional support from Sefton@work:
- 8 clients have been supported into S@W funded paid work placements.
  - 3 have been supported into apprenticeships.
  - 6 have completed the Digital Inclusion Course and received free laptops and data.
  - 3 have attended the Fit for Success course delivered by S@W
  - An additional 19 care experienced young people have registered with S@W
  - 6 care experience young people attended the Sound City Course, 3 of these have engaged with S@W and will be supported into paid work placements once suitable employment have been identified and matched to their skills and aspirations.

## Case Studies

*LE, aged 18 – since registering with Sefton@Work has been funded for a Barista Training Course, Customer Service Course, online Safeguarding Course and 2 Lifeguard Courses due to failing the first one. Has also attended the Digital Inclusion Course*

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addition, has received funding for work clothes, travel pass, enhanced DBS and, with the support of their PA, has been successful in assessing a Sefton@Work funded paid placement with Active Sefton, S@W will continue to pay for travel until the end of the placement. Moving forward, and with additional support from their PA to build up confidence, Sefton@Work have agreed to fund a Level 2 Gym Instructor course at a cost of £1,500 and will also be receiving ongoing in-work support during placement.

**MM aged 17** – is an out of borough care leaver known to Youth Justice. They live semi-independently but due to their age is unable to claim welfare benefits. They completed a tiling course through a referral from Virtual School but was unable to secure paid employment after it had finished. Registered with Sefton@Work to access employment opportunities, since registering has completed a Mental Health & Resilience Training Course, also received funding for interview/work clothes, travel, and PPE. Through Sefton@Work's employer links, they were able to identify a local joinery company near to MM's home who was willing to offer a work trial. This was success and Sefton@Work has now agreed to fund a paid work placement with them and offer ongoing in-work support. MM is interested in the option for self-employment so will be supported with exploring this offer at the end of placement.

**MS aged 20** -- lives independently, in receipt of Universal Credit. Since registration has received funding for CSCS card, PPE, and Enhanced DBS checks, also completed the Digital Inclusion course and received a free tablet and 6 months data. Has had CV updated, interview skills and attended CAB for a better off calculation. Participated in a work trial and employer was impressed, Sefton@Work agreed to fund a paid work placement for 16 hours per week as a result of better off calculations and is currently receiving in-work support from Sefton@Work. Sefton@Work is currently encouraging them to access a Level 1 scaffolding course which will support them in current and future employment. Sefton@Work will fund the cost of the £1,200 course.

**AR aged 19** – young parent living independently, in receipt of Personal Independence Payment and Universal Credit, with an Education, Health & Care Plan for additional needs. Registered with S@W for support to find work but was concerned about how accessing employment could affect benefits and how they would fund childcare if they were working. Sefton@Work advisor supported them with an application for childcare and opening up a Childcare Account via Childcare Choices website, also with a crucial Better Off calculation based on a scenario of earning £11.65 for 18 hrs per week and childcare costs of £122.55 per week which indicated that starting work at this threshold would make them approximately £900 better off per month. Having completed a Disclosure and Barring check, funded by Sefton@Work and participating in a work trial, securing a nursery place alongside their job search, Sefton@Work has funded a paid work placement with a local childcare provider and will be offering the client travel throughout the placement alongside regular in-work support.

**EM aged 18** – registered with Sefton@Work for support to enter employment, as they had dropped out of college and didn't want to return to any form of learning. The adviser identified a potential employer who was willing to offer an interview for a position within a local nursery. Since registering, EM has received funding to support a Citizen Card, supported to open a Universal Credit account as they had previously struggled through lack of acceptable ID documentation. Furthermore, they were not accessing welfare benefits they were entitled to since they could not locate their National Insurance number. Sefton@work supplied a mobile phone with data package to enable a benefit claim to be made and supplied funding for interview clothes and travel. EM attended an interview on 11<sup>th</sup> October for a paid placement funded by Sefton@work along travel funding for the duration and in-work support once in employment.

**RJ aged 21** – lives independently but is currently at risk of being evicted due to rent arrears. RJ was encouraged to register with Sefton@work as they are currently working ad hoc for cash in hand and therefore unable to cover all their regular living expenses. Was initially interested in self-employment and was referred to Merseyside Expanding Horizons as they wanted to set up their own window cleaning company. After a full analysis of the viability of this self-employment option, Sefton@Work may be able to fund equipment to support this venture. However, having worked with Sefton@work a little more, RJ spotted opportunities within Green Sefton and attended an interview (accompanied by their PA) and as a result was offered a 2-day job trial with a view to a Sefton@Work paid work placement with them, including travel for the duration and in-work support.

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**DR aged 20** – lives independently. They have an EHCP and left school with no formal qualifications. DR Was referred by Career Connect as wanted support to access employment. As they live on their own, they were worried about employment affecting housing and Universal Credit payments. They received a Better Off calculation to identify hours they could work to ensure that they were financially better off. Since registering, DR has received funding for travel, they have engaged on the Digital Inclusion programme and has received a free tablet and data. PA has supported them to attend interview at Crosby Lakeside and was successful, S@W will fund a paid placement there as well as ongoing travel costs for the duration alongside in-work support.

**LC, aged 22**, was originally an out of borough young person but has moved into the area and is living in supported lodgings. They have an EHCP, since registering with Sefton@Work has been supported to apply for potential employment opportunities, PA identified an opportunity with SHOL Lakeside working front of house dealing with the general public, serving food and drink. The adviser arranged the interview and prepared a journey plan of how to get there, supported LC with interview techniques and organized funding for interview clothes and travel. LC was successful at interview and offered 18 hours per week paid employment with the potential of more hours once settled into the job, with wages funded by Sefton@Work. LC will receive ongoing in work support and travel costs for the duration of the placement.

4.34 In addition to the above, S@W is also working with 3 clients who registered with them and attended the recent Sound City Course, an independent provider of music festivals. Those clients who have engaged with Sefton@ will be offered paid work placements once a suitable employer has been matched to their skills and aspirations connected to careers in the music business.

4.35 Other positive outcomes in this period include:

- **New Directions** are continuing to be a pro-active member of the Charter and have already offered 2 apprenticeships through their guaranteed interview offer.
- **Plus Dane** have agreed to offer guaranteed interviews to all jobs subject to meeting minimum requirements to the role.
- **Plus Dane & Sovini** – have included the Charter on their vacancy mailing list and submit them to us prior to the opportunities being uploaded on to other online jobs sites.
- **Hugh Baird** - the young person who was offered a work experience placement with Hugh Baird College has been encouraged and supported with an application to apply for an IT Engineer post at the college and has been successful so is now in full time employment.
- **Career Connect** have delivered 11 face to face interviews and 8 over the phone to support care experience young people out of the current cohort for the NR&EIS, they have also made 4 home visits and as part of their Multiply contract with our Adult & Community Learning Service, have delivered numeracy courses to 3 care experienced young people – all interventions have been as a result of attending the Back to Work Panel.
- **Southport FC** – working in partnership with the Charter, Southport Football Club offered us the opportunity to participate in their community focused programme enabling up to 18 young people between the ages of 8 – 11 to represent the club as a mascot for each of their home games. All the children taking part have been chosen from our Fostering Service and the co-ordination has been through the Charter. To date, we have identified 12 young people and all home games until the end of January 2025 have been allocated. All mascots will receive 2 free adult tickets for the main stand, a Southport FC football shirt. With relevant consent from carers, they will feature in and receive a matchday programme, they will also meet the players, participate in a pre-match kickabout on the pitch and lead the players out at the start of the game. They will receive a photograph with the team and the coin toss with each of the captains.
- **26** employers have committed to offering a range of work placements, work trials and work experience as part of their offer over the forthcoming 6 months from September – March 25. As a result, the Charter employer list is expanding due to its close alignment with Sefton@Work and all new and existing employers registered with the service are being encouraged to offer support to our care leavers as part of their Employer Partnership agreement. We are also working closely with our Regeneration colleagues to expand our offer through new contracts

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with the Council including Vinci, Skyline, Balfour Beatty, and a range of sub-contractors working alongside them.

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🎉 Congratulations to Connell Court - **Methodist Homes MHA!** They have recently joined the Sefton@Work employer community and plan to offer opportunities to local job seekers looking to work in Care. 🌟  
We wish them every success! 🍀

🔗 To find out more about Sefton@Work visit <https://ow.ly/2gni50SNi8Y>  
Pictured, Mark Graham-Grice Deputy Home Manager. #Employment #Support #SeftonAtWork #Sefton #SeftonCouncil #Community #Care




**Sefton@Work** Working For You

#SeftonAtWork @LearnWorkSefton

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🎉 Congratulations to yet another valued employer, Millennium Nails, on signing Sefton@Work's Employer Partnership Agreement. This agreement signifies their commitment to offering job opportunities to local people. 🌟 Let's make a difference, together!  
Pictured, **justine chew** Director.  
To find out more about Sefton@Work visit <https://ow.ly/mcmV50QLz24>  
#Sefton #LocalEmployer #CommunityImpact #20Years #Anniversary #CIAG #Partnership #SeftonCouncil




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🌟 "This is why we went to Iceland!" The **Iceland Foods** store in The Strand, Bootle is the latest large retailer to join the Sefton@Work growing list of employers who have signed up to our Employer Partnership Agreement endorsed by Sefton Council Chief Executive Phil Porter. 🎉  
The ever busy store which is a stones throw from our new office will engage with us when any new opportunities arise.  
The staff in store always give a warm welcome! 🌟  
Pictured L-R Store Manager **Kate Daulby** and Store Colleague Amy Tangemans.  
To find out more about Sefton@Work visit <https://ow.ly/mcmV50QLz24> #Sefton #LocalEmployer #CommunityImpact #20Years #Anniversary #CIAG #Partnership #SeftonCouncil



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🎉 Congratulations to yet another valued employer on signing our Employer Partnership Agreement endorsed by Sefton Council Chief Executive Phil Porter. Welcome Apollo Care and thank you for the work you do in our community. ❤️  
🌟 Let's make a difference, together! 🍀  
🔗 To find out more about Sefton@Work visit <https://ow.ly/mcmV50QLz24>  
Pic below L-R **Julie Roche** Recruitment Officer, **John McGovern** Managing Director.  
#Employment #Support #SeftonAtWork #Sefton #SeftonCouncil #NewBeginnings



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#SeftonAtWork @LearnWorkSefton

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🎉 Congratulations **INDUSTRIAL HYDRAULIC SERVICES LIMITED** who recently received their Employer Partnership Certificate from Sefton@Work. IHS Ltd have been operational in Sefton for over 23 years and supply businesses in Merseyside and beyond. Originally developed with two partners **Ian Thomas**(pic) and **Ian McWade**, there is now another Ian, appointed as Director in 2021 their customers include Peel Ports and Tata Steel. IHS Ltd have a long-standing relationship with Sefton@Work having worked with us over the last 15 years. Admin Manager **Laura James**(pic) was a Sefton@Work client before joining the company! 🌟  
To find out more about Sefton@Work visit <https://ow.ly/mcmV50QLz24> #Sefton #LocalEmployer #CommunityImpact #20Years #Anniversary #CIAG #Partnership #SeftonCouncil



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By Carmen Baccino, DipRSA, RCDP, MCDI, AIEP • 9/30/2024

**Sefton@Work**  
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🎉 Congratulations to Saint Jude Care Home! They have recently joined the Sefton@Work employer community and plan to offer opportunities to local job seekers. 🌟 We wish them every success! 🙌  
🔗 To find out more about Sefton@Work visit <https://ow.ly/2gni50SNi8Y>  
Pictured L-R **Jo Roberts** Head of Care, **Michael Hughes** Head Housekeeper.  
#Employment #Support #SeftonAtWork #Sefton #SeftonCouncil #Community



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## Joe's Perseverance Pay's Off

Joe, 23 registered with Sefton@Work in May and actively seeking employment. He was facing challenges securing a suitable job despite his previous employment experience. With the support of Sefton@Work, Joe actively engaged in the program, determined to find a fulfilling role.

Through one to one advice and guidance sessions, Joe identified potential roles and was put forward for several positions. He was successful in getting interviews and despite impressing employers in his interviews and receiving positive feedback, he consistently missed out on the final selections.

Undeterred by setbacks, supported by Sefton@Work with job search, Joe persevered. His dedication and persistence finally paid off when he was interviewed by and offered a role with Dhamecha, a new company who came to Sefton@Work for help with recruitment for a new cash and carry wholesaler business in Bootle they were establishing.

Joe's strong performance in the interview secured him a warehouse assistant position, which he was scheduled to start on September 23rd.

Sefton@Work continued to provide essential support throughout Joe's journey. The program funded work attire to ensure he was well-prepared for his new role.

Additionally, Sefton@Work's in-work support team are committed to providing ongoing support every two weeks, ensuring Joe had the resources and guidance needed to succeed in his employment.

Joe's positive attitude and unwavering determination, combined with the support of Sefton@Work, led to his successful employment. He is eager to start his new role and grateful for the assistance he received in achieving his career goals.



📞 0151 934 2610

✉️ [seftonnetwork.info@sefton.gov.uk](mailto:seftonnetwork.info@sefton.gov.uk)

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## Ayla's Journey to Confidence and Success

Ayla, once plagued by anxiety and self-doubt, has embarked on a remarkable journey of transformation. Her story is a testament to the power of perseverance, support, and a belief in oneself.

Ayla's past experiences with employment were marred by the challenges she faced with her mental health. However, a turning point came after she had registered with Sefton@Work and participated in the Fit for Success program. This program, designed around the 5 Ways to Wellbeing, incorporating mindfulness sessions and physical activity, helped her build confidence, improve her teamwork skills, and develop a newfound sense of social ease.

Inspired by her progress, Ayla expressed interest in the Routeways program, a supported employment initiative. After a successful interview, she joined Rowan Park School, where she quickly began to flourish. The supportive environment and structured routine of the Routeway helped Ayla boost her confidence and motivation. She described herself as a completely new person, brimming with newfound self-belief.

Ayla's journey didn't stop there. Building on her success, she secured a paid placement at a local café. This transition marked a significant milestone for Ayla, as she faced her fears and embraced a new challenge. Despite initial nerves, she was warmly welcomed by the staff and quickly began to enjoy her role. The training and support she received helped her grow both mentally and socially.

A testament to her growing confidence and abilities, Ayla was recently asked to work weekends at the café. This opportunity showcased the employer's trust in her skills and dedication.

Ayla's journey from struggling with anxiety to thriving in a paid position is a remarkable achievement. Her transformation is a testament to the power of support, perseverance, and a belief in oneself. Through her experiences with Fit for Success and the Routeway programme, Ayla has not only overcome her challenges but has also discovered a newfound sense of purpose and fulfillment.



0151 934 2610



[seftonnetwork.info@sefton.gov.uk](mailto:seftonnetwork.info@sefton.gov.uk)



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## Ethan's Story: From College to Work

Ethan, a 20-year-old recent college graduate, faced challenges finding employment due to a lack of formal work experience and social anxiety. Despite completing a joinery course, Ethan struggled to secure roles in his field of interest.

After registering with Sefton@Work for assistance in finding employment, the team helped him craft a compelling CV, highlighting his skills and qualifications in a way that would appeal to potential employers. Ethan also took advantage of our bespoke job matching service, which enables us to match individuals with suitable job opportunities.

To further enhance his skillset, Ethan was enrolled in a digital manual handling course. This course provided him with valuable training in safe and efficient handling techniques, making him a more attractive candidate to employers.

While Ethan initially focused on finding apprenticeships in joinery, he remained open to other opportunities. With the guidance of the Sefton@Work team, he decided to expand his search to warehouse roles, recognising that these positions could offer immediate employment and valuable work experience.

Sefton@Work arranged an interview with Dhamecha, a new employer in the process of setting up a new cash and carry warehouse in the local area, and provided Ethan with the necessary support.

The team assisted him in preparing for the interview, offering advice on how to answer common questions and present himself confidently. They also provided him with appropriate interview attire to ensure he made a positive impression.

Ethan's hard work and the support of Sefton@Work paid off, and he was successfully offered a warehouse position. With the support of travel funding from Sefton@Work, Ethan was able to commute to his new job without financial strain.

Ethan's journey from college graduate to warehouse worker is a testament to his resilience and the valuable support provided by Sefton@Work. His success story demonstrates that with the right guidance and resources, individuals can overcome challenges and achieve their career goals.



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[seftonnetwork.info@sefton.gov.uk](mailto:seftonnetwork.info@sefton.gov.uk)



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## Faye's Return to Employment

Faye, a single parent of two young children, registered with Sefton@Work after being unemployed for twelve months. She was struggling with depression and anxiety, which had significantly impacted her job search.

Faye's primary challenges were balancing childcare responsibilities with her job search, as well as managing her mental health.

Sefton@Work provided comprehensive support to help Faye re-enter the workforce:

- **Financial Analysis:** A Better Off calculation was conducted to demonstrate the financial benefits of employment, providing Faye with a clear incentive to return to work.
- **CV Enhancement:** We assisted Faye in updating her CV to highlight her skills and experience in a way that would be attractive to potential employers.
- **Job Matching:** We worked closely with Faye to identify a cleaning role that aligned with her childcare needs and skillset.

• **Interview Preparation:** Faye was provided with guidance and support to prepare for the interview, ensuring she was well-equipped to present herself effectively.

• **Financial Assistance:** We funded work clothing and travel expenses to help Faye successfully transition into her new role.

With the support of Sefton@Work, Faye was able to secure a new job within two months of joining the program.

She is thriving in her new role and is grateful for the assistance she received in overcoming her challenges and achieving her employment goals.



0151 934 2610



[seftonnetwork.info@sefton.gov.uk](mailto:seftonnetwork.info@sefton.gov.uk)



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## Chloe's Journey to Employment

Chloe, 25 had not worked for three years, taking a career break to raise her child as a single parent. She approached Sefton@Work in search of assistance to re-enter the job market. Despite submitting numerous job applications, Chloe felt discouraged due to a lack of responses from potential employers.

Chloe's primary goal was to secure employment that would provide financial stability for herself and her child. She expressed frustration with the job application process and a lack of confidence in her interview skills. Sefton@Work tailored a support plan to address Chloe's specific needs and challenges. The intervention included:

- **Confidence-Building Sessions:** To help Chloe overcome self-doubt and develop a positive mindset for job seeking.
- **CV and Cover Letter Development:** One-on-one sessions were conducted to create a professional and compelling CV and cover letter that effectively highlighted Chloe's skills and experience.
- **Job Application Guidance:** Chloe received personalized support in completing job applications, ensuring they were tailored to each specific role.

Through the dedicated support provided by Sefton@Work, Chloe successfully achieved her goal of securing employment local with Merseyside Fire and Rescue Service. The intervention enabled her to:

- **Gain confidence:** Chloe developed a more positive outlook and belief in her ability to find a suitable job.
- **Improve job application skills:** She learned how to effectively present her qualifications and tailor her applications to specific roles.
- **Enhance interview skills:** Chloe's interview techniques were refined, allowing her to confidently articulate her skills and experience.

As a result of these positive outcomes, Chloe was able to successfully navigate the job market and secure a new role. This achievement not only provided financial stability for her and her child but also boosted her self-esteem and overall well-being.



0151 934 2610



seftonatwork.info@sefton.gov.uk



seftonatwork.net

## 5. Regenerated Places -GSI Programme

Contact: [heather.jago@sefton.gov.uk](mailto:heather.jago@sefton.gov.uk)

- 5.1 The Growth and Strategic Investment (GSI) programme continues to develop and grow with a range of projects and investment growth priorities across Sefton. These ranging from town centre regeneration and place making projects to facilitating and assisting delivery of key investment and economic growth opportunities. The team are responsible for securing external funding and assurance reporting for key capital projects in Sefton, including Southport Town Deal (MLEC, Enterprise Arcade, Les Transformation de Southport and Customer Experience training (delivered in partnership with Southport College), levelling up funding for Bootle Strand and LCRCA funding including strategic investment funds and UK SPF.
- 5.2 **Marine Lake Events Centre** - The Marine Lake Events Centre project is delivering to expected milestones with demolition work progressing on site following DSM being appointed to carry out the demolition and enabling works contract in April 2024. Demolition is anticipated to complete early 2025 and procurement for the main contractor is ongoing and will be announced in due course.
- 5.3 **Enterprise Arcade, Eastbank Street, Southport** - The Enterprise Arcade made considerable progress this year following start-on-site in January 2024 with the appointed contractor Skyline Property Solutions. Refurbishment of Crown Buildings in Southport's town centre for a new business hub is a key Town Deal project and will be the first ever purpose-built workspaces for start-up creative and digital businesses in Southport. External works are now complete, and scaffolding has been removed. Internal works continue and are anticipated to complete early 2025.
- 5.4 **Les Transformation de Southport(LTS)** - The first phase of transportation improvement works to the area around Southport Market – Kings Street, Market Street and Eastbank Street - is undertaking further detailed design work along with further discussions with local businesses to share the details of this programme and minimise disruption. The contract is anticipated to commence early 2025. This exciting project should help transform this area of the town centre by updating and improving the quality of the public realm and improving directional signage. Additional later phased of the LTS programme are also being explored along with possible funding that might be available through the city region transport funding.
- 5.5 **Building a Better Customer Experience** - This key training programme has been operation for a year now and is progressing well. ThPage 108uilding Better Customer Experience Training with

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Southport College has now been completed, in total 212 learners have participated in training along with 22 business collaborations. The feedback received after the pilot programme was exceptionally positive and Southport College have now rolled the course out to a larger cohort to meet demand. Training for volunteers and workless people through Sefton's Adult & Community Learning service is also proposed as part of this pilot programme. Southport College have collaborated with local businesses and delivered focus groups with a range of learners and feedback was very positive, learners felt that the modules covered a range of topics which have enhanced their skills and increased confidence levels.

- 5.6 **Southport Cove – The Esplanade** - An Exclusivity Agreement in place with GSL has enabled the team behind the Cove Resort proposals for the Esplanade site in Southport to progress work to develop their proposals and work on the details of the scheme, prior to agreement from the Council on any future lease arrangement for development of the site. GSL are progressing planning discussions and all matters relating to delivery of the project on this site.

## BOOTLE

- 5.7 **Bootle Strand Repurposing** – the Bootle Strand Shopping Centre transformation project continues to develop its detailed design work to inform the project detail. A planning submission was made in October 2024 for the £20m levelling up funding approved by Government in March 2023. Pre-planning consultation was received positively for the main works and further information can be found on the Council's website. A key catalyst project for Bootle's wider regeneration, this complex project will be delivered in phases to ensure the Strand remains open to the public to support the community that rely on its shops and services. Work is underway with this exciting project following planning approval for partial demolition early this year and contractor Vinci Build UK appointed to carry out these works, prior to letting the main contract. This first phase of work will build on the Salt and Tar events space, undertake selective demolition of part of the centre. (The Palatine), provide a new town square fronting Stanley Road, provide new steps and transition down onto Salt and Tar and repurpose the former M&S Building for a mix of uses including retail, community and health uses. Vinci Build UK are progressing with ground investigations and survey work at present as well as utility and service diversions.

- 5.8 **Bootle Regeneration Strategy** - Work is ongoing to develop and inform this strategy from a range of sources. The recent Bootle AAP preferred options consultation has completed its consultation stage and will help inform the wider town centre strategy. Further work is needed however to review market conditions and key sector information on demand; identify key areas of opportunity and how these can be combined to bring forward viable investment and development propositions, including wider city region identified opportunities for growth and economic development and how this could help support Bootle's transformation programme. People can find out more about the Bootle Strand scheme on the Council's website [Bootle Strand](#)

## AINSDALE ON SEA

- 5.9 **Ainsdale Coastal Gateway - Ainsdale Beach Improvement Works** Following conversations with residents, community groups and previous wider consultation on this area, the Council undertook to update the vision for this key coastal gateway in response to the feedback received. The Council appointed specialist planning and development consultancy Turley's, to undertake a feasibility study for the coastal gateway. The study looks at all the assets at this site including The Sands, Toad Hall, Council operational bases, and options for their development and delivery. The work is under consideration and development options being considered for this area.
- 5.10 **Ainsdale Toilet Refurbishment and Changing Places Toilets** completed this year and is now operational. The refurbishment of Ainsdale toilets including a new Changing Places Toilet is now complete and the new facility is open to the public. The Phase 2 external rendering was completed in August as part of this programme, slightly later due to the environmental considerations in this area.
- 5.11 **Former Sands Public House, Shore Road, Ainsdale.** - Sefton Council went out to the market for the former Sands Public House in Ainsdale (Opposite Pontins) following soft market testing that indicated a sufficient level of interest to encourage a formal marketing of the site. Sefton is considering and assessing responses received and carrying out further discussion with parties who have expressed an interest, as part of on

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- 5.12 **Ainsdale Neighbourhood Centre, Sandbrook Way** – Work continues to buy in the remaining interests in this site following February 2023 Cabinet decision to bring this centre into full Council ownership. A further three properties have recently been acquired and efforts are ongoing to bring the remaining ownerships into Council control. Parallel to this process, agents have been appointed continue to market the site to support the Council's ambitions for change and redevelopment of this site. Expressions of interest are continuing to come forward and lines of enquiry explored further with the market, and members are being updated on progress.

## MAGHULL

### 5.13 **Maghull Health Park**

MerseyCare are working closely with Sefton Council to develop plans for a Mental Health Digital Research and Innovation Centre at Maghull Health Park. Building on the significant investment in the site to date by MerseyCare to this site - Europe's largest concentration of complex secure mental health services and sector leading clinical excellence for serious mental illness. Phase 1 of this health park development will look to bring forward a world class Mental Health Digital Research Centre, a landmark centre of excellence for digital mental health research in Sefton.

- 5.14 The proposals under development include plans for a business park of 320,000sqft for medical research, technology and data occupier space which will anchor the development of a new regionally significant 10 ha Health Park for investors, innovators, clinicians and academics to revolutionise the future of mental health care, research and digital innovation, including immersive and interactive spaces, augmented reality labs and research accommodation. The site forms part of the successful LCRC bid for Life Sciences Investment Zone funding approved in March 2024 to develop and life sciences cluster in the region building on significant assets within the region the proposal will safeguard 1800 jobs currently on site and develop 1270 new jobs, training, research and product development opportunities as well as attracting private sector investment. The Investment Zone status offers a number of tax reliefs to business looking to locate within the Health Park, making it a more attractive investment location.

## 6. Regenerated Places - Tourism

contact: [mark.catherall@sefton.gov.uk](mailto:mark.catherall@sefton.gov.uk)

- 6.1 The tourism service continues to deliver a wider range of services across Sefton that includes:
- Destination Marketing
  - Major Events
  - Conferences and Sales
  - Salt & Tar
  - Seafront Operations
  - Southport Market
  - Visitor Economy Strategy
  - Visitor Economy led regeneration projects such as MLEC
- 6.2 There have been several highlights over the last quarter with major activity at Salt and Tar and the MLEC demolition work underway.
- 6.3 Salt and Tar Event space in Bootle continues to develop and grow following pilot events last year. Our high-profile music event headlined by Tom Jones, Status Quo and Red Rum Club attracted 11,000 attendees across one weekend, approximately 26% of whom were from outside the Liverpool City Region. Alongside this, our smaller activity throughout the year has drawn custom from across the Liverpool City Region and beyond, opening up Bootle as a viable destination in its own right and changing perceptions .

*"It was a great night. Tom was amazing and such a good set up and location. I hope to attend many more events held here."* – Music Weekend Attendee



- 6.4 We have also seen the impact our events have had on other local businesses, with neighbouring shopping centre, The Strand, reporting a 15% footfall increase over the event weekend, and their car park seeing a 51% increase in revenue. Local business Lock and Quay have also shared their revenue was up by 30% from pre-gig visitors to their venue.
- 6.5 **After the success of the events held this summer Salt and Tar has been shortlisted as 'Finalists' for the 'New Tourism Business Award' and 'Entertainment Venue of the Year' at the LCR Tourism Awards along with being shortlisted as the 'Best New Festival' at the UK Festival Awards.**
- 6.6 The tourism team also successfully delivered The Southport Food and Drink Festival, Southport Air Show and British Musical Fireworks Championship attracting tens of thousands of visitors to Southport.  
The Marine Lake Events Centre is progressing with key milestones being met, when finished the venue will generate over £18m to the local economy and attract an additional 500,000 visitors to Southport.
- 6.7 Some of the key milestones achieved to date include:
- Appointment of DSM to undertake the demolition and enabling works, demolition of the STCC is progressing well and will be complete by early 2025.
  - The procurement of a main contractor has been completed and will be announced in due course.
  - Main works will commence in 2025
  - ASM leisure operator continue to be actively engaged in the project, ensuring the building is designed and operated to the best quality.

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6.8 The 2023 Tourism STEAM figures have now also been calculated, the 2023 season was another strong season for Sefton, Key highlights include:

- Visitors number up 3.3% to 7.9m
- Total employment up 9.3% to 6,678
- Economic Impact up 17.5% to £698m

## 7.0 Summaries of other SES objectives & subsets

**Regenerated Places-Housing-Contact** [lee.payne@sefton.gov.uk](mailto:lee.payne@sefton.gov.uk)

Annual social housing completions and overall housing net growth for the 2023/2024 have been updated in this action plan. Ongoing dialogue with both social housing providers and market-led volume housebuilders has ensured that net completions in this period remain significantly above the current Local Plan target (645 pa). Further to this, development on numerous housing allocation sites continues, helping to deliver new market-led and affordable homes in the borough. Housing growth targets were met in 2023/2024 for both overall net housing completions and affordable homes. Despite ongoing economic challenges, the Housing team continues to collaborate closely with Planning colleagues to facilitate growth, especially in affordable and aspirational housing. Market concerns have created opportunities, allowing successful collaborations with several RPs to purchase over 50 open market sale units in the current financial year in the borough where private purchaser demand has dropped. These properties will be offered as low-cost home ownership products, such as shared ownership and rent to buy opportunities. Finally, the development of the first Council-owned housing for almost two decades is underway at Buckley Hill Lane, Netherton & due for completion in early 2025. All housing additions will be reflected in future (24/25) returns.

**Regenerated Places-Planning- Contact:** [ian.loughlin@sefton.gov.uk](mailto:ian.loughlin@sefton.gov.uk)

There is no target in Local Plan for amount of employment floorspace development or number of jobs provided. However, reference can be made to previous years for comparison where an increase of previous years should be the aim. The figure for 2023/24 was lower than in previous years (at just 5,622m<sup>2</sup>) but this is largely due to the figure for 2022/23 being a bit of a high outlier. Nonetheless, there is currently significant employment development under construction at Atlantic Park and this should give improved floorspace and job figures for 2024/25.

The target of 640 net additional dwellings is the Local Plan average annual requirement for 2012-2030, although the government's standard methodology figure has 578 homes for Sefton. In recent years the Council have comfortably met its housing delivery target with an average of 757 per annum over the past 5 years. However, it should be noted that the **Page 112** recently consulted on a new method of calculating



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housing need which, if confirmed, would give Sefton a housing target of 1,466 dwellings per annum - almost twice as much as it has been able to for many decades.

**Social Inclusion- Equality & Diversity- Contact :** [emma.stewart@sefton.gov.uk](mailto:emma.stewart@sefton.gov.uk)

A Corporate Equality Group (CEG) has been newly established to support the Council with its commitment to integrate Equality and Diversity throughout its services and to help secure its vision of creating stronger, more resilient communities (Sefton Vision 2030). CEG will monitor the council's performance in relation to equality and diversity and KPIS focus on communications and engagement, improving employment rates and business support for people in disadvantaged areas, reviewing equality and diversity data and engaging with the LCR Race Equality Monitoring group.

The Council has produced and launched its Equality, Diversity and Inclusion Strategy 2023-27.

InvestSefton meeting with the LCR's new Director of Race Equality Group in November to discuss business engagement with Black, Asian and Minority Ethnic business groups. Work has also been commissioned to Sefton based MEH/Safe Regeneration to provide business start-up support to individuals seeking to become self-employed and/or start their own business. Specific focus areas include town centres and people from disadvantaged areas and special characteristic groups.

**Social Inclusion-Sustainable Travel -Contact:** [andrew.dunsmore@sefton.gov.uk](mailto:andrew.dunsmore@sefton.gov.uk)

*Low Carbon Strategy:* In response to the Council's climate emergency declaration and an increased focus on active travel measures, work is continuing the development of Low Carbon Transport Strategy for the borough. Baseline work has been undertaken and a report completed.

Plans are currently being refined for member engagement in advance of a wider consultation. The report will provide a quantification of the current transport related carbon position for the Council and a future trajectory for reductions towards Net Zero. Progress is also being made on the development of an Active Travel and E-mobility Strategies for the Borough. WSP have now been engaged to complete an assessment of the Carbon impact of the Capital Programme and to provide advice and instruction on carbon assessment of transport schemes. This work should be completed by late Spring and Early Summer 2024. One of the key elements of the E Mobility Strategy will be defining the Council's approach to On Street Charging.

Some further discussion will be held with Cabinet Member and Cabinet colleagues to help inform the Council's Policy to On Street charging which will help inform resident engagement and focus investment. The LCRCA have submitted a bid for Local Electrical Vehicular Infrastructure (LEVI) funding. If successful, this will enable the Council to roll out new EV infrastructure across Council owned car parks whilst developing proposals for further potential installation. In order to identify potential improvement to the Council's walking and cycling network a local cycling and walking infrastructure plan is being developed. Proposals for stakeholder engagement were presented to the Consultation and Engagement Panel in early November.

Several engagement sessions were held with specific interest groups and some initial plans developed for helping inform the engagement process. Detailed plans for further engagement, initially planned with Members, are being developed. It is envisaged that these will follow engagement on the LCTS which hopefully should provide some context to the need for an LCWIP. Maritime Corridor Business Cases: The detailed design work is now progressing on both schemes and the final details will be included within the Full Business Case submission as requested by the LCRCA. Part of the Maritime Corridor scheme, Phase 1, will be funded from the Levelling Up Fund, following the success of a transport bid submitted by LCRCA.

The amount of Levelling Up Fund allocated to the MC scheme has been increased following a Baseline review. In order to ensure that sufficient work is expended within the timeframe, there is some pressure to progress the scheme to construction. As such, it is proposed to secure the services of, Balfour Beatty, through the SCAPE framework to complete some Early Contractor Involvement. Balfour's have already completed some feasibility work at no cost to the Council. This has helped define the likely cost and probable construction phasing. Cabinet will be asked to approve Balfour's appointment into the Early Contractor Involvement stage of the scheme which will enable some initial enabling works to be completed and the Target Cost to be established.

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Some further engagement to ensure that local Members, businesses, and residents are sighted on the proposals and have an ability to shape them has been completed. Analysis work has been undertaken of the responses and those relevant to the Phase 1 scheme have been reported to L&R Committee who have approved the changes to the highway. Engagement has also taken place with some key stakeholders, including National Highways (for their works on the A5036) and landowners and discussions held with Planning colleagues over the elements of the scheme for which Planning approval will be required. The re-baselining process has led to a revised total. The agreed allocation is £21.2m (MC). There may be some elements of MC which were included in the Outline Business Case which won't be deliverable under the current programme. These elements are likely to be delivered in CRSTS 2. Southport Eastern Access Business Cases: The detailed design work is now progressing, and the final details will be included within the Full Business Case submission as requested by the LCRCA. It is proposed that the same Procurement Route be adopted for the delivery of the project.

The feasibility stage of the project is ongoing. Further engagement with local Members, businesses and residents is nearing completion and feedback is being appraised. In order to scope the necessary mitigation measures within the Norwood Ward, some specific targeted engagement with residents and businesses is required. The details of the process are being agreed with Ward Members. Sustrans will also be completing some school engagement work with schools in the area to help ensure that safer routes to schools are considered in the development of the proposals. The baselining process has resulted in £16.8m being allocated in the current CRSTS programme. As with the MC scheme which were included in the Outline Business Case which won't be deliverable under the current programme. These elements are likely to be delivered in CRSTS 2.

**Social Inclusion-Net Zero-Contact:** [stephanie.jukes@sefton.gov.uk](mailto:stephanie.jukes@sefton.gov.uk)

The Liverpool City Region Combined Authority have set a target of net zero for all parts of the economy to be net zero by 2040. This will require all Sefton businesses to halt the use of gas, diesel, oil and only use energy from renewable resources by 2040.

Details of the actions within this plan will be reported to the next SES meeting. Examples within this Action plan includes (TBC) On transport - Complete Phase 2 of 'State of Freight' investigation into a future zero carbon freight solution, ensuring that this is aligned with our Freeport goals of decarbonisation and good jobs to deliver outcomes including last mile ZE deliveries and reduce trips, scope options for mechanisms to seek to support decarbonisation of freight, and develop a freight strategy and that connects Freeport locations in a net zero manner. On buildings - Identify high-opportunity zones as areas for groups of home/business owners to plan retrofits together or create low carbon communal/district energy schemes and smart networks. On Industry - a series of targets around the following;

- To effectively transition to net zero, our industrial base will need cost-effective access to clean power, clean hydrogen and effective access to clean power, clean hydrogen and carbon capture and storage technologies alongside efficiency and storage technologies alongside efficiency improvements in process and delivery systems improvements in process and delivery systems.
- On Clean Energy - Progress the Phase 3 development activities related to Mersey Tidal (LCR Year 1 action plan review SE6) and commence Phase 4 activity to Consent a UK first of a kind (FOAK) Tidal range scheme.

On Natural Environment - Develop a pipeline and identify potential funding for pilot innovative and sustainable agricultural projects, such as urban farming, greenbelt agroecological farming, carbon capture etc. Other issues pertinent to business - MEES Regulations applies to non-domestic rented properties, by 1/4/23 must have an EPC rating of E as a minimum to be able to be rented, plans for this to increase over time (possible EPC D by 2025, EPC C by 2028 and EPC B by 2030) Investment in green technologies e.g. building retrofit, EV charging, Heat pump installations will help to generate local jobs and training opportunities

InvestSefton has also allocated UKSPF to provide business sustainability support in town centres

Sustainability is high on the agenda for conference buyers and events/exhibition organisers and with this in mind it is critical that as part of the planning process for the Marine Lakeside Events Centre (MLEC) opening 2026 that as a destination Sefton be the sustainability offer. The project will measure

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the business carbon footprint, design an action plan to reduce and produce a sustainability policy. The LCR Combined authority have been awarded £5M in Summer2024 under the Public Sector Decarbonisation scheme fund. An allocation of ~£900K has been made to Sefton to enable Bootle Library and the Netherton Activity Centre to improve insulation and install a low carbon heating system as part of similar works across the LCR.

Sefton are working with the LCR Combined Authority on preparations for the next phase of the domestic retrofit programme (phase 4 of the Local Authority Delivery Green Homes Grant) where domestic properties are upgraded with insulation and low carbon measures. This is expected Summer 2025. As part of phase 3 works efforts were made to establish a local supply network with local job creation.

**Social Inclusion-Digital: Contact [helen.spreadbury@sefton.gov.uk](mailto:helen.spreadbury@sefton.gov.uk)**

Sefton's Digital strategy work is now complete with boards and sub-groups having delivered a raft of activity and projects -A similar dashboard for Sefton's digital strategy has been updated and reported. A summary is provided above in the commentary table. The Digital strategy has been well received embracing and harnessing a diverse range of internal and external digital focussed priorities for the Council and it's partners. The strategy has been particularly instrumental in helping to direct InvestSefton's digital work over the past two years culminating in the establishment of the popular Sefton Huddle . The event on 22 February in the Atkinson in Southport attracted over 50 people were present including, some 32 Sefton digital & Tech businesses. Delegates received presentations on Eastbank, the new Enterprise Arcade initiative in Southport, the LCR Digital & Creative Cluster board and a case study from a local thermal heating business using drone technology. The event received excellent feedback from delegates and lots of networking took place before and after the event. There was also a mini- marketplace of support providers present including Innovate UK; University of Liverpool Horizon project, Dept of Business & Trade (DBT)and Sefton@work .

Seftons Digital Strategy 2024- 2027 is due out to consultation , with residents and businesses encouraged to respond to the Consultation. The new Digital Strategy will be presented to Cabinet for approval prior to Christmas 2024 , and given this there will be no further programme updates on the previous version.

**Social Inclusion-Culture: Contact [-david.eddy@sefton.gov.uk](mailto:-david.eddy@sefton.gov.uk)**

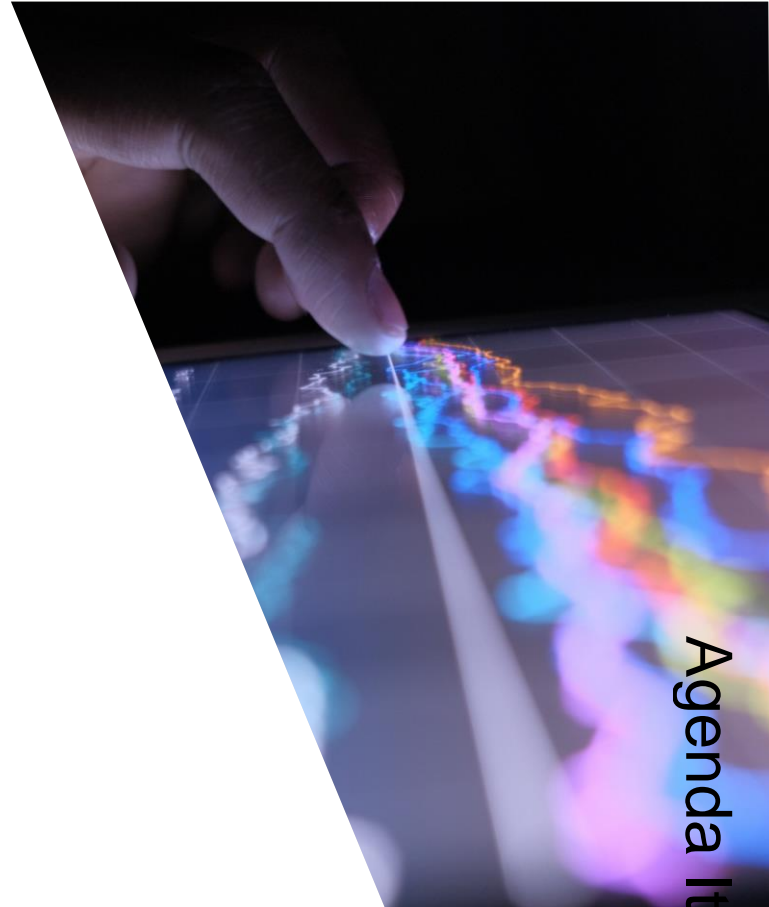
LCR consultancy report has been submitted to Chief Executives with recommendations for amendments to the Borough of Culture programme - awaiting decisions. Cultural strategy aligning with Public Health Child Poverty strategy. 'Poverty Proofing' project delivered by Children Northeast to commence from October. Action Planning for Cultural Strategy has been deferred during Southport Incident Response and will require review against emerging community needs. This to include management of tribute materials. External funding from Shared Prosperity Fund has enabled delivery of Library heritage project, infrastructure improvements at the Atkinson and sustained community delivery of shared reading groups.

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REPORT:

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# Economic Development and investment Support Material



# INTRODUCTION

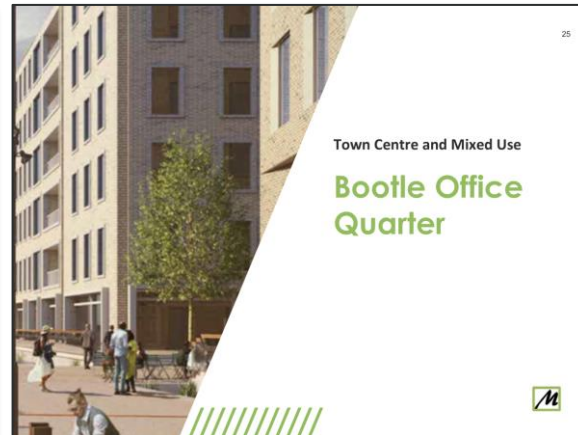
- Nigel Wilcock
- Mickledore supporting the Council:
  - Economic strategy
  - Post-Covid Recovery
  - Data and Narrative for Investment

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# WORK PROGRAMME COMPLETED



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# EXEC SUMMARY DASHBOARDS



Part of the Liverpool City Region, Sefton is central to the UK with national road and rail connections, has access to two international airports and a major port



Sefton has huge potential in Health—190,000 people work in the industry in the commuting area



Financial and Digital businesses can benefit from ultrafast, super low latency globally connected fibre network.



Located in close proximity to the Port of Liverpool and Liverpool City Region Freeport, presenting international investors a compelling opportunity to benefit from tax incentives.

**Sefton has nationally significant and differentiating assets in Mental Health and Digital connectivity.**



Sefton is an integral part of the LCR Investment Zone focussed on Life Sciences with Maghull Health Park as a key component of it.



There is a potential to collaborate with Mersey Care, recognised as a national leader in digital mental health innovation, to create new, more effective models of care.

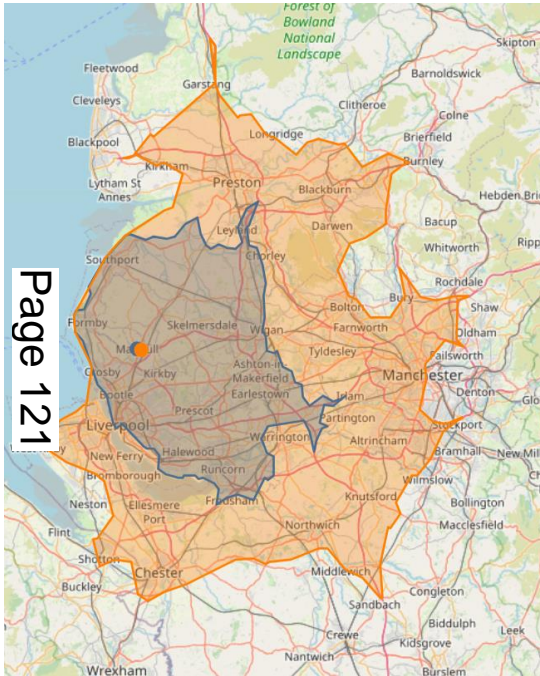




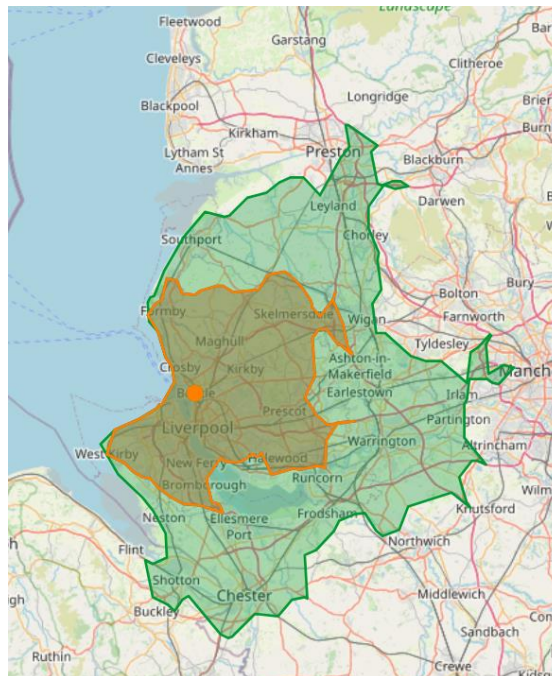
# DRIVE TIME DATA

30 and 45 minute drive times from:

Maghull



Bootle

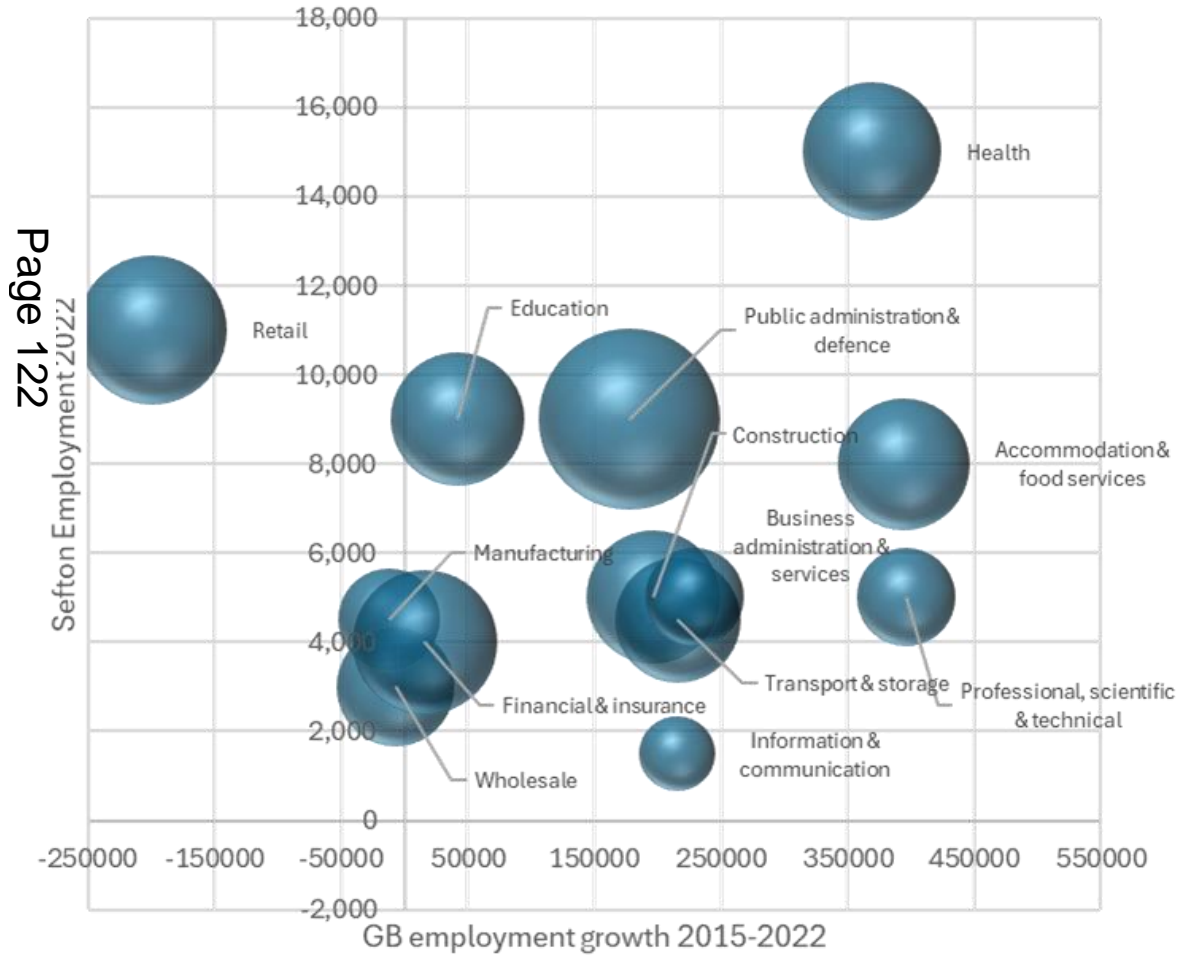


Southport



# SECTORS DETERMINED BY DATA

## Sefton sector characteristics



# SUGGESTED INWARD INVESTMENT APPROACH

## Life Sciences

### Subsector

- Mental Health

### Opportunity

- AI, Big data, Data Analytics, AR, VR

### Key Assets

- Maghull Health Park
- Life Sciences Investment Zone

### Key Message

- Europe's largest concentration of complex secure mental health service and sector leading clinical excellence for serious mental illness

### Example Target occupier

- Ginger/Headspace
- Lyra Health
- Woebot Health

### Suggested routes to market

- Work with LCR Life sciences cluster to promote the opportunities
- Establish links with DBT to support Life Sciences vision

## Digital and Creative

### Subsector

- Fintech, Gaming, Data centres.

### Opportunity

- AI, Data analytics, online gaming

### Key Assets

- GTT communications cable

### Key Message

- Ideal location for companies reliant on ultra-low latency, resilience and speed of connectivity.

### Example Target occupier

- Revolut
- Checkout.com
- King Digital Entertainment

### Suggested routes to market

- Work in partnership with EU Networks / GTT – Gary Jordan (EU Networks) based in Scarisbrick

## Advanced Manufacturing

### Subsector

- Healthcare and Mental Health supply chain, Hydrogen, Renewable energy supply chain.

### Opportunity

- Healthcare supply chain

### Key Assets

- Maghull Health Park
- Investment Zone
- The port of Liverpool

### Key Message

- Supporting the supply chain to multimillion investments in Healthcare and Hydrogen.

### Example Target occupier

- Medtronic
- Strycker Corporation
- Plug Power

### Suggested routes to market

- Work closely with Mersey Care NHS trust to understand their supply chain needs
- Explore Hydrogen supply chain needs in LCR



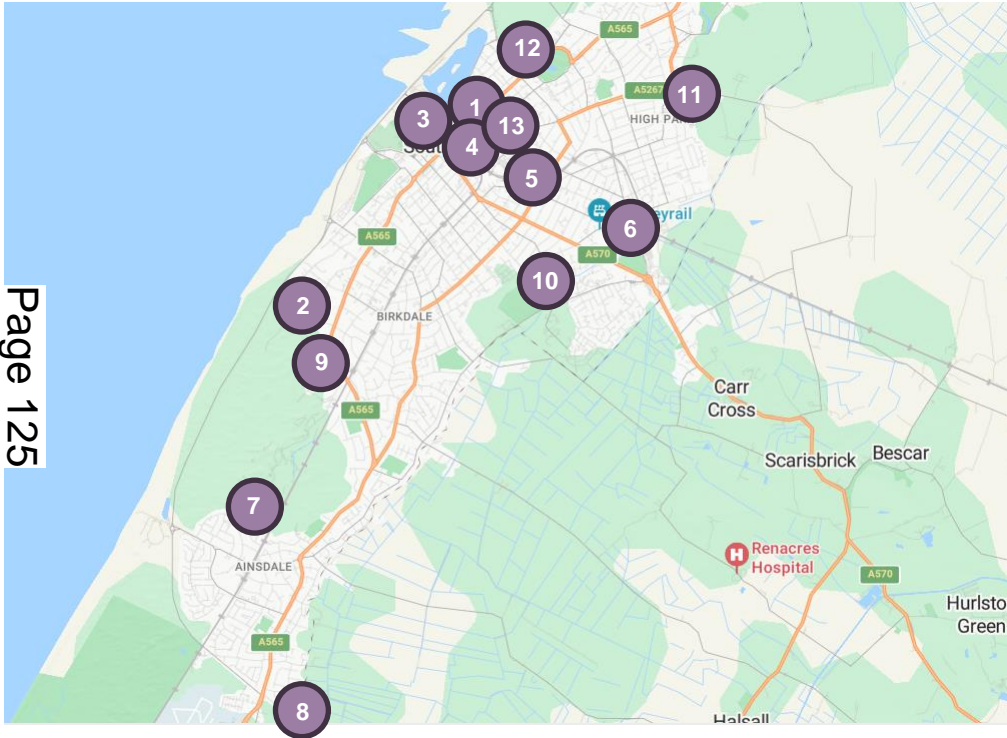
## LCR ECONOMIC OPPORTUNITIES AND SEFTON SECTORS

The table below illustrates how the LCR economic opportunities and the Sefton economic opportunities align and how the key site opportunities in Sefton can support this.

LCR Opportunities/ Sefton opportunities	Advanced Manufacturing	Health and Life Sciences	Digital and Creative
Mental Health and life sciences		Maghull Health Park	Maghull Health Park
Advanced Manufacturing (Port and Maritime)	Land East of Maghull Land North of Formby		
Fintech/ Big data/ AI, Quantum		Maghull Health Park	Southport Business Park Bootle Strand Bootle Office quarter
Visitor economy			Bootle Office quarter Southport seafront



# SOUTHPORT HOUSING SITES



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No.	Site name
1	Former Debenhams, Southport
2	40 Lancaster Road, Birkdale
3	Kingsway Southport
4	Iceland, King Street, Southport
5	Back Forest Road
6	Land at Crowland Street, Southport
7	Former Ainsdale Hope School
8	Land at Moor Lane, Ainsdale
9	Lynton Road, Southport
10	Benthams Way, Southport
11	Land at Moss Lane, Southport
12	Hesketh Centre, Southport
13	Former BHS, Chapel St.

# FORMER DEBENHAMS, SOUTHPORT

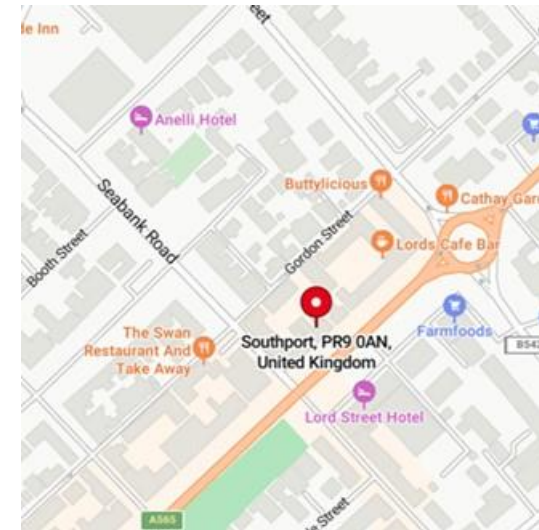


Former Debenhams Building



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Site Size and Capacity	0.18ha / 30 units
Ownership	Private
Description	located in the Lord Street Conservation Area in central Southport and the property has remained vacant since being vacated by Debenhams in 2020. The department store occupied five buildings running from Lord Street in the east to Stanley Street in the west developed at various stages
Notes	Phase 1 work to ground-floor retail/F&B uses has begun. On the upper floors, a mixed-use scheme (e.g., residential/apart hotel units) is proposed for Phase 2.





Town Centre and Mixed Use

# Bootle Strand

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## SITE DESCRIPTION & LOCATION

### Description

The Bootle Strand is a c.400,000 sq ft shopping centre at the heart of Bootle Town Centre, which is a 10 minute drive from Liverpool City Centre and adjacent to the Port of Liverpool / Liverpool Freeport and is well connected to UK mainline rail stations.

The Centre and surrounding land next to the Leeds and Liverpool canal is wholly owned by Sefton Council who have brought forward plans for a major redevelopment that will transform the town centre - physically, economically and socially.

The Strand plans seek to refurbish and repurpose existing buildings through an enhanced retail offering and new health and education amenities, as well as digital facilities.

A digital creative hub will be built to offer office space and high-tech facilities, while an integrated health and social care facility will consolidate a range of easy-accessible services.

Improvements to the public realm will include the removal of major parts of Bootle Strand's roof and the introduction of "green corridors" in the area.

The project will also see the introduction of Bootle Canalside, which was granted planning permission in August 2021. Canalside will introduce a food, drink, and events space next to the Leeds & Liverpool Canal.

In March 2023, Sefton Council was awarded £20m from the government's Levelling Up fund. This will fund the scheme.

In addition, the Liverpool City Region Combined Authority has invested £500,000 from its Mayoral Towns Fund and £1.8m of strategic investment funding into the Bootle Canalside project.

### Location

Located on the west side of Bootle town centre, the Strand is adjacent to the Liverpool to Leeds canal and is located within a short distance of the main arterial routes in Bootle.

### Accessibility

Bootle bus station is located on the Strand, and New Strand trains station provided a 13-minute link to Liverpool Central station, and therefore to the UK mainline rail stations.





# BOOTLE STRAND: THE OPPORTUNITY

## Sector of opportunity

The Bootle Strand Re-purposing Programme is a c.£100m regeneration programme in 4 phases over 10-years with plans for Phase 1 already well developed and underway with 'Salt and Tar' meanwhile event space next to the canal.

The programme will re-purpose and refurbish the shopping centre for a wide variety of new uses, including food and beverage, leisure and entertainment, health and education as well as high quality retail.

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The area is already benefitting from enhanced digital connectivity (including LCR Connect) and would be of interest to data intensive businesses who require a high speed of connectivity and low risk of service disruption.  
It might include digital port related businesses given the proximity to the new Liverpool Freeport.

Sefton Council are interested in talking to potential investors across a range of investment types and uses including additional public sector services and residential.

## Access to workforce

Bootle has a catchment of 1.8 million people of working age within a 45 min drive.

Size	400,000 sqft ( 42 ha wider town centre)
Ownership	Sefton Council
Developer	Investments partners and developers sought.
Suitable uses	Town centre uses including leisure, F&B, Health, Residential, Hotel, Education, Digital IT and Data services
Delivery timelines	2023-2033 (10 years)

45-minute drive time from Bootle



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## Sefton Economic Strategy Action Plan

Strategic Objective	Regenerated places-GSI	SES Lead	Stuart Barnes
Report Date	Jul-Sep 2024	SES Project Lead	Heather Jago
Previous Status	Green	Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1 Bootle Town Centre			Green	A range of projects are being delivered to support Bootle town centre . This includes submission of the planning application in October 2023 for the first stage of work to implement the £20M levelling up funded proposals for Bootle Strand repurposing. Phase 1 will include selective demolition, creation of a new town square on Stanley Road, repurposing of the former M&S unit and creation of a new digital tech hub and education centre. A new shop unit has opened within the Strand with further details of the proposals including the next stage of consultation on Bootle Area Action Plan - 'Our Future, Our Bootle' to set out a vision for Bootle for the next 20 years. In addition Salt n Tar meanwhile use and events space hosted a number of events this summer with a music event and comedy weekender and future events are in the planning process following positive feedback from events held to date.
2 Southport Town Centre (Town Deal)			Green	Southport Town Deal programme continues to remain on track with the demolition work due to commence on for the Marine Lake Events Centre following securing planning approval earlier this year and appointment of Keir Construction to undertake enabling and demolition work. The Enterprise Arcade project is in the final stages of contractor appointment with the aim of starting on site in the Autumn. Les Transformation de Southport public realm programme is also progressing with contractor appointment for Phase 1 - Kings Street/Market Street and EastBank Street. Finally 'Building a Better Customer Experience' training programme for the hospitality sector is progressing well, with the first cohort of students through Southport College. Southport Townscape Heritage Initiative is progressing well with and has levered in £1m of private sector investment into Southport.
3 Crosby Town Centre			Green	Work is moving forward on the proposed new Crosby village library with the submission of a planning application in September. Sefton Council have confirmed progression of both the existing and new library sites.
4 Ainsdale			Green	Consultants appointed to undertake a feasibility study and develop an updated vision for the coastal gateway in response to feedback from the community. This will look at all assets in the area including The Sands, Toad Hall, Council operating bases and options for their development. Work is also continuing on Ainsdale neighbourhood centre in Sandbrook Way to acquire remaining property interest and bring this site into one single ownership. Market testing is also ongoing for this site to clarify market demand.
5 Maghull Health Park				

### Commentary

Sefton's Growth and Strategic Investment programme continues to develop a series of key projects and initiatives across Sefton to deliver Sefton's economic strategy. This includes development and delivery of a series of key projects and programmes across the borough, the combination of which will help improve Sefton as a place to live, work and visit. The programme aims to maximise the amount of public and private sector being brought into the borough from a range of sources to help aid delivery, including Town Deal, Levelling Up funding and Liverpool City Region Combined Authority.

In addition the project development and delivery seeks to maximise social value outcomes through procurement and ensure equality and inclusion form part of both how and what is delivered.

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## Sefton Economic Strategy Action Plan

Strategic Objective	Business growth & investment
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Mike Mullin
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1	No of outward engagement campaigns targeted at Sefton businesses / No of Sefton businesses targeted	5	8	Green	Events remain on track with excellent take up from businesses
2	No of businesses contacting InvestSefton for Information, Advice & Guidance-Triage system(Phone/email/website)	100	116	Green	Individual enquiries handled -overall volume remains constant and high
3	No of businesses receiving 1:1 support (face to face/diagnostic /action plan)	15	15	Green	Remains on track with detailed diagnostic and action plans in place
4	No of businesses attending InvestSefton events/workshops	100	164	Green	One to many approach continues to attract excellent business attendance
5	No of new jobs created	19	19.5	Green	Overall annual target remains on track despite a challenging market
7	No of inward Investment enquiries received	3	6	Green	Companies seeking to relocate to/invest in Sefton
8	No of investors/developers receiving support	2	2	Green	Includes Business park owners and developers
9	No of large businesses (including Foreign owned) receiving Key Account Management	3	3	Green	Joint activity with Dept of Business & Trade /Growth Platform
10	No of enquiries from Sefton residents seeking to start a business/become self-employed	28	38	Green	Referrals underway with MEH/Safe Regeneration Partnership
11	No of new business start-ups created	5	6	Green	New businesses up and running via contracts with MEH & Safe

Commentary
<p>InvestSefton remains totally focussed on business growth and sustainability a which remains very much central to delivery as businesses face increasing economic pressures including cost of living, materials, supply chain and energy costs across a range of sectors. The team is working with other city region support organisations such as the LCR Growth Platform and a range of other public/private sector providers of support.</p> <p>WWW.investsefton.com continues to receive high volumes of traffic. Single session website visits which have now reached 77,134. The team has also handled 8,318 enquiries since March 2020.</p> <p>InvestSefton has been awarded £782,414 for Place Based Business Support and IRO £98,000 Town Centre business centre funding. The team has commissioned work for start-ups and business sustainability support in town centres to two providers. Work has now started with MEH/Safe Regeneration delivering two start-up events in Bootle and Southport in March. Groundwork also launched its sustainability support for town centre businesses.</p> <p>It is worth noting that LCR still awaits confirmation of any extensions to existing UKSPF which is due to end 31 March 2025.</p> <p>The team has now approved bids for specialist business consultants to augment InvestSefton's advisory and guidance support in areas including diagnostics; marketing and sales; human resources; strategic business planning; social media &amp; e-marketing; management consultancy; Internationalisation Organisation for standardisation (ISO) Quality Support and Financial Management. Appointments have been made to 11 consultants. Due to the ongoing response in Southport this work has been delayed until January 2025.</p> <p>Events and workshops are at the core of InvestSefton's one to many delivery strategy to businesses providing demand led business topics selected by businesses and covering a wide range of support such as online sales, marketing, business sustainability, cyber security and digital technologies. The events remain popular and attract large numbers of businesses including Sefton Economic Forum and two new network groups-Sefton Huddle (Digital &amp; technology) and Sefton Finance &amp; Professionals Group. The team is reviewing www.investsefton.com which will be updated. A landing page on the council's main website has also been recently updated at Business support and investment (sefton.gov.uk)</p> <p>Inward Investment has also been secured most notably in Bootle through Mersey Reach and Atlantic Park while the team supports Southport Town Deal and Southport Business Park activities. Other investment and expansion enquiries remain on going and active.</p> <p>The team is co-ordinating a bi-weekly round-up of Economic Growth &amp; Housing company investment activity as part of the Council's Strategic Growth &amp; Investment programme. This will help track customer journey across teams and the intention is to expand across other services.</p> <p>InvestSefton is leading the response to businesses impacted by the incident in Southport on 29th July. This includes the establishment and delivery of a Southport Business Recovery Fund. An awards panel has been established to oversee financial support to impacted businesses.</p>

## Sefton Economic Strategy Action Plan

Strategic Objective	Employment and Opportunities for work
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Suart Barnes
SES Project lead	Claire Maguire
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1 % of expenditure verified for projects which are externally funded.	100% (quarterly)	100.0%	Green	
2 % of all registered learners who are not working (based on individual learning aims)	50% (quarterly)	67.2%	Green	Target achieved this quarter. N.B This quarters figures cross 2 academic years
3 % of all registered learners are BAME	14% (quarterly)	19.6%	Green	Target achieved this quarter. N.B This quarters figures cross 2 academic years
4 % retention across all Adult Community Learning Courses	91% (quarterly)	96.4%	Green	Retention remains high. N.B This quarters figures cross 2 academic years
5 No. of residents accessing Sefton@Work programmes in 2024/2025 (cumulative)	1,060 (annually)	53.0% (achieved towards annual target)	Green	The number of residents accessing the service remains high and we remain on target.
6 No. of workless or economically inactive people gaining employment/self-employment after receiving information, advice and guidance in 2024/2025 (cumulative)	554 (annually)	35.7% (achieved towards annual target)	Green	The focus of our externally funded programmes has moved to long term unemployed and inactive clients, requiring more intensive support, and a longer lead in time for moving into employment.
7 % of vulnerable people referred into the service from a third party receive targeted support, including subsidised placements	70% (quarterly)	82%	Green	Third party organisations, both internal and external continue to refer their clients to Sefton@Work to help them in their journey towards employment. The service continues to be successful in engaging with clients with more complex needs.
8 Number of young people at risk of becoming NEET receiving early intervention and prevention support	280 (annually)	316	Green	There has been a significant reduction in the number of young people at risk of becoming NEET this quarter and annual figure is now on target.
9 Remain in the best performing quartile for 16-18 NEET when compared to Liverpool City Region and National Statistical Neighbours.	Yes	Yes	Green	Sefton continues to rank in the best performing quartile
10 Remain in the best performing quartile for 16-18 Not Known when compared to Liverpool City Region and National Statistical Neighbours.	Yes	Yes	Green	Sefton continues to rank in the best performing quartile

<p><b>Commentary</b></p> <p>Performance across the three service areas for Employment and Learning continues to exceed expectations, with most targets being consistently met. Robust contract management processes are firmly in place to oversee all provisions, allowing for effective mitigation of any risks associated with under-achievement.</p> <p><b>Sefton@Work</b></p> <p>The Sefton@Work service continues to deliver its UKSPF project, to assist economically inactive clients in work or training.</p> <p>The focus on UKSPF is for economically inactive clients, who are furthest away from the labour market. The clients require far more intensive support to enable them to engage with the service, and we are trialling new initiatives such as our Fit for Success and Create for Success courses.</p> <p><b>Fit for Success: Boosting Employability Skills through Wellbeing and Fitness</b></p> <p>This programme uses the Five Ways to Wellbeing framework—Connect, Be Active, Keep Learning, Give to Others, and Take Notice—to address both physical and mental health challenges. Through engaging outdoor activities such as raft building, kayaking, bell boating, sailing, and stand-up paddleboarding, participants enhance their physical fitness while simultaneously developing crucial employability skills like teamwork, leadership, and problem-solving. The programme also includes a 3-month leisure pass, encouraging ongoing physical activity and the maintenance of healthy habits.</p> <p><b>Create for Success: Boosting Employability Skills through Wellbeing and Creativity</b></p>
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Focusing on the creative arts, this course employs mindfulness techniques to improve mental wellbeing and employability skills. Participants engage in art activities that foster stress management, creativity, and cognitive enhancement. By integrating the Five Ways to Wellbeing, the programme helps individuals connect with others, remain active, continue learning, contribute through their art, and be mindful of their surroundings. Participants can choose between a 3-month leisure pass or a bundle of art supplies to support their continued creative and wellbeing practices.

Both programmes have had a profound impact on participants, many of whom face significant health-related barriers to employment. By addressing these barriers holistically, our programmes enhance participants' resilience, confidence, and readiness for the job market.

Measurable Successes:

- 97% of participants reported increased optimism about their future.
- 89% felt more relaxed and able to think clearly.
- 92% felt better equipped to handle problems.
- 87% experienced increased self-efficacy and decision-making confidence.
- 96% felt a stronger sense of connection with others.

These results were measured using the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS), which tracks participants' mental wellbeing from the start to the end of the courses, demonstrating significant personal growth and improved overall wellbeing.

**Participant Feedback:**

- The feedback from participants underscores the transformative impact of both programmes:
- "I enjoyed meeting new people and not thinking about my situation."
- "The painting classes were fantastic, and I felt reminded of my own worth and ability to make a difference."
- "My confidence was low initially, but it has improved significantly."

To hear feedback from clients who attended Fit for Success, watch the video below:

[Fit for Success Video Feedback](#)

Our Employer Partnership Agreement continues to go from strength to strength, and new employers are signing up to utilise Sefton@Work service for their recruitment needs.

**Employer Feedback**

[Apollo Care](#)

[Liverpool Auto Care](#)

[H Roberts & Son Ltd](#)

Sefton@Work continues to offer support to unemployed residents of Sefton who are not eligible for inclusion on the UKSPF project or the national DWP Restart Scheme.

The relocation of the service to a unit within the Strand Shopping Centre has proven to be an amazing success, with positive feedback from residents and partners and has placed Sefton@Work at the core of the transformation of Bootle Town Centre.

Sefton@Work also delivers the Department for Work and Pensions (DWP) national Restart Scheme. As well as delivering from our Bootle office, we are also mandated to have a presence in the Southport area. At present, the service rents space from another Restart provider. However, this arrangement is temporary, as the lease will expire shortly, and notice of termination will be issued.

We have completed a procurement exercise to identify a suitable contractor to being work on our new office space in the Southport area, within Southport Town Hall. Work has commenced and we anticipate completion in the middle of November.

## **Sefton Community Learning Service**

The Adult Community Learning Service continues to deliver second-chance learning opportunities to adults from the Cambridge Road Community Learning Hub. The curriculum is diverse and attractive, focusing on health and wellbeing, basic skills including literacy, numeracy, digital, and employability skills, with access to qualifications. This year's "Test and Learn" activities emphasise inter-generational family learning, access to green technologies, and ESOL volunteering. Additionally, the Service receives funding from the LCR-CA for Multiply, the national numeracy initiative, which is subcontracted to voluntary/community sector agencies for informal engagement activities.

As a result of improved marketing and promotional activities there has been an increase in the number of unemployed learners completing learning aims.

The service has seen an increase in the number of BAME learners accessing the service going into the new academic year. The service implemented a 'keeping warm' approach to maintain interest over the summer break whilst actively recruiting staff in this subject area.

Retention remains high across all community learning provision, though data shows a slight reduction, this is due to the data crossing two academic years.

Employment & Learning are proposing to undertake Phase 2 of the refurbishment and improvement works at the Sefton Community Learning Service premises located at Cambridge Road, Waterloo. This phase focuses on enhancing the upper floor classroom space and redeveloping the ground floor community café area.

Sefton Community Learning are aiming to refurbish and improve the upper floor, including classroom space and redevelop the community café space on the ground floor, including exploring options for an independent entrance, in keeping with the listed building status.

## **NEET Reduction and Early Intervention Service**

The Councils NEET Reduction and Early Intervention Service, commissioned by Employment & Skills and delivered by Career Connect supports the Councils statutory duty to track and report the participation of young people aged 16-17 and to engage and support those young people who are NEET. The service also tracks 18 years as part of a local target.

Career Connect continue to meet their targets in relation to NEET and Not Known, Sefton continues to have the lowest combined NEET & Not Known % across the LCR, be below the England and National average and ranked 2<sup>nd</sup> within our statistical neighbours.

The higher levels of risk of NEET identified in the previous quarter were due to an increase in the number of young people in vulnerable groups in Year 11. There has also been an increase in school non-attendance in Key Stage 4. Subsequently more interventions have been required with this cohort to ensure that they have a September Guarantee of learning to maximise outcomes for post 16 transition.

This quarter the number of young people at risk of NEET has fallen significantly, with 998 substantive interventions taking place, reducing the number of young people in transition of Risk of NEET to 316.

Support for NEET care-experienced young people aged 16-18 residing in Sefton remains a priority, helping them re-engage in learning or work. Additionally, those aged 18-24 who are care-experienced and have a relevant Education, Health, and Care plan are receiving the necessary support.



## Sefton Economic Strategy Action Plan

Strategic Objective	Regenerated places housing
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Lee Payne
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1 Social Housing Completions	150	181	Green	Target achieved in 23/24 - pipeline looking healthy
2 Net additional dwellings per annum	640	748	Green	Target achieved in 22/23 - pipeline looking healthy
3				
4				
5				

Commentary
<p>Annual social housing completions and overall housing net growth for the 2023/2024 have been updated in this action plan. Ongoing dialogue with both social housing providers and market-led volume housebuilders has ensured that net completions in this period remain significantly above the current Local Plan target (645 pa). Further to this, development on numerous housing allocation sites continues, helping to deliver new market-led and affordable homes in the borough. Housing growth targets were met in 2023/2024 for both overall net housing completions and affordable homes. Despite ongoing economic challenges, the Housing team continues to collaborate closely with Planning colleagues to facilitate growth, especially in affordable and aspirational housing. Market concerns have created opportunities, allowing successful collaborations with several RPs to purchase over 50 open market sale units in the current financial year in the borough where private purchaser demand has dropped. These properties will be offered as low-cost home ownership products, such as shared ownership and rent to buy opportunities. Finally the development of the first Council-owned housing for almost two decades is underway at Buckley Hill Lane, Netherton &amp; due for completion in early 2025. All of these housing additions will be reflected in future (24/25) returns.</p>

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## Sefton Economic Strategy Action Plan

Strategic Objective	Regenerated places planning
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Ian Loughlin
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Current Status	Status	Progress to date
1	Approval of Social Value (Employment and Skills) from Net additional dwellings per annum	May-22 640	Approved 748	Green Green	adopted May 2023 5th year in succession that over 740 homes have been completed (five year av. 757 dwellings).
2	Floorspace (m2 ) developed for employment (by type (B1, B2, B8)	increase	5,622m2	Amber	Figures for 2023/24 much lower then previous year's completed floorspace (26,476m2). However, there is significant employment development currently under construction at Atlantic Park and it is expected futures
3	Number of jobs (full-time equivalent) created on employment sites	increase	2	Amber	Of the 7 Commercial/Industrial developments completed in 2023/24, only 1 scheme has an increase in jobs due to the development. 4 state no jobs or no increase in jobs, and two schemes had no info entered on the application form. Better job outputs expected during current year (2024_25) due to construction underway at Atlantic Park.
4	% of qualifying development proposals that are supported by an Employment and Skills Plan	100%	25%	Amber	Out of 4 qualifying schemes approved in the first two quarters of 2024/25, just one (residential development of Bootle High School) secured a Employment and Skills Plan. Many of schemes that didn't secure a plan were submitted around the time the SPD was being adopted and it was reletively unknown. The document is being applied more rigorously and the need for an Employment and Skills plan is being flagged to prospective developers at pre-application stage.
5					

<p><b>Commentary</b></p> <p>There is no target in Local Plan for amount of employment floorspace development or number of jobs provided. However, reference can be made to previous years for comparison where an increase of previous years should be the aim. The figure for 2023/24 was lower than in previous years (at just 5,622m2) but this is largely due to the figure for 2022/23 being a bit of a high outlier. Nonetheless, there is currently significant employment development under construction at Atlantic Park and this should give improved floorspace and job figures for 2024/25.</p> <p>The target of 640 net additional dwellings is the Local Plan average annual requirement for 2012-2030, although the government's standard methodology figure has 578 homes for Sefton. In recent years the Council have comfortably met its housing delivery target, with an average of 757 per annum over the past 5 years. However, it should be noted that the government recently consulted on a new method of calculating housing need which, if confirmed, would give Sefton a housing target of 1,466 dwellings per annum - almost twice as much as it has been able to for many decades.</p>
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Strategic Objective	Regenerated places tourism
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Mark Catherall
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1 Increase Visitor numbers (both day and staying) by 2% year on year,	7,829,529	7,931,000	Green	2022 Visitor numbers have grown substantially, this was due to a strong offer, increased destination marketing and comprehensive events programme. It should be noted this is still below pre covid levels.
2 Increase Visitor Economy economic impact by 2.5% year on year,	£694m		Green	Large growth in economic impact due to increase in visitor numbers and continued inflation. It should be
3 Increase Visitor Economy total employment by 2% year	6,111		Green	Large growth in visitor economy employment due to
4 Securing new multi-day business events ready for the Marine Lake Events Centre opening	25/26 onwards	tbc	Green	Will commence in 2025
5				

Commentary
<p>The 2022 visitor economy figures for Sefton shows a strong growth and continued recovery from covid where Southport's visitor economy was adversely impacted. The 2022 figures are still below pre-covid numbers especially visitor numbers and especially staying visitors. 2022 was a strong year for visitor economy in Sefton with a strong events programme, additional destination marketing activity and many people staying in the UK for day and overnight trips. The 2023 figures will be available in July 2024, sector intelligence is highlighting 2023 as a difficult and uncertain time for tourism. The securing of new multi-day business events for the Marine Lake events centre will not commence until 2024. NB TOURISM FIGURES PROVIDED ANNUALLY</p>

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## Sefton Economic Strategy Action Plan

Strategic Objective	SI Equal&Diversity	SES Lead	Stephen Watson
Report Date	Jul-Sep 2024	SES Project lead	Emma Stewart
Previous Status	Green	Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1 Business Support and Investment Team to engage with the Corporate Equality Group, attend regular meetings	Rep to attend all CEG meetings		Green	Next meeting of the CEG is on the 25th July 2024. ES & KS to meet & discuss the economic strategy and links with EDI to identify barriers/solutions for diverse
2 Communications and engagement audit, identifying the need for accessible information and engagement	Audit completed		Green	Audit conclusions need re-sharing
3 Review Strategy to take account of the socio-economic duty	Strategy review		Green	Adoption of the SED was approved by Cabinet on the 7th September - <a href="https://sefton.gov.uk/mysefton-">https://sefton.gov.uk/mysefton-</a>
4 Improve employment rates and business support for minorities and for people from deprived areas	Under review		Amber	UKSPF business and employment support activities are underway and being reported under Business Growth & Investment and Employment & Access to work strands
5 Review existing data capture with regard to protected characteristics and work towards addressing any gaps	Data reviewed		Amber	ES & KS to meet & discuss the economic strategy and links with EDI to identify barriers/solutions for diverse
6 Ensure that decisions are backed by robust equality impact analysis	CEG group to review		Amber	Evidence of EIAs need to be shared with CEG
8				

Commentary
<p>A Corporate Equality Group (CEG) has been newly established to support the Council with its commitment to integrate Equality and Diversity throughout its services and to help secure its vision of creating stronger, more resilient communities (Sefton Vision 2030). CEG will monitor the council's performance in relation to equality and diversity and KPIS focus on communications and engagement; improving employment rates and business support for people in disadvantaged areas, reviewing equality and diversity data and engaging with the LCR Race Equality Monitoring group.</p> <p>The Council has produced and launched Its Equality, Diversity and Inclusion Strategy 2023-27.</p> <p>InvestSefton meeting with the LCR's new Director of Race Equality Group in November to discuss business engagement with Black, Asian and Minority Ethnic business groups. Work has also been commissioned to Sefton based MEH/Safe Regeneration to provide business start up support to individuals seeking to become self-employed and/or start their own business. Specific focus areas include town centres and people from disadvantaged areas and special characteristic groups.</p>

Strategic Objective	SI sus travel
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Peter Moore
SES Project lead	Andy Dunsmore
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Status	Progress to date
1 The development of the Low Carbon Transport Strategy	Summer 2024		Green	Baselining report has been compiled. Work has started to assess the carbon impact of the Capital Programme which should be completed Summer 2024.
2 Maritime Corridor Business Case	Mar-27		Green	Detailed desing progressing
3 Eastern Access Business Case Development	Mar-27		Green	Detailed deisgn progressing
4 Local Cycling and Walking Infrastructure Plan Development	2024		Green	Detailed plans for further engagement, initially planned with Members, are being developed. It is envisaged that these will follow engagement on the LCTS which hopefully should provide some context to the need for an LCWIP.
5 Emobility	2024		Green	The LCRCA have submitted a bid for Local Electrical Vehicular Infrastructure (LEVI) funding

Commentary
<p>Low Carbon Strategy: In response to the Council's climate emergency declaration and an increased focus on active travel measures, work is continuing on the development of Low Carbon Transport Strategy for the borough. Baselining work has been undertaken and a report completed. Plans are currently being refined for member engagement in advance of a wider consultation. The report will provide a quantification of the current transport related carbon position for the Council and a future trajectory for reductions towards Net Zero. Progress is also being made on the development of an Active Travel and E-mobility Strategies for the Borough. WSP have now been engaged to complete an assessment of the Carbon impact of the Capital Programme and to provide advice and instruction on carbon assessment of transport schemes. This work should be completed by late Spring and Early Summer 2024. One of the key elements of the E Mobility Strategy will be defining the Council's approach to On Street Charging. Some further discussion will be held with Cabinet Member and Cabinet colleagues to help inform the Council's Policy on On Street charging which will help inform resident engagement and focus investment. The LCRCA have submitted a bid for Local Electrical Vehicular Infrastructure (LEVI) funding. If successful, this will enable the Council to roll out new EV infrastructure across Council owned car parks whilst developing proposals for further potential installation. In order to identify potential improvement to the Council's walking and cycling network a local cycling and walking infrastructure plan is being developed. Proposals for stakeholder engagement were presented to the Consultation and Engagement Panel in early November. A number of engagement sessions were held with specific interest groups and some initial plans developed for helping inform the engagement process. Detailed plans for further engagement, initially planned with Members, are being developed. It is envisaged that these will follow engagement on the LCTS which hopefully should provide some context to the need for an LCWIP.</p> <p>Maritime Corridor Business Cases: The detailed design work is now progressing on both schemes and the final details will be included within the Full Business Case submission as requested by the LCRCA. Part of the Maritime Corridor scheme, Phase 1, will be funded from the Levelling Up Fund, following the success of a transport bid submitted by LCRCA. The amount of Levelling Up Fund allocated to the MC scheme has been increased following a Baselining review. In order to ensure that sufficient work is expended within the timeframe, there is some pressure to progress the scheme to construction. As such, it is proposed to secure the services of Balfour Beatty, through the SCAPE framework to complete some Early Contractor Involvement. Balfour's have already completed some feasibility work at no cost to the Council. This has helped define the likely cost and probable construction phasing. Cabinet will be asked to approve Balfour's appointment into the Early Contractor Involvement stage of the scheme which will enable some initial enabling works to be completed and the Target Cost to be established. Some further engagement to ensure that local Members, businesses and residents are sighted on the proposals and have an ability to shape them has been completed. Analysis work has been undertaken of the responses and those relevant to the Phase 1 scheme have been reported to L&amp;R Committee who have approved the changes to the highway. Engagement has also taken place with some key stakeholders, including National Highways (for their works on the A5036) and land owners and discussions held with Planning colleagues over the elements of the scheme for which Planning approval will be required. The re-baselining process has led to a revised total. The agreed allocation is £21.2m (MC). There may be some elements of MC which were included in the Outline Business Case which won't be deliverable under the current programme. These elements are likely to be delivered in CRSTS 2.</p> <p>Southport Eastern Access Business Cases: The detailed design work is now progressing and the final details will be included within the Full Business Case submission as requested by the LCRCA. It is proposed that the same Procurement Route be adopted for the delivery of the project. The feasibility stage of the project is ongoing. Further engagement with local Members, businesses and residents is nearing completion and feedback is being appraised. In order to scope the necessary mitigation measures within the Norwood Ward, some specific targeted engagement with residents and businesses is required. The details of the process are being agreed with Ward Members. Sustrans will also be completing some school engagement work with schools in the area to help ensure that safer routes to schools are considered in the development of the proposals. The baselining process has been resulted in £16.8m being allocated in the current CRSTS programme. As with the MC scheme which were included in the Outline Business Case which won't be deliverable under the current programme. These elements are likely to be delivered in CRSTS 2.</p>

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## Sefton Economic Strategy Action Plan

Strategic Objective	SI net zero
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Stephan Van Arendesen
SES Project lead	Stephanie Jukes
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Status	Progress to date
1 To report on - LCR Combined Authority – net zero/ Climate emergency targets	Plan published summer 2023	N/a	Green	The LCR Combined Authority net zero action plan has been approved July 2023. It is now available <a href="https://www.liverpoolcityregion-ca.gov.uk/wp-content/uploads/LCR-PathwaytoNetZero-Report-2022--FINAL-compressed.pdf">https://www.liverpoolcityregion-ca.gov.uk/wp-content/uploads/LCR-PathwaytoNetZero-Report-2022--FINAL-compressed.pdf</a>
2 Deliver business sustainability support to 60 Sefton	60 businesses	Start date Nov 2023	Green	Council has commissioned Groundwork Cheshire, Lancashire & Merseyside to deliver
3				
4				
5				

Commentary
<p>The Liverpool City Region Combined Authority have set a target of net zero for all parts of the economy to be net zero by 2040. This will require all Sefton businesses to halt the use of gas, diesel, oil and only use energy from renewable resources by 2040.</p> <p>Details of the actions within this plan will be reported to the next SES meeting. Examples within this Action plan includes (TBC) On transport - Complete Phase 2 of 'State of Freight' investigation into a future zero carbon freight solution, ensuring that this is aligned with our Freeport goals of decarbonisation and good jobs to deliver outcomes including last mile ZE deliveries and reduce trips, scope options for mechanisms to seek to support decarbonisation of freight, and develop a freight strategy and that connects Freeport locations in a net zero manner On buildings - Identify high-opportunity zones as areas for groups of home/business owners to plan retrofits together or create low carbon communal/district energy schemes and smart networks. On Industry - a series of targets around the following;</p> <p>To effectively transition to net zero, our industrial base will need cost-effective access to clean power, clean hydrogen and effective access to clean power, clean hydrogen and carbon capture and storage technologies alongside efficiency and storage technologies alongside efficiency improvements in process and delivery systems improvements in process and delivery systems.</p> <p>On Clean Energy - Progress the Phase 3 development activities related to Mersey Tidal (LCR Year 1 action plan review SE6) and commence Phase 4 activity to Consent a UK first of a kind (FOAK) Tidal range scheme.</p> <p>On Natural Environment - Develop a pipeline and identify potential funding for pilot innovative and sustainable agricultural projects, such as urban farming, greenbelt agroecological farming, carbon capture etc. Other issues pertinent to business - MEEES Regulations applies to non- domestic rented properties, by 1 /4/23 must have an EPC rating of E as a minimum to be able to be rented, plans for this to increase over time (possible EPC D by 2025, EPC C by 2028 and EPC B by 2030) Investment in green technologies e.g. building retrofit, EV charging, Heat pump installations will help to generate local jobs and training opportunities</p> <p>InvestSefton has also allocated UKSPF to provide business sustainability support in town centres. Sustainability is high on the agenda for conference buyers and events/exhibition organisers and with this in mind it is critical that as part of the planning process for the Marine Lakeside Events Centre (MLEC) opening 2026 that as a destination Sefton begins to build the sustainability offer. The project will measure the business carbon footprint, design an action plan to reduce and produce a sustainability policy.</p> <p>The LCR Combined authority have been awarded £5M in Summer2024 under the Public Sector Decarbonisation scheme fund. An allocation of ~£900K has been made to Sefton to enable Bootle Library and the Netherton Activity Centre to improve insulation and install a low carbon heating system as part of similar works across the LCR.</p> <p>Sefton are working with the LCR Combined Authority on preparations for the next phase of the domestic retrofit programme (phase 4 of the Local Authority Delivery Green Homes Grant) where domestic properties are upgraded with insulation and low carbon measures. This is expected Summer 2025. As part of phase 3 works efforts were made to establish a local supply network with local job creation.</p>

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## Sefton Economic Strategy Action Plan

Strategic Objective	St Health
Report Date	July-September 2024
Previous Status	Amber

SES Lead	Margaret Jones
SES Project lead	Helen Armitage
Overall Status	Amber

*Italics = no data update from previous quarter report (Q2)*

Key Performance Indicators	Target	Achieved	Status	Progress to date/Comment
1 <b>18.3%</b> Percentage of under 16s in relative poverty, before housing costs (2021/22)	Reduction	Worse	Amber	2.3 percentage point drop from 2020/21. Better than England average (19.9%)
2 <b>14.0%</b> Percentage of employees earning below real living wage (2022)	Reduction	Better	Green	50% drop since 2019, now in line with England average (12.5%)
3 <b>4.5%</b> Percentage of children in workless households (2021)	Reduction	Better	Amber	Sefton's rate is half the national average, but note relative poverty still affects over 1 in 6 under 16s
4 <b>41.6%</b> Percentage of children (FSM) achieving a good level of development at the end of Early Years Foundation Stage (Reception) 2022	Increase	Worse	Red	54% pre-pandemic. Lower than 49% national average in 2022.
5 <b>32.9%</b> Percentage of the population living in the 20% most deprived most unhealthy environments (Access to Healthy Assets and Hoards Index)	Reduction	Same	Amber	This proportion is high (affecting over 63 000 people) but is in line with the national average (22.6%)
6 <b>26.5%</b> Food insecurity (indirect measure) Percentage of population who live in LSOAs scored in the top 20% for risk of food insecurity 2021 nationally on the Food Insecurity Risk Index	Reduction	New indicator	Red	Estimated that over 74 000 people in Sefton live in neighbourhoods of highest food insecurity
7 <b>£ 445.40</b> Median weekly earnings 2021	Increase	Same	Red	Only 28 LAs in England record lower median earnings than Sefton in 2021. Significantly worse than England.
8 <b>63.6 years</b> Healthy life expectancy at birth (2018-20)	Increase	Same	Amber	Similar to England (63.9 years), but obscures large health inequalities that impact those of working age. Note this statistic currently only covers the first year of the pandemic, and the two preceding years.
9 <b>13.0 years</b> Gap in life expectancy at birth (2018-20)	Reduction	Increase	Red	Second largest gap in England. Average life expectancy at birth in the most deprived section of Sefton's male population is estimated to be 70.5 years (vs 84.1 years in the most affluent areas)

Commentary				
<p>The indicators above are drawn from the Public Health Performance Framework (8 and 9) and the Child Poverty Accountability and Progress Framework (1-7). It is important to note that indicators that reflect population status and inequalities in outcomes such as median income, child poverty, school readiness, and spatial measures of deprivation are highly correlated with population health outcomes and inequalities. During Quarter three there were no published updates to these indicators from open access data sources. During this period planning activity took place for a half day conference on the theme of Child Poverty and Places in January 2024. A pre-conference survey to capture activity taking place in response to the launch of the child poverty in December 2022 attracted over 6000 words of response from partners, and included information about a local pilot to support families with children who often have serious respiratory illnesses, trial of a scheme to offer free data sim cards in libraries, a new group set up to examine the housing needs of care experienced children, a new community cohesion role created at Prima Housing, and work on Sophie's Legacy at Alder Hey which will introduce more free parking and support with food costs for families attending the hospital. The work and cost of managing day to day life is a growing pressure, especially for those with additional vulnerabilities and dependents to care for. The opportunity to promote the child poverty strategy in the marketplace at the Winter Economic Forum was met with considerable interest from attendees and many new additions to our circulation list. Continuing support of elected members and executive officers alike places this work on a good footing to find growing support in the Council. Partners of the Sefton Economic Strategy were very early adopters and supporters of ambitions to facilitate health and wealth generation through their work. Looking ahead, the Quarter four update is expected to reflect on the value and influence derived from the Child Poverty and Place event, progress on enablers and milestones that will help embed equitable practice more widely, with a likely emphasis on areas such as policy, governance, learning and communications.</p>				

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## Sefton Economic Strategy Action Plan

Strategic Objective		SES Lead		Overall Status	
Strategic Objective	St digital	SES Lead	Andrea Watts	Overall Status	Green
Report Date	Jul-Sep 2024	SES Project lead	Helen Spredbury		
Previous Status	Green				


  

Key Performance Indicators	Target	Achieved	Status	Progress to date
1 Infrastructure			Green	Infrastructure board well underway overseeing a wide range of work and activities to completion- Work now part of BAU activity for the Council
2 Training & Skills			Green	No further action, board has closed pending strategy review as priorities have been delivered
3 Digital Inclusion			Green	Majority actions completed, Risk identified in relation to integration and links to the ICB regional programme, also highlighted at a regional level-delivery is dependant on capacity within existing teams
4 Business Forum			Green	Sefton Digital Huddle network well established and a range of workshops hosted by InvestSefton attracting large numbers of businesses
5 New Ways of working			Green	Majority of programme priorities completed, plans underway to relocate the remaining data centre from St Peters House. Guidance for teams is now released along with initial guidance around AI.
6 Technology enabled care			Green	Progression of Automated Telephony system for Telecare and Community Equipment stores; Review of TEC strategy 2021-24 and development of TEC strategic priorities/planning for next 5 year
7 Customer			Green	CXP processes from legacy system all migrated and the legacy application has now been decommissioned. The team continue to develop new CXP processes, as well as working to migrate the processes from the old e-forms solution to the new platform.; FDI module configuration to continue Website-Umbraco upgrade to complete and go live; Design and build of Active Sefton stand alone website with content development to run alongside this activity
8 Smart Cities			Amber	Plans for next quarter include: Document smart-city related interventions underway/pending include learning from DSIT project and link to workstream for monitoring and governance purposes.; More detailed definition of review of CCTV Networks Project scope Governance to be established and key priorities documented Define scope of additional priorities arising from EET session; application to housing; link to Civic Data cooperative; ASC Technology Enabled care; Town Centre opportunities

**Commentary**

Sefton's Digital strategy work is now complete with boards and sub-groups having delivered a raft of activity and projects. A similar dashboard for Sefton's digital strategy has been updated and reported. A summary is provided above in the commentary table. The Digital strategy has been well received embracing and harnessing a diverse range of internal and external digital focused priorities for the Council and it's partners. The strategy has been particularly instrumental in helping to direct InvestSefton's digital work over the past two years culminating in the establishment of the popular Sefton Huddle. The event on 22 February in the Atkinson in Southport attracted over 50 people were present including some 32 Sefton digital & Tech businesses. Delegates received presentations on Eastbank, the new Enterprise Arcade initiative in Southport, the LCR Digital & Creative Cluster board and a case study from a local thermal heating business using drone technology. The event received excellent feedback from delegates and lots of networking took place before and after the event. There was also a mini-marketplace of support providers present including Innovate UK, University of Liverpool Horizon project, Dept of Business & Trade (DBT) and Sefton@work.

Sefton's Digital Strategy 2024- 2027 is due out to consultation, with residents and businesses encouraged to respond to the Consultation. The new Digital Strategy will be presented to Cabinet for approval prior to Christmas 2024, and given this there will be no further programme updates on the previous version.

**Sefton Council**  **in Economic Strategy Action Plan**

Strategic Objective	Culture	SES Lead	
Report Date	Jul-Sep 2024	SES Project lead	David Eddy
Previous Status	Green	Overall Status	Green

Key Performance Indicators	Target	Achieved	Status	Progress to date

**Commentary**  
 LCR consultancy report has been submitted to Chief Executives with recommendations for amendments to the Borough of Culture programme - awaiting decisions. Cultural strategy aligning with Public Health Child Poverty strategy. 'Poverty Proofing' project delivered by Children North East to commence from October. Action Planning for Cultural Strategy has been deferred during Southport Incident Response, and will require review against emerging community needs. This to include management of tribute materials. External funding from Shared Prosperity Fund has enabled delivery of Library heritage project, infrastructural improvements at the Atkinson and sustained community delivery of shared reading groups.

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## Work Programme 2024/25, Scrutiny Review Topics and Key Decision Forward Plan

Date of meeting:	25 November 2024		
Report to:	Overview and Scrutiny Committee (Regeneration and Skills)		
Report of:	Chief Legal and Democratic Officer		
Portfolio:	Cleansing and Street Scene; Communities and Partnership Engagement; Housing and Highways; Public Health and Wellbeing (Green Sefton element) Regeneration, Economy and Skills		
Wards affected:	All		
Is this a key decision:	No	Included in Forward Plan:	No
Exempt/confidential report:	No		

### Summary:

To seek the views of the Committee on the Work Programme for 2024/25, identify potential topics for scrutiny reviews to be undertaken by informal meetings of the Committee; to identify any items for pre-scrutiny by the Committee from the Key Decision Forward Plan; to update on the Liverpool City Region Combined Authority Overview and Scrutiny Committee; and to advise of a change to responsibility for consideration of matters associated with asset management.

### Recommendations:

That:

- (1) the Work Programme for 2024/25, as set out in Appendix 1 to the report, be considered, along with any additional items to be included and thereon be agreed;
- (2) the reports about Sefton Hospitality Operations Limited (SHOL) - 2023/24 Outturn Review of Council Wholly Owned Companies; Sandway Homes Limited - 2023/24 Outturn Review of Council Wholly Owned Companies; and Domestic Abuse be deferred to the meeting of the Committee to be held on 21 January 2025;
- (3) it be noted that responsibility for asset management issues now rests with this Committee rather than the Overview and Scrutiny Committee (Regulatory, Compliance and Corporate Services) and therefore, future reports/presentations on issues

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associated with disposal of surplus council owned land/asset management strategy will be submitted to this Committee;

- (4) consideration be given to the selection of a topic(s) for review by either a Working Group or at informal meetings of the Committee as detailed in section 2 of the report;
- (5) consideration be given to items for pre-scrutiny from the Key Decision Forward Plan as set out in Appendix 3 to the report, which fall under the remit of the Committee and any agreed items be included in the Work Programme referred to in (1) above; and
- (6) the update on the Liverpool City Region Combined Authority Overview and Scrutiny Committee be noted.

## 1. The Rationale and Evidence for the Recommendations

### 1.1 Work Programme 2024/25

- 1.1.1 The Work Programme of items to be submitted to the Committee for consideration during the Municipal Year 2024/25, as approved by Committee in June 2024, is set out in Appendix 1 to the report. The programme had been produced in liaison with the appropriate Executive Directors/Assistant Directors, whose roles fall under the remit of the Committee.
- 1.1.2 The Work Programme was produced based on items included in last year's Programme.
- 1.1.3 Members are requested to consider whether there are any other items that they wish the Committee to consider, that fall within the terms of reference of the Committee. The Work Programme will be submitted to each meeting of the Committee during 2024/25 to provide Members with the opportunity to add items to the Programme.
- 1.1.4 The Executive Director (Regeneration, Economy and Assets) has requested that his reports about Sefton Hospitality Operations Limited (SHOL) - 2023/24 Outturn Review of Council Wholly Owned Companies and Sandway Homes Limited - 2023/24 Outturn Review of Council Wholly Owned Companies be deferred to the meeting of the Committee to be held on 21 January 2025.
- 1.1.5 The Assistant Director – Communities has requested that the Domestic Abuse report be deferred to the meeting of the Committee to be held on 21 January 2025. This report is also to be considered by the Overview and Scrutiny Committees (Adult Social Care and Health) and (Children's Services and Safeguarding) in January 2025. Deferral of the report will enable it to be considered by three Overview and Scrutiny Committees in the same committee cycle.
- 1.1.6 **Asset Management**

Following a review of Cabinet Member/officer responsibilities a number of service area functions have changed. One such change has resulted in the responsibility of asset management being transferred from the Overview and Scrutiny Committee (Regulatory, Compliance and Corporate Services) to this Committee.

Accordingly, this Committee's Work Programme has been updated to include reference to an item about "Disposal of Surplus Council Owned Land/Asset - Management Strategy".

## 1.2 Scrutiny Review Topics 2024/25

- 1.2.1 It has been usual practise for the Committee to appoint a Working Group(s) to undertake a scrutiny review of services during the Municipal Year.
- 1.2.2 However, over the last number of years the Committee agreed to hold informal meetings to consider topics for review rather than establishing Working Groups.
- 1.2.3 The Committee's views are therefore sought on topics for review by informal meetings of the Committee.

## 1.3 Pre-Scrutiny of Items in the Key Decision Forward Plan

- 1.3.1 Members may request to pre-scrutinise items from the Key Decision Forward Plan which fall under the remit (terms of reference) of this Committee. The Forward Plan, which is updated each month, sets out the list of items to be submitted to the Cabinet for consideration during the next four-month period.
- 1.3.2 The pre-scrutiny process assists Cabinet Members to make effective decisions by examining issues beforehand and making recommendations prior to a determination being made.
- 1.3.3 The Overview and Scrutiny Management Board has requested that only those key decisions that fall under the remit of each Overview and Scrutiny Committee should be included on the agenda for consideration.
- 1.3.4 The latest Forward Plan is attached at **Appendix 3** for this purpose. For ease of identification, items listed on the Forward Plan for the first time appear as shaded.
- 1.3.5 Should Members require further information in relation to any item on the Key Decision Forward Plan, would they please contact the relevant Officer named against the item in the Plan, prior to the Meeting.

## 1.4 Liverpool City Region Combined Authority Overview and Scrutiny Committee

- 1.4.1 As Members will be aware, the Overview and Scrutiny Management Board and the four Overview and Scrutiny Committees considered a report on the guidance produced by the Ministry of Housing, Communities and Local Government relating to Overview and Scrutiny in Local and Combined Authorities following on from the Communities and Local Government Select Committee's inquiry into Overview and Scrutiny. This Committee considered the matter at its meeting held on 22 October 2019 (Minute No. 20).
- 1.4.2 The Overview and Scrutiny Management Board and the four Overview and Scrutiny Committees all agreed the recommendations contained in the report, one of which being that updates on Liverpool City Region Combined Authority Overview and Scrutiny Committee (LCRCAO&S) be included in the Work Programme report considered at each Overview and Scrutiny Committee meeting.
- 1.4.3 In accordance with the above decision, information on the LCRCAO&S is set out below.

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## 1.4.4 Role

The Overview and Scrutiny Committee was established by the Combined Authority in May 2017 in accordance with the Combined Authorities Order 2017.

The role of the Overview and Scrutiny Committee is to:

- Financial Performance April - July 2024;
- Provide a 'critical friend to policy and strategy development;
- Undertake scrutiny reviews into areas of strategic importance for the people of the Liverpool City Region; and
- Monitor the delivery of the Combined Authority's strategic plan.

## 1.4.5 Membership

The Committee is made up of 3 elected Members from each of the constituent Local Authorities of the LCR Combined Authority, along with one elected Member from both the Liverpool City Region Liberal Democrat Group and the Liverpool City Region Conservative Group.

Sefton's appointed Members are Councillors Desmond, Hart and Hinde. Councillor Hart is Sefton's Scrutiny Link.

## 1.4.6 Chair

The Chair of the LCRCAO&S cannot be a Member of the majority group. The Chair and Vice-Chair of the Committee for 2024/25 are Councillors Steve Radford and Pat Moloney respectively.

## 1.4.7 Quoracy Issues

The quorum for meetings of the LCRCAO&S is 14, two-thirds of the total number of members, 20. This high threshold is not set by the Combined Authority but is set out in legislation. This has on occasion caused meetings to be inquorate.

## 1.4.8 Meetings

Information on all meetings and membership of the LCRCAO&S can be obtained using the following link

<https://moderngov.merseytravel.gov.uk/ieListMeetings.aspx?CId=365&Year=0>

Since the last meeting the LCRO&S has met twice and details of matters considered at the meetings are set out below:

### 11 September 2024

- Financial Performance April - July 2024
- LCR Freeport and Innovation Zone Progress Report
- Work Programme Update 2024-25
- Liverpool City Region Long Term Skills Plan

### 23 October 2024

- Draft Local Transport Plan
- Active Travel - Progress

- Local Electric Vehicle Infrastructure (Levi)
- Social Value Update
- Digital Connectivity Vision & Roadmap
- Delivery Planning and Performance Reporting
- Work Programme 2024-25

1.4.9 The next meeting of the LCRCO&S will be held on 27 November 2024. At the time of writing this report the agenda for the meeting has not been published. An update will be provided to the next meeting of this Committee.

1.4.10 On the 23 October 2024 a LCRO&S Knowledge Briefing was held that provided a background and overview of the Liverpool City Region Combined Authority's Commercial Investment Funds.

1.4.11 The Committee is requested to note the update on the Liverpool City Region Combined Authority Overview and Scrutiny Committee.

## **2. Financial Implications**

2.1 There are no direct financial implications arising from this report. Any financial implications arising from the consideration of a key decision or relating to a recommendation arising from a Working Group/informal meeting review will be reported to Members at the appropriate time.

**(A) Revenue Costs** – see above

**(B) Capital Costs** – see above

## **3. Legal Implications**

3.1 None. Any legal implications arising from the consideration of a key decision or relating to a recommendation arising from a Working Group/informal meeting review will be reported to Members at the appropriate time.

## **4. Risk Implications**

4.1 None. Any risk implications arising from the consideration of a key decision or relating to a recommendation arising from a Working Group/informal meeting review will be reported to Members at the appropriate time.

## **5. Staffing HR Implications**

5.1 None. Any staffing/HR implications arising from the consideration of a key decision or relating to a recommendation arising from a Working Group/informal meeting review will be reported to Members at the appropriate time.

## **6. Conclusion**

6.1 The Committee is requested to determine the Work Programme of items to be considered during the Municipal Year 2024/25 and identify scrutiny review topics which would demonstrate that the work of the Overview and Scrutiny 'adds value' to the Council.

The pre-scrutiny process assists Cabinet Members to make effective decisions

# Agenda Item 11

by examining issues before making formal decisions.

## Alternative Options Considered and Rejected

No alternative options have been considered as the Overview and Scrutiny Committee needs to approve its Work Programme and identify scrutiny review topics.

### Equality Implications:

There are no equality implications. Any equality implications arising from the consideration of a key decision or relating to a recommendation arising from a Working Group/informal meeting review will be reported to Members at the appropriate time.

(Please note that Council have agreed care experience should be treated like a protected characteristic.)

### Impact on Children and Young People:

There are no direct children and young people implications arising from this report. Any children and young people implications arising from the consideration of reports referred to in the Work Programme will be contained in such reports when they are presented to Members at the appropriate time.

### Climate Emergency Implications:

The recommendations within this report will have a Neutral impact.

There are no direct climate emergency implications arising from this report. Any climate emergency implications arising from the consideration of reports referred to in the Work Programme will be contained in such reports when they are presented to Members at the appropriate time.

## What consultations have taken place on the proposals and when?

### (A) Internal Consultations

This report is not subject to LD and FD comments. Any specific financial and legal implications associated with any subsequent reports arising from the report will be included in those reports as appropriate.

### (B) External Consultations

None.

### Implementation Date for the Decision:

With immediate effect.

Contact Officer:	Paul Fraser
Telephone Number:	0151 934 2068

Email Address:	<a href="mailto:paul.fraser@sefton.gov.uk">paul.fraser@sefton.gov.uk</a>
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## **Appendices:**

The following appendices are attached to this report:

- Overview and Scrutiny Committee Work Programme for 2024/25
- Criteria Checklist for Selecting Topics for Review
- Latest Key Decision Forward Plan items relating to this Overview and Scrutiny Committee

## **Background Papers:**

There are no background papers available for inspection.

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**OVERVIEW AND SCRUTINY COMMITTEE (REGENERATION AND SKILLS) WORK PROGRAMME 2024/25**

<b>Tuesday, 25 June 2024, 6.30 p.m., Town Hall, Bootle</b>		
<b>No.</b>	<b>Report/Item</b>	<b>Report Author/Organiser</b>
1.	Council Housing	Stuart Barnes/Lee Payne
2.	Cabinet Member Update Reports	Paul Fraser
3.	Work Programme Update	Paul Fraser

<b>Tuesday, 17 September 2024, 6.30 p.m., Town Hall, Southport</b>		
<b>No.</b>	<b>Report/Item</b>	<b>Report Author/Organiser</b>
1.	Merseyside Recycling and Waste Authority – Service Delivery Plan 2023/24	Michelle Williams (Liaising with MRWA)
2.	Southport Market Update	Stephen Watson/Stuart Barnes/Mark Catherall
3.	Domestic Abuse Report	Mel Ormesher/Janette Maxwell
4.	Cabinet Member Update Reports	Paul Fraser
5.	Work Programme Update	Paul Fraser

Tuesday, 25 November 2024, 6.30 p.m., Town Hall, Bootle		
No.	Report/Item	Report Author/Organiser
1.	Flood & Coastal Risk – Annual Report	Michelle Williams/Paul Wisse
2.	Review of Winter Service and Operational Plan	Peter Moore
3.	Sefton Economic Strategy for Growth	Stuart Barnes/Mike Mullin
4.	Sandway Homes Limited - 2022/23 Outturn Review of Council Wholly Owned Companies	Stephen Watson
5.	Sefton Hospitality Operations Limited (SHOL) - 2023/24 Outturn Review of Council Wholly Owned Companies	Stephen Watson
6.	Methods to increase Sefton's recycling rates; the introduction of communal bins; and wider waste containment issues	Michelle Williams/Gary Brennan
7.	Investigation of measures that could be introduced as part of the Selective and Additional (HMO) Licensing Schemes to compel landlords to have a level of control over their tenants to alleviate the anti-social actions of littering and dumping rubbish in rear entries	Stuart Barnes/Lee Payne
8.	Investigation of the inclusion, within the Local Plan, of the need to provide recycling/community recycling facilities in development proposals	Stuart Barnes/Derek McKenzie
9.	Inclusive Growth	Stephen Watson
10.	Cabinet Member Update Reports	Paul Fraser
11.	Work Programme Update	Paul Fraser
12.	Domestic Abuse Report	Mel Ormesher/Janette Maxwell
13.	Southport Market Update	Stephen Watson/Stuart Barnes/Mark Catherall

<b>Tuesday, 21 January 2025, 6.30 p.m., Town Hall, Southport</b>		
<b>No.</b>	<b>Report/Item</b>	<b>Report Author/Organiser</b>
1.	Merseyside Recycling and Waste Authority – Service Delivery Plan 2023/24	Michelle Williams (Liaising with MRWA)
2.	Presentation from Liverpool City Region Strategic Waste Partnership Manager about the changes in waste legislation and what that will mean due to the statutory requirement for the collection of food waste in 2026;	Paul Fraser to liaise with LCR
3.	Update on the progression of the Liverpool City Region Digital Inclusion Strategy	Andrea Watts
4.	Update on Operational Activities delivered via Locality Services	Michelle Williams
5.	Green Sefton Annual Review 2023	Michelle Williams/Mark Shaw
6.	Serious Violence Duty Review - provide an opportunity for Overview & Scrutiny members to take an active part in the review	Mel Ormesher/Steven Martlew
7.	Disposal of Surplus Council Owned Land/Asset - Management Strategy	Stephen Watson/Dom Ellis
8.	Cabinet Member Update Reports	Paul Fraser
9.	Work Programme Update	Paul Fraser

<b>Tuesday, 11 March 2025, 6.30 p.m., - Town Hall, Bootle</b>		
<b>No.</b>	<b>Report/Item</b>	<b>Report Author/Organiser</b>
1.	Sefton Economic Strategy for Growth	Stuart Barnes/Mike Mullin
2.	Social Value and the Growth and Strategic Investment Programme	Stephen Watson
3.	Public Engagement and Consultation Panel Annual Report 2024	Jayne Vincent
4.	Care Experienced Housing Charter – report on the outcomes of the Task and Finish Group	Stuart Barnes/Lee Payne
5.	Cabinet Member Update Reports	Paul Fraser
6.	Work Programme Update	Paul Fraser

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## APPENDIX 2

### CRITERIA CHECKLIST FOR SELECTING TOPICS FOR REVIEW

<b>Criteria for Selecting Items</b>
▪ Issue identified by members as key issue for public (through member surgeries, other contact with constituents or volume of complaints)
▪ Poor performing service (evidence from performance indicators/benchmarking)
▪ Service ranked as important by the community (e.g. through market surveys/citizens panels)
▪ High level of user/general public dissatisfaction with service (e.g. through market surveys/citizens panels/complaints)
▪ Public interest issue covered in local media
▪ High level of budgetary commitment to the service/policy area (as percentage of total expenditure)
▪ Pattern of budgetary overspends
▪ Council corporate priority area
▪ Central government priority area
▪ Issues raised by External Audit Management Letter/External audit reports
▪ New government guidance or legislation
▪ Reports or new evidence provided by external organisations on key issue
▪ Others

### CRITERIA FOR REJECTION

<b>Potential Criteria for Rejecting Items</b>
▪ Issue being examined by the Cabinet
▪ Issue being examined by an Officer Group : changes imminent
▪ Issue being examined by another internal body
▪ Issue will be addressed as part of a Service Review within the next year
▪ New legislation or guidance expected within the next year
▪ Other reasons specific to the particular issues.

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## APPENDIX 2

### SCRUTINY CHECKLIST DO'S AND DON'TS

<b>DO</b>
◆ Remember that Scrutiny <ul style="list-style-type: none"><li>◆ Is about learning and being a "critical friend"; it should be a positive process</li><li>◆ Is not opposition</li></ul>
◆ Remember that Scrutiny should result in improved value, enhanced performance or greater public satisfaction
◆ Take an overview and keep an eye on the wider picture
◆ Check performance against local standards and targets and national standards, and compare results with other authorities
◆ Benchmark performance against local and national performance indicators, using the results to ask more informed questions
◆ Use Working Groups to get underneath performance information
◆ Take account of local needs, priorities and policies
◆ Be persistent and inquisitive
◆ Ask effective questions - be constructive not judgmental
◆ Be open-minded and self aware - encourage openness and self criticism in services
◆ Listen to users and the public, seek the voices that are often not heard, seek the views of others - and balance all of these
◆ Praise good practice and best value - and seek to spread this throughout the authority
◆ Provide feedback to those who have been involved in the review and to stakeholders
◆ Anticipate difficulties in Members challenging colleagues from their own party
◆ Take time to review your own performance

<b>◆ DON'T</b>
◆ Witch-hunt or use performance review as punishment
◆ Be party political/partisan
◆ Blame valid risk taking or stifle initiative or creativity
◆ Treat scrutiny as an add-on
◆ Get bogged down in detail
◆ Be frightened of asking basic questions
◆ Undertake too many issues in insufficient depth
◆ Start without a clear brief and remit
◆ Underestimate the task
◆ Lose track of the main purpose of scrutiny
◆ Lack sensitivity to other stakeholders
◆ Succumb to organisational inertia
◆ Duck facing failure - learn from it and support change and development
◆ Be driven by data or be paralysed by analysis - keep strategic overview, and expect officers to provide high level information and analysis to help.

## APPENDIX 2

### KEY QUESTIONS

**Overview and Scrutiny Committees should keep in mind some of the fundamental questions:-**

Are we doing what users/non users/local residents want?
Are users' needs central to the service?
Why are we doing this?
What are we trying to achieve?
How well are we doing?
How do we compare with others?
Are we delivering value for money?
How do we know?
What can we improve?

### INVESTIGATIONS:-

To what extent are service users' expectations and needs being met?
To what extent is the service achieving what the policy intended?
To what extent is the service meeting any statutory obligations or national standards and targets?
Are there any unexpected results/side effects of the policy?
Is the performance improving, steady or deteriorating?
Is the service able to be honest and open about its current performance and the reasons behind it?
Are areas of achievement and weakness fairly and accurately identified?
How has performance been assessed? What is the evidence?
How does performance compare with that of others? Are there learning points from others' experiences?
Is the service capable of meeting planned targets/standards? What change to capability is needed.
Are local performance indicators relevant, helpful, meaningful to Members, staff and service users?

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**SEFTON METROPOLITAN BOROUGH COUNCIL  
FORWARD PLAN  
FOR THE FOUR MONTH PERIOD 1 DECEMBER 2024 - 31 MARCH 2025**

This Forward Plan sets out the details of the key decisions which the Cabinet, individual Cabinet Members or Officers expect to take during the next four month period. The Plan is rolled forward every month and is available to the public at least 28 days before the beginning of each month.

A Key Decision is defined in the Council's Constitution as:

1. any Executive decision that is not in the Annual Revenue Budget and Capital Programme approved by the Council and which requires a gross budget expenditure, saving or virement of more than £100,000 or more than 2% of a Departmental budget, whichever is the greater;
2. any Executive decision where the outcome will have a significant impact on a significant number of people living or working in two or more Wards

Anyone wishing to make representations about any of the matters listed below may do so by contacting the relevant officer listed against each Key Decision, within the time period indicated.

Under the Access to Information Procedure Rules set out in the Council's Constitution, a Key Decision may not be taken, unless:

- it is published in the Forward Plan;
- 5 clear days have lapsed since the publication of the Forward Plan; and
- if the decision is to be taken at a meeting of the Cabinet, 5 clear days notice of the meeting has been given.

The law and the Council's Constitution provide for urgent key decisions to be made, even though they have not been included in the Forward Plan in accordance with Rule 26 (General Exception) and Rule 28 (Special Urgency) of the Access to Information Procedure Rules.

Copies of the following documents may be inspected at the Town Hall, Oriol Road, Bootle L20 7AE or accessed from the Council's website: [www.sefton.gov.uk](http://www.sefton.gov.uk)

- Council Constitution
- Forward Plan
- Reports on the Key Decisions to be taken
- Other documents relating to the proposed decision may be submitted to the decision making meeting and these too will be made available by the contact officer named in the Plan
- The minutes for each Key Decision, which will normally be published within 5 working days after having been made

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## APPENDIX 3

Some reports to be considered by the Cabinet/Council may contain exempt information and will not be made available to the public. The specific reasons (Paragraph No(s)) why such reports are exempt are detailed in the Plan and the Paragraph No(s) and descriptions are set out below:-

1. Information relating to any individual
2. Information which is likely to reveal the identity of an individual
3. Information relating to the financial or business affairs of any particular person (including the authority holding that information)
4. Information relating to any consultations or negotiations, or contemplated consultations or negotiations in connection with any labour relations matter arising between the authority or a Minister of the Crown and employees of, or office holders under, the Authority
5. Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings
6. Information which reveals that the authority proposes a) to give under any enactment a notice under or by virtue of which requirements are imposed on a person; or b) to make an order or direction under any enactment
7. Information relating to any action taken or to be taken in connection with the prevention, investigation or prosecution of crime
8. Information falling within paragraph 3 above is not exempt information by virtue of that paragraph if it is required to be registered under—
  - (a) the Companies Act 1985;
  - (b) the Friendly Societies Act 1974;
  - (c) the Friendly Societies Act 1992;
  - (d) the Industrial and Provident Societies Acts 1965 to 1978;
  - (e) the Building Societies Act 1986; or
  - (f) the Charities Act 1993.
9. Information is not exempt information if it relates to proposed development for which the local planning authority may grant itself planning permission pursuant to regulation 3 of the Town and Country Planning General Regulations 1992
10. Information which—
  - (a) falls within any of paragraphs 1 to 7 above; and
  - (b) is not prevented from being exempt by virtue of paragraph 8 or 9 above, is exempt information if and so long, as in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

Members of the public are welcome to attend meetings of the Cabinet and Council which are held at the Town Hall, Oriel Road, Bootle or the Town Hall, Lord Street, Southport. The dates and times of the meetings are published on [www.sefton.gov.uk](http://www.sefton.gov.uk) or you may contact the Democratic Services Section on telephone number 0151 934 2068.

**NOTE:**

*For ease of identification, items listed within the document for the first time will appear shaded.*

**Phil Porter**  
**Chief Executive**

## APPENDIX 3

**FORWARD PLAN INDEX OF ITEMS**

<b>Item Heading</b>	<b>Officer Contact</b>
Making Space for Water Crossens SuDS scheme	Paul Wisse paul.wisse@sefton.gov.uk Tel: 0151 934 2959
Approval of Sandway Homes Phase 1A Business Plan	Lee Payne lee.payne@sefton.gov.uk Tel: 0151 934 4842, Suzanne Blundell Suzanne.Blundell@sefton.gov.uk
Eastbank (Enterprise Arcade) Business Plan	Stephen Watson stephen.watson@sefton.gov.uk, Keith Molloy Tel: 0151 934 2734
Southport Pier	Stephen Watson stephen.watson@sefton.gov.uk
City Region Sustainable Transport Settlement (2027-32) - Update	Andrew Dunsmore andrew.dunsmore@sefton.gov.uk Tel: 0151 934 2766
Sefton Hospitality Operations Limited - Business Plan	Stephen Watson stephen.watson@sefton.gov.uk
Adoption of Supplementary Planning Documents - Short Term Holiday Lets and Boundary Treatments	Ian Loughlin ian.loughlin@sefton.gov.uk Tel: 0151 934 3558
Southport Eastern Access and Maritime Corridor Major Schemes - Land Acquisition	Andrew Dunsmore andrew.dunsmore@sefton.gov.uk Tel: 0151 934 2766
Approval of Draft Local Nature Recovery Strategy	Andrea O'Connor andrea.oconnor@sefton.gov.uk
Biodiversity Net Gain, Responsible Body Application	Rachael Rhodes rachael.rhodes@eas.sefton.gov.uk Tel: 0151 934 4963

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## APPENDIX 3

### SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	<b>Making Space for Water Crossens SuDS scheme</b> To seek approval to increase the capital funding allocation for the Making Space for Water Crossens SuDS scheme			
Decision Maker	Cabinet			
Decision Expected	5 Dec 2024			
Key Decision Criteria	Financial	Yes	Community Impact	No
Exempt Report	Open			
Wards Affected	Meols			
Scrutiny Committee Area	Regeneration and Skills			
Lead Director	Assistant Director - Operational In-House Services			
Persons/Organisations to be Consulted	Public, Cabinet members, United Utilities, Environment Agency, Sport England,			
Method(s) of Consultation	Public Consultation, Briefings, reports, emails			
List of Background Documents to be Considered by Decision-maker	Making Space for Water Crossens SuDS scheme			
Contact Officer(s) details	Paul Wisse paul.wisse@sefton.gov.uk Tel: 0151 934 2959			

## APPENDIX 3

### SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	<b>Approval of Sandway Homes Phase 1A Business Plan</b> Approval of the Phase 1A Business Plan outlining future housing development by Sandway Homes.			
Decision Maker	Cabinet			
Decision Expected	5 Dec 2024 Decision due date for Cabinet changed from 07/11/2024 to 05/12/2024. Reason: Work is ongoing on the business plan			
Key Decision Criteria	Financial	Yes	Community Impact	Yes
Exempt Report	Open			
Wards Affected	All Wards			
Scrutiny Committee Area	Regeneration and Skills			
Lead Director	Executive Director – Regeneration, Economy and Assets			
Persons/Organisations to be Consulted	None			
Method(s) of Consultation	None			
List of Background Documents to be Considered by Decision-maker	Approval of Sandway Homes Phase 1A Business Plan			
Contact Officer(s) details	Lee Payne lee.payne@sefton.gov.uk Tel: 0151 934 4842, Suzanne Blundell Suzanne.Blundell@sefton.gov.uk			

# Agenda Item 11

## APPENDIX 3

### SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	<b>Eastbank (Enterprise Arcade) Business Plan</b> Business case for Eastbank project (formerly Enterprise Arcade)			
Decision Maker	Cabinet			
Decision Expected	5 Dec 2024 Decision due date for Cabinet changed from 06/12/2024 to 05/12/2024. Reason: The Business Plan is still being developed			
Key Decision Criteria	Financial	Yes	Community Impact	Yes
Exempt Report	Open			
Wards Affected	Dukes			
Scrutiny Committee Area	Regeneration and Skills			
Lead Director	Executive Director - Place			
Persons/Organisations to be Consulted	Southport Town Deal Board			
Method(s) of Consultation	via Southport Town Deal consultation process held in 2019-2021			
List of Background Documents to be Considered by Decision-maker	Eastbank (Enterprise Arcade) business case			
Contact Officer(s) details	Stephen Watson stephen.watson@sefton.gov.uk, Keith Molloy Tel: 0151 934 2734			

## APPENDIX 3

### SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	<b>Southport Pier</b> Update relating to Southport Pier, following progression of pre-construction work (and in advance of any award of the required capital funding, at the time of adding to the forward plan)			
Decision Maker	Cabinet  Council			
Decision Expected	5 Dec 2024  16 Jan 2025 Decision due date for Cabinet changed from 07/11/2024 to 05/12/2024. Reason: Work is ongoing on the business plan / case			
Key Decision Criteria	Financial	Yes	Community Impact	Yes
Exempt Report	Open			
Wards Affected	Cambridge			
Scrutiny Committee Area	Regeneration and Skills			
Lead Director	Executive Director - Place  Executive Director - Place			
Persons/Organisations to be Consulted	potential external funding bodies; other key stakeholder groups such as Southport Pier Trust			
Method(s) of Consultation	external communications activity			
List of Background Documents to be Considered by Decision-maker	Southport Pier			
Contact Officer(s) details	Stephen Watson <a href="mailto:stephen.watson@sefton.gov.uk">stephen.watson@sefton.gov.uk</a>			

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## APPENDIX 3

### SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	<b>City Region Sustainable Transport Settlement (2027-32) - Update</b> This report aims to confirm to update Cabinet on the transport schemes to the Liverpool City Region Combined Authority for potential funding support from the City Region Sustainable Transport Settlement (2027-32) and the assessment process.			
Decision Maker	Cabinet			
Decision Expected	5 Dec 2024 Decision due date for Cabinet changed from 07/11/2024 to 05/12/2024. Reason: Work is ongoing on the Settlement			
Key Decision Criteria	Financial	Yes	Community Impact	Yes
Exempt Report	Open			
Wards Affected	All Wards			
Scrutiny Committee Area	Regeneration and Skills			
Lead Director	Assistant Director - Highways and Public Protection			
Persons/Organisations to be Consulted	Cabinet Members Housing and Highways and Regeneration, Economy and Skills.			
Method(s) of Consultation	Briefings and emails			
List of Background Documents to be Considered by Decision-maker	City Region Sustainable Transport Settlement (2027-32) - Update			
Contact Officer(s) details	Andrew Dunsmore andrew.dunsmore@sefton.gov.uk Tel: 0151 934 2766			



## APPENDIX 3

### SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	<b>Sefton Hospitality Operations Limited - Business Plan</b> Updated three-year business plan for SHOL (2024-25 to 2026-27)			
Decision Maker	Cabinet			
Decision Expected	5 Dec 2024 Decision due date for Cabinet changed from 07/11/2024 to 05/12/2024. Reason: Work is ongoing on the business plan			
Key Decision Criteria	Financial	Yes	Community Impact	Yes
Exempt Report	Open			
Wards Affected	All Wards			
Scrutiny Committee Area	Regeneration and Skills			
Lead Director	Executive Director - Place			
Persons/Organisations to be Consulted	Appropriate service areas and Cabinet Members			
Method(s) of Consultation	Meetings and emails			
List of Background Documents to be Considered by Decision-maker	Sefton Hospitality Operations Limited - business plan			
Contact Officer(s) details	Stephen Watson <a href="mailto:stephen.watson@sefton.gov.uk">stephen.watson@sefton.gov.uk</a>			

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## APPENDIX 3

### SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	<b>Adoption of Supplementary Planning Documents - Short Term Holiday Lets and Boundary Treatments</b> Approval of Supplementary Planning Documents to help guide new development and support policies in the Local Plan.			
Decision Maker	Cabinet			
Decision Expected	5 Dec 2024 Decision due date for Cabinet changed from 03/10/2024 to 05/12/2024. Reason: In order for the matter to be considered by Overview and Scrutiny			
Key Decision Criteria	Financial	No	Community Impact	Yes
Exempt Report	Open			
Wards Affected	All Wards			
Scrutiny Committee Area	Regeneration and Skills			
Lead Director	Assistant Director - Economic Growth and Housing			
Persons/Organisations to be Consulted	Cabinet Member, residents, other key stakeholders.			
Method(s) of Consultation	Public consultation has been undertaken prior to this stage through emails, website etc. Cabinet Member for Housing and Highways has been engaged in process.			
List of Background Documents to be Considered by Decision-maker	Adoption of Supplementary Planning Documents - Short Term Holiday Lets and Boundary Treatments			
Contact Officer(s) details	Ian Loughlin ian.loughlin@sefton.gov.uk Tel: 0151 934 3558			

## APPENDIX 3

### SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	<p><b>Southport Eastern Access and Maritime Corridor Major Schemes - Land Acquisition</b></p> <p>This report seeks Cabinet Members approval to progress with the acquisition of land necessary to complete works associated with the above highway improvement schemes including the making of a Compulsory Purchase Order for both scheme. Whilst every effort is being made to acquire the land and other interests by negotiation it is considered necessary to make a compulsory purchase order to acquire those areas which are necessary to achieve the works should negotiations not be successful</p>			
Decision Maker	Cabinet			
Decision Expected	<p>5 Dec 2024</p> <p>Decision due date for Cabinet changed from 07/11/2024 to 05/12/2024. Reason: Work is ongoing on the schemes</p>			
Key Decision Criteria	Financial	Yes	Community Impact	No
Exempt Report	Open			
Wards Affected	Dukes; Kew; Litherland; Molyneux; Netherton and Orrell; Norwood; St. Oswald			
Scrutiny Committee Area	Regulatory, Compliance and Corporate Services			
Lead Director	Assistant Director - Highways and Public Protection			
Persons/Organisations to be Consulted	All affected landowners.			
Method(s) of Consultation	All landowners have received visits and e-mails.			
List of Background Documents to be Considered by Decision-maker	Southport Eastern Access and Maritime Corridor Major Schemes - Acquisitions			
Contact Officer(s) details	Andrew Dunsmore andrew.dunsmore@sefton.gov.uk Tel: 0151 934 2766			

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### SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	<p><b>Approval of Draft Local Nature Recovery Strategy</b>            The Local Nature Recovery Strategy (LNRS) is a cross-cutting theme across several Cabinet Member portfolios and Services. The Liverpool City Region Combined Authority (LCRCA) are intending to approve a draft Local Nature Recovery Strategy for public consultation in winter 2024/5, and the final LNRS in spring 2025 in line with the government's deadline. Sefton Council as a supporting authority should approve both the draft and final LNRS prior to their approval by the Combined Authority. The purpose of the report therefore will be to seek approval of the draft LNRS for submission to the LCRCA.</p>			
Decision Maker	Cabinet			
Decision Expected	9 Jan 2025 Decision due date for Cabinet changed from 05/12/2024 to 09/01/2025. Reason: The draft Local Nature Recovery Strategy is still being finalised			
Key Decision Criteria	Financial	No	Community Impact	Yes
Exempt Report	Open			
Wards Affected	All Wards			
Scrutiny Committee Area	Regeneration and Skills			
Lead Director	Head of Regeneration and Housing			
Persons/Organisations to be Consulted	Green Sefton, Highways, and other officers, Merseyside Environmental Advisory Service, LCR Combined Authority. Relevant Cabinet Members.			
Method(s) of Consultation	Meetings, emails, briefings.			
List of Background Documents to be Considered by Decision-maker	Approval of draft Local Nature Recovery Strategy			
Contact Officer(s) details	Andrea O'Connor andrea.oconnor@sefton.gov.uk			

## APPENDIX 3

### SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	<b>Biodiversity Net Gain, Responsible Body Application</b> To seek approval for MEAS to apply to Defra to become a Responsible Body, which will allow the Liverpool City Region local authorities to establish Biodiversity Net Gain habitat banks.			
Decision Maker	Cabinet  Council			
Decision Expected	9 Jan 2025  16 Jan 2025 Decision due date for Cabinet changed from 07/11/2024 to 09/01/2025. Reason: Work is ongoing on the application			
Key Decision Criteria	Financial	No	Community Impact	Yes
Exempt Report	Open			
Wards Affected	All Wards			
Scrutiny Committee Area	Regeneration and Skills			
Lead Director	Assistant Director - Economic Growth and Housing  Assistant Director - Economic Growth and Housing			
Persons/Organisations to be Consulted	Merseyside Local Authorities; Liverpool City Region			
Method(s) of Consultation	Meetings and briefings			
List of Background Documents to be Considered by Decision-maker	Biodiversity Net Gain, Responsible body application			
Contact Officer(s) details	Rachael Rhodes rachael.rhodes@eas.sefton.gov.uk Tel: 0151 934 4963			

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## Cabinet Member Reports – September 2024 to November 2024

Date of meeting:	25 November 2024		
Report to:	Overview and Scrutiny Committee (Regeneration and Skills)		
Report of:	Chief Legal and Democratic Officer		
Portfolio:	Cleansing and Street Scene Communities and Partnership Engagement Housing and Highways Public Health and Wellbeing (Green Sefton element) Regeneration, Economy and Skills		
Wards affected:	All		
Is this a key decision:	No	Included in Forward Plan:	No
Exempt/confidential report:	No		

### Summary:

To submit the Cabinet Member - Cleansing and Street Scene; Communities and Partnership Engagement; Housing and Highways; Public Health and Wellbeing (Green Sefton element); and Regeneration, Economy and Skills reports relating to the remit of the Overview and Scrutiny Committee for the period September 2024 to November 2024.

### Recommendation(s):

That the Cabinet Member - Cleansing and Street Scene; Communities and Partnership Engagement; Housing and Highways; Public Health and Wellbeing (Green Sefton element); and Regeneration, Economy and Skills reports relating to the remit of the Overview and Scrutiny Committee be noted.

#### 1. The Rationale and Evidence for the Recommendations

- 1.1 In order to keep Overview and Scrutiny Members informed, the Overview and Scrutiny Management Board has agreed for relevant Cabinet Member Reports to be submitted to appropriate Overview and Scrutiny Committees.
- 1.2 The most recent Cabinet Member reports for Cleansing and Street Scene; Communities and Partnership Engagement; Housing and Highways; Public Health and

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Wellbeing (Green Sefton element); and Regeneration, Economy and Skills Cabinet Member are attached.

## 2. Financial Implications

2.1 Any financial implications associated with the Cabinet Member reports that are referred to in this update are contained within the respective reports.

(A) **Revenue Costs** – see above

(B) **Capital Costs** – see above

## 3. Legal Implications

3.1 Any legal implications associated with the Cabinet Member reports that are referred to in this update are contained within the respective reports.

## 4. Risk Implications

4.1 Any legal implications associated with the Cabinet Member reports that are referred to in this update are contained within the respective reports.

## 5. Staffing HR Implications

5.1 Any staffing HR implications associated with the Cabinet Member reports that are referred to in this update are contained within the respective reports.

## 6. Conclusion

6.1 The Overview and Scrutiny Management Board has agreed for relevant Cabinet Member Reports to be submitted to appropriate Overview and Scrutiny Committees. This report has therefore been submitted to comply with the decision of the Overview and Scrutiny Management Board.

## Alternative Options Considered and Rejected

No alternative options have been considered because the Overview and Scrutiny Management Board has agreed for relevant Cabinet Member Reports to be submitted to appropriate Overview and Scrutiny Committees.

### Equality Implications:

There are no direct equality implications. Any equality implications arising from the consideration of any decisions contained in the update would have been/will be reported to members at the appropriate time.

(Please note that Council have agreed care experience should be treated like a protected characteristic.)

### Impact on Children and Young People:

There are no direct children and young people implications. Any children and young people implications arising from the consideration of any decisions contained in the update would have been/will be reported to members at the appropriate time.



**Climate Emergency Implications:**

The recommendations within this report will have a Neutral impact.

There are no direct climate emergency implications arising from this report. Any climate emergency implications arising from the consideration of any decisions contained in the update would have been/will be reported to members at the appropriate time.

**What consultations have taken place on the proposals and when?**

**(A) Internal Consultations**

The Cabinet Member Update Report is not subject to FD/LD consultation. Any specific financial and legal implications associated with any subsequent reports arising from the attached Cabinet Member update report will be included in those reports as appropriate.

**(B) External Consultations**

Not applicable

**Implementation Date for the Decision :**

With immediate effect.

Contact Officer:	Paul Fraser
Telephone Number:	0151 934 2068
Email Address:	<a href="mailto:paul.fraser@sefton.gov.uk">paul.fraser@sefton.gov.uk</a>

**Appendices:**

The following appendices are attached to this report:

- Cabinet Member - Cleansing and Street Scene
- Cabinet Member - Communities and Partnership Engagement
- Cabinet Member - Housing and Highways – To follow
- Cabinet Member - Public Health and Wellbeing (Green Sefton element)
- Cabinet Member – Regeneration, Economy and Skills

**Background Papers:**

There are no background papers available for inspection.

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<b>CABINET MEMBER UPDATE REPORT</b>		
<b>Overview and Scrutiny Committee (Regeneration and Skills)</b>		
<b>Councillor</b>	<b>Portfolio</b>	<b>Period of Report</b>
Peter Harvey	Cabinet Member Cleansing & Street Scene	November 2024

## **Building Cleaning**

The service continues to operate well both financially and operationally.

Schools and other customers continue to access their service provider options and there are currently two contracts which the service hold that are out to competitive tender.

### Pope Francis Multi Academy Trust (MAT) Cleaning Contract

The above MAT put its Cleaning Services out to competitive tender earlier this year. The tender was for two schools. The service currently hold the contract for one of the schools, The Salesian Academy of St John Bosco.

Since the initial tender was released, a further four schools have joined the trust in September 2024. The Trust plans to have up to 28 schools in the MAT in the coming years.

The result of the tender exercise was initially due in July, but the process has taken longer than expected and the contract has yet to be awarded.

Officers from the Building Cleaning section gave a presentation to the Trust in early October.

Whilst individual schools that join the Trust will be free to choose their preferred contractor, whoever is awarded this contract, will be in pole position to operate the contracts at those schools.

### Peterhouse School

Peterhouse School is a non-maintained Specialist School for children and young people aged 5 to 19 who have a diagnosis of Autism Spectrum Condition. The school is located in Southport and is administered by the Autism Initiatives (AI) charity.

Building Cleaning have provided a cleaning service to the school for a number of years. The school has decided to put the contract out to competitive tender, with the new contract due to start in January 2025.

The contract is a relatively small one, the service employs 2 cleaners who provide 40 hours cleaning per week. The Building Cleaning Service have submitted a proposal, and the contract is expected to be awarded in November.

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## Recruitment of Staff

Recruitment of staff remains very difficult in certain parts of the Borough with some posts receiving no applications, causing operational difficulties. It is hoped that when the annual pay award is finalised, this will aid with the recruitment issues the service is facing.

## Catering

After a difficult year financially in 2023/24, the position is much more secure in this financial year.

For the first time in recent years, the food market is relatively stable, and this has made food costs easier to predict and build into SLA costings.

In addition, the Electronic Kitchen Management System that the service purchased last year, has made reacting to price changes much more efficient.

As with the Building Cleaning Service, schools, particularly those part of a Multi Academy Trust (MAT), continue to explore their service provider options.

## Pope Francis Multi Academy Trust Cleaning Contract

As with Building Cleaning, the MAT has put its Catering contract out to tender. At this stage it only involves one school, Sacred Heart Catholic Academy. The service currently operate this contract and as with Building Cleaning, with more schools joining the MAT every year, it is a contract that we are very keen to retain.

Officers from the service gave a presentation to the trust in October. As with the Building Cleaning contract, the tendering process has taken significantly longer than the trust anticipated, and the contract is yet to be awarded.

## Endeavour Learning Trust

Whilst the Endeavour Learning Trust have six schools within their portfolio, only one school, Churchtown Primary, is in Sefton. The remainder are in Lancashire.

The Catering Service have been informed by Linaker Primary School in Southport, that the school is set to join the Endeavour Learning Trust and that it will be ending it's SLA for Catering at the end of March 2025.

## The Council's Obesity Strategy.

The Catering Service are continuing to support the Council's Obesity Strategy. The Service Manager chairs the Live Well subgroup, which is charged with reviewing and refreshing the Council's work to ensure compliance with Food Active's Healthy Weight Declaration accreditation.

## Transport & Vehicle Maintenance T&VM

The Transport and Fleet Service continue to provide a full maintenance and fleet compliance service to all departments within the Authority who utilise fleet vehicles.

The rating from the Traffic Commissioners Office remains green, this is the highest standard on the rating system.

The service continues to provide a full MOT provision to both internal and external customers and remains 100% compliant with inspections and services.

As part of the services contribution to net zero by reducing carbon emissions within the fleet, they have commenced soft market testing with local fuel companies to carry out a grade change for 1 of the fuel tanks at the main depot at Hawthorne Road from diesel to petrol, this will not only contribute to reduced emissions but will also enable the service to offer a wider range of vehicles at more competitive cost.

The Transport Manager represents the service at the Liverpool City Region Waste & Resources Partnership to discuss vehicle specifications and requirements in preparation for food waste collections which DEFRA have instructed local authorities to implement with effect from April 2026. With large quantity orders being placed across all Councils, it is essential to reserve build slots at the earliest opportunity to have the vehicles delivered to meet the deadline.

In conjunction with service leads, the Transport Department has commenced the fleet renewal programme. There has been a £455k spend to date for this financial year, but due to current economic uncertainty within the market they are re-evaluating the remaining fleet renewal for this year on a case-by-case basis.

## **School Crossing Service (SCP)**

The service currently has 3 vacancies, 1 in the south of the borough and 2 in the north. The Service have provided 100% cover at these locations since the start of term. They have managed to recruit applicants and are currently at the start of the recruitment process for 2 of the vacancies.

In accordance with new guidance from the Department of Education, all schools are now required to implement a school week of at least 32.5 hours. This has led many schools to extend their school day, which has directly affected the operating hours of approximately 20 Patrols. These Patrols are now working additional hours to align with the extended school days.

The service has discussed with Cabinet Member the potential budget pressure as a result of this change to legislation and the need for additional uplift in the SCP budget for the next financial year.

## **Specialist Transport Unit (STU)**

The Specialist Transport Unit provides home to school and day centre travel for the most vulnerable in our society.

The service currently operate 17 x School Routes and 9 x Adult Social Care routes. They are working closely with colleagues in ASC regarding the provision of transport for customers to and from Day Centres in the south of the borough.

The STU currently provide transport for 131 SEND service users each day and 52 x ASC customers to and from their destination.

The service users are amongst some of the most vulnerable in our society who need the support and extra care that the STU in-house service provide.

The in-house fleet consists of Sefton owned vehicles and leased. The fleet renewal has been agreed for the replacement of 18 x STU custom built minibuses within the Specialist Transport Unit. These vehicles will be purchased in 2025/26 financial year.

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The vehicles will provide a year on year saving to both Adults and Children Social Care as the cost will reduce significantly given that vehicles will replace leased vehicles and will not require the level of maintenance that older vehicles have. The new vehicles are also estimated to have a resale value after the 7-year programme.

## **Sefton ARC**

Merseyside Police bid approved for the cameras on Stanley Road and two in Hawthorne / South Park.

- Camera 30 - Stanley Road / Strand Road- outside main entrance to the strand - replacement camera
- Camera 56 - Stanley Road / Vermont Way - replacement camera
- Camera 88 - Stanley Road / Marsh Lane - replacement camera
- Camera 18 - Bedford Road / Hawthorne Road – replacement camera
- Camera 100 South Park- not working, action required is to dig to nearest supply and repair

Whilst a number of new town centre cameras have recently been upgraded, further exploration of funding opportunities is still underway to secure maintenance agreements going forward.

The Service continue to monitor and work closely with the education service daily to maintain service delivery, since the introduction of the new transparent SLA the feedback from school governors has been positive.

Sefton ARC respond to CCTV enquires from both members of the public, police and insurance companies as well as offering services such as ID cards for Sefton employees, patrol services and support for our highway team.

Sefton ARC also manages lone worker services along with Sefton Careline and handles the out of hours service for the Councils Contact Centre. In Q2, the Patrol teams dealt with 99 highways incidents and 424 alarm activations.

Sefton ARC have also received 82 CCTV enquiries of which they were able to provide footage for 17 incidents. The team have also provided 433 ID cards for employees across the council. In the same quarter, the ARC handled 6,536 calls.

The electrical team have successfully recruited 2 apprentice electricians, through education studying at Hugh Baird College, following our previous apprenticeships gaining qualification and moving into full time roles within the Sefton ARC team, this has proved a huge success in providing opportunities.

The team will look to recruit to the role of electrician's mate, this role is for someone who is a qualified electrician but needs on-site experience, this helps with the development of the electrician and supports Sefton ARC service delivery.

The service have introduced a new 12-hour rota pattern for the ARC responder roles, this has helped the service massively improve with each responder now working alongside an ARC operator for a full shift to enable better efficiency, the staff have also welcomed this change to help with a better work/life balance.

## **Sefton Careline:**

Careline Service answered a total of 16,320 calls of which 16,122 were answered within 60 seconds exceeding the TSA target of 97.5%.

Referrals and installations:

A total of 401 referrals were received by the Careline over the last quarter with an average of 92 installations per month.

This figure is inclusive of requests from social services, hospital discharges and OT's (Occupational Therapists) and includes additional appointments for visits to test, replace and review equipment.

## **Automated Voice Telephony:**

Sefton Careline has been working alongside CC2I Care and Sefton Equipment Community Stores to progress with the automated telephony project which will allow the service to reach out to service users of both areas. The aim is to develop a specialist calling service provision that will provide regular well-being calls throughout the year which will allow staff to identify whether the service are meeting their needs, improve the recycling programme of unused equipment and to identify any additional support they may need.

The service has now successfully launched, and feedback so far has been well received. Further analysis will be undertaken to identify areas for improvement.

## **Recruitment:**

The Service have successfully recruited a full time Assistive Technology Installer. A further part time vacancy for a Careline Advisor has been advertised and it is hoped that the successful person will be in post by the end of 2024.

## **Lone Worker option**

Following on from a two-week trial the Lone Worker option for Sefton Employees is now available for employees across the council.

## **Analogue to Digital Switchover A2D:**

The analogue telephone network will cease to operate by the end of 2027 when all telephone lines across the UK will switch to a digital network. The A2D switchover will have a significant impact on all Telecare services UK wide and it is essential that the service transition existing service users onto digitally enabled Lifeline products.

This will also impact the Public Realm CCTV, meetings have been held with the current provider BT and an increase for the line rental is expected in April 2025. A scope has been written and meetings have started regarding moving away from legacy fibre cables onto new digital WI-FI to bring the ARC and its infrastructure up to current standards, external funding is currently being explored and eventually the market will be explored through procurement to carry out the project required.

To date, the service have successfully secured 135k from the DFG fund and expect to secure further funding this year. The equipment will be distributed to existing Careline clients to replace their analogue lifeline product. Lifeline equipment is provided on a rental basis and as such equipment is continually repurposed.

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Existing service users are currently being reviewed and equipment is being replaced as required.

## **New equipment:**

The Service have completed testing with two new suppliers of TECS equipment and will now start to distribute new digital devices as part of the Careline packages currently available. This is a significant step forward for the Careline who are now able to work with four market leading suppliers.

The Service will still keep abreast of any new technical developments within the TECS industry to ensure they continue to provide our residents with the best equipment to suit their individual needs.

## **Public Conveniences**

A Contract for 6 months is now in place for Danfo LTD, to continue to provide the service, maintenance and reconciliation of coinage for the facilities, Sefton ARC are currently working with the procurement team to put in place a long-term contract for the service maintenance offering value for money to the council through a framework.

## **Street Cleansing**

The Street Cleansing Service have worked with COMMS through social media to spread good news stories with photo evidence of the fantastic works they have completed throughout the borough.

Re-balance of mechanical sweeping rounds has taken place to ensure equity and a more comprehensive process of recording works completed has been introduced.

A process has been introduced to ensure timely inspection takes place after entry clearance has concluded, Supervisor inspection sheets created for recording purposes and feedback provided to teams accordingly to ensure they are aware of the expected standard and also thanked for the completed work, staff have felt undervalued in the past and culture needs to change.

A Rear Entries Priority List has been created, the supervisor instructs teams on a daily basis of priority locations – 2 teams of 2 working together for maximum impact and to reduce downtime of staff to transfer station etc. The Supervisor inspects within 24 hours as per process outlined above, completing documentation and taking photographs. Information is then shared with Area Co-ordinators to ensure elected members are updated. Once the priority list is completed, cyclical work as per rota which encompasses all rear entries on an agreed programme will be delivered.

## **Waste Management**

The Assistant Director continues to play a key role in the LCR Waste & Resources Partnership in preparation for the roll out of food waste in April 2026 and the future adoption of the governments Simpler Recycling principles.

The vacancy for Service Manager has gone through the recruitment process and interviews will take place in early November. This is a key role for the Authority for the appointment of an experienced individual is critical to bring stability and direction to this front facing high profile service.



As part of the Corporate Transformation Projects, the AD is leading on a route optimisation project to ensure optimum utilisation of resources, both staff and fleet. This project will run over the winter months and involve the frontline staff at appropriate stages to review round information with the aim of adoption of new rounds in Spring 2025.

The new Waste Minimisation Officer is now in post, this member of the team will develop education and behavioural change material and work closely with both the internal Comms team and colleagues within Environmental Enforcement. They will also have a role within the project team who are delivering the in-service innovation such as 'sacks to bins' in addition to reviewing the current assisted collections to ensure accuracy of data.

## **Burials and Cremations**

Burials and Cremations Service continue to provide a sustainable and professional service to the bereaved. The cremation and burial numbers remain at a steady rate however this is expected to increase as we enter the winter months.

The process of investment planning has now started and is progressing well with consultants on board now preparing an outline and full business case for the service to provide evidence that much needed investment is required to ensure service continuity for the future with changing legislation up and coming the service needs to be ready to meet this change and demand for the future.

Maintenance works have continued throughout the summer months with some areas more challenging than others however as we enter the winter months the teams have done a great job in ensuring that maintenance has been completed as much as possible and areas that have become challenging are also being brought up to standard as we continue in to winter while still providing a burial service to the families that use Sefton Bereavement services.

Repairs and maintenance continue to be prioritised and memorial testing on headstone stability continues to ensure the safety of the public visiting cemeteries is top priority.

## **Environmental Enforcement**

The Sefton Dog Related Incident Reduction Strategy Group (partnership with Merseyside Police and colleagues in Green Sefton, Comm's and community Safety & Dogs Trust) continues to work well despite demands on resources following the incidents in Southport curtailing planned joint patrols. It is anticipated these will restart in the coming month with further partnership activity with the dog's trust being undertaken.

The WFT? Fly tipping campaign ran throughout July and August in the project area within Derby and parts of Linacre ward. This saw over 3000 houses visited, new letters distributed and paid for media advertisements. Residents were engaged on the doorstep and provided detail of the aims of the campaign and steps they could take to minimise fly tipping along with seeking feedback from them. Enforcement officers and a contractor worked with cleansing services as rear entries were cleared of fly tipping, to gather evidence, challenge residents and where possible issue fixed penalty notices. This has assisted in further strengthening working relationships with Street Cleansing and other Council services.

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Two Regulation and compliance apprentices within the Environmental Enforcement and Trading Standards Teams have both been successful in obtaining employment within the Council one with the Trading Standards Team and one within Legal Services.

11 businesses visited as part of a national survey ran by the Office of Product safety & Standards (OPSS) into the safety of e-bikes, e-scooters and conversion kits, following a number of fatal house fires caused when charging their lithium-ion batteries. The aim of the survey was to identify businesses engaged in the supply, repair, modification and conversion of these products; raise awareness to ensure that the businesses are fully aware of the risks posed by their activities and the responsibilities they hold under the relevant Regulations; provide advice on how to meet their obligations in ensuring products are safe and that consumers have the necessary instructions to use products safely. Trading Standards are continuing to support one business importing e-bikes direct from China and two fitting conversion kits, to meet their obligations under the legislation as responsible persons.

The Environmental Enforcement team continues to be overstretched with the issue of tackling fly tipping remaining high on the public & political agenda. The Regulation Appliance Apprentice has applied for and was successfully appointed to a post within the Trading Standards Team, leaving the enforcement team again short of capacity. Steps are being taken to recruit a new apprentice to the team.

## **Taxi Licensing:**

### **Bootle One Stop Shop Update:**

At present, the processing of vehicle plates and the renewal of driver's badges continues to be very good. Throughout September, the majority of work was completed within three-days of receipt.

For new driver applications, Customer Services are working on applications that were received through the portal on 13th September 2024. Three sets of Knowledge tests at Bootle One Stop Shop are now being offered and since 1st October 24, a total of 43 have so far passed the test and have been issued with a Sefton licence.

Drivers are still experiencing issues accessing the portal and creating an e-mail account. Technical support remains available at Bootle One Stop Shop and support is also being provided by the trade representatives at selected garages. Colleagues from Sefton's Adult Education team have been back in contact and are currently assessing how they can offer digital support.

The work required to increase the licence fees for drivers and vehicles is near completion with officers from the Taxi Licensing Enforcement Team commencing trade consultation imminently. In addition to the proposed uplifted licence fees, a £50.00 non-refundable application fee will also be imposed. The application fee is due to be activated by Rocktime our 3<sup>rd</sup> part supplier at the beginning of November.

Following a request from the trade, the work to revamp the Taxi Licensing website to make it more user-friendly has now been completed. The new pages can be viewed via the following link <https://www.sefton.gov.uk/business/licensing-registration/taxi-licensing/>

Weekly internal meetings between Customer Services and Taxi Licensing (Enforcement) continue and the trade are given regular updates on progress.

## **Enforcement:**

Following successful recruitment, the induction and training of our 2 new Enforcement Officers in Taxi Licensing is progressing well.

As a result of the recruitment to the vacant Enforcement Officer posts, planned weekend and out of hours taxi licensing enforcement work within the Borough is recommencing, with on road vehicle inspections also resuming in November.

Additionally, 3 recent joint enforcement operations have taken place at the following locations:

- Liverpool Airport = 13 Private Hire Vehicles (PHV) checked – 5 Stop Notices issued, 8 vehicles clear.
- Manchester Airport = 12 PHV checked – 1 Defect Notice issued, 5 Stop Notices issued, 6 vehicles clear.
- Manchester Piccadilly Station = 12 PHV checked – 1 Defect Notice issued, 9 Stop Notices issued, 2 vehicles clear.

Officers continue to work strategically with LCR Authorities to progress standardisation across the region. The main work areas (along with the Authority Leading on the work) are detailed below :

- Vehicle Compliance Testing – St Helens lead
- Vehicle Conditions – Wirral lead
- Driver Training – Sefton lead
- Drugs Policy – Liverpool lead
- Fit and Proper / Convictions policy – Knowsley lead

## **Local Licensing**

The vacant post within the Local Licensing Team has now been filled following a successful recruitment exercise with the officer's induction and training progressing well.

Officers from the Local Licensing team along with Pollution Control Officers regularly attend Merseyside Police licensing partners meeting which is held every fortnight. The meetings are an effective way for officers to share intelligence about licensed premises, provide case updates and co-ordinate enforcement activities.

Licensing Officers now attend the Southport Pub Watch quarterly meetings to provide advice to Licensees, respond to licensing questions and queries and signpost to other services.

Martyn's Law: formerly The Terrorism (Protection of Premises) Bill had its' first reading in parliament on 12/9/2024. This will require qualifying premises or events to take specific steps to minimise the threat of terrorist attacks. The 'standard tier' duties will now be proposed to apply to premises with a capacity limit of 200 or more as opposed to 100, as was originally stated. The second reading took place on

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14/10/2024 - please see the following website link to view the discussion: [Terrorism \(Protection of Premises\) Bill - Hansard - UK Parliament](#)

Outdoor Smoking Bans: Discussed in late August 2024, the discussion is still in its' infancy stages and details are yet to be revealed to reduce the number of preventable deaths linked to tobacco use. It is thought likely that smoking could be banned in pub gardens, outdoor restaurants specifically, which may impact the hospitality sector as well as outside hospitals and sports grounds. Any new ban introduced would apply to England only. Devolved governments may choose to bring in similar rules.

<b>CABINET MEMBER UPDATE REPORT</b>		
<b>Overview and Scrutiny Committee (Regeneration and Skills)</b>		
<b>COUNCILLOR</b>	<b>PORTFOLIO</b>	<b>DATE</b>
Liz Dowd	Communities, Partnerships and Engagement	25 November 2024

## **Community Safety and Engagement Team**

All Christmas trees for the Borough have been ordered. Members have been emailed to inform them about the Mayors Toy Appeal and Foodbank donations being deducted from their ward budgets and planning is underway to purchase the toys and gifts. All groups have been asked to supply dates and times of their planned Christmas events so that we can book electricians to be available on site at their chosen times.

A ward member and MP clean up took place on Netherton Park estate to support the Clear Hold Build partnership activity. Community skips were placed on the estate by the cleansing team and OVH. Plus-Dane also provided a caged tipper and two operatives for the morning to collect any on-street fly tipped bulky items. MFRS provided residents with free home safety checks and smoke alarms, whilst Merseyside Police assisted volunteers from Hugh Baird College, OVH, Plus Dane and Sefton Council in a community litter pick. Sefton Councils environmental enforcement team were also on site looking for evidence of fly tipping.

A meeting has taken place with the Windmills Foundation to discuss their Social Signature project and how they can potentially work with Strand Partnership, RSL's, Hugh Baird College and various departments within the Council to develop a programme with young people focussing on rear entry clearance and environmental improvements. The project is in the very early stages of planning, and it is hoped to have a plan agreed before the end of the year with all partners involved.

All items relating to donations for the July 29<sup>th</sup> incident have now been relocated from the Memorial Gardens and 108 Sussex Road. The non-perishable items have been taken into storage at the Atkinson, whilst the potted plants that have not been replanted have been taken to Hesketh Park/ Botanic Gardens for storage.

The Area Coordinators and Team Manager have been supporting residents affected by the recent flooding in Bulwer Street and the surrounding area.

## **Youth Engagement team**

The team were successful in a bid to the Violence Reduction Partnership. The funding secured will be used to enhance the outreach offer in the Hawthorne Rd area of Bootle and Southport Town Centre.

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## Community Safety

The Dog Bite Reduction Strategy working group meets regularly to review and discuss the action plan. The group looks at data and emerging issues to proactively work together to develop a positive approach.

Education is an extremely important aspect of the strategy and work is ongoing with local schools as well as the Dog Trust providing support in the community alongside the Green Sefton team.

There is an ongoing ASB issue with rough sleepers at St Georges Church on Lord Street. Issues have been on-street drinking and litter and drug use. The ASB Team have been working with the Police and supporting partners to look at ways of addressing the issue.

The police have secured funding for Operation Opala which focuses on the rough sleepers and street drinkers. The operation is in partnership with agencies to provide holistic support and advice.

Planning for Operation Banger commenced on 16/08/24. The following has been agreed:

- **Youth Service:** The team will be out in the youth bus in the lead up to Halloween and bonfire night and they will be also using the minibus to cover hotspot areas.
- **Park Nights Programme:** Dates/locations yet to be decided: Will be looking for feedback from partners – Neighbourhoods, Green Sefton, Merseyside Police etc, for locations. Active Sefton will be running the sessions Monday – Thursday, 5pm-7pm for 2 weeks, two sessions a night – one North and one South, or an even spread.

## Hate Crime

The Hate crime officer continues to meet with individuals and groups to provide reassurance following the events in Southport and across the country. Support has been provided to Southport Mosque along with the Youth Team and area coordinator for Southport to enable them to hold an open day for members of the wider community.

The Hate Crime Officer will be delivering one of the Lunchtime Learning talks on hate crime reporting. Awareness sessions have also been arranged with staff from One Vision Housing and staff from New Directions.

## Equality Diversity & Inclusion

The EDI officer has continued developing the 'bitesize' EDI training sessions that are useable within team meetings. This has included creation of a session that raises awareness for neurodiversity in the workplace.

The Zero Tolerance Policy has been prepared for introductory statements from key leaders.

## **Sustainable Affordable Living Coordinator**

Officers have been meeting with representatives from the Combined Authority regarding a digital platform for the Food Provision sector. They have been introduced to MiCT through Sefton CVS.

## **LIBRARIES**

### **Libraries Summer Reading Challenge**

Last year was a bumper year for Sefton's Summer Reading Challenge. The scheme runs each year over the summer holidays and aimed to support literacy in children aged 4-11. Children must read 6 books over the summer and if they do this are presented with a certificate at school assemblies across Sefton. The Library Service puts a lot of effort in engaging with primary schools and children before the holidays begin, with each school receiving a visit by a library member from staff. This year's theme is called Marvelous Makers. The take up is looking good with 2474 children joined so far, and 1023 children have already completed the challenge. While good, the numbers are a little down on last year (which was a bumper year), so staff have been asked to give an extra push to promote the scheme.

### **New offer to memory loss sufferers**

In partnership with the Alzheimer's Society, the Library Service is helping distribute Twiddle Muffs to residents suffering from memory loss. Twiddle Muffs are hand knitted objects with sensory material stitched in and help provide cognitive stimulation which helps slow down memory loss. The scheme is part of a larger project to provide practical support for those residents struggling as memory loss progresses. As well as Twiddle Muffs, the Library Service is distributing identity cards which residents can have on their person to help contact carers if they get distressed by confusion.

### **Formby Library Community Garden at Southport Flower Show**

Now in its second year, the Garden Club at Formby Library decided to promote their club by producing a show garden at the Southport Flower Show. The garden is managed by Jane Woodcock, the Senior Library Assistant at Formby, but run by volunteers who set up the gardening club. Aimed at reducing social isolation and engaging with the natural world, it was the gardening club members who wanted to do a show garden at the Flower Show. Jane managed to get in free as a community garden and got 8 free tickets for the volunteers. The show garden was well received by the public who found the raised beds ideal to sit on and take some time out amidst the madness of the flower show. Myerscough College were also impressed and now want to engage with the community garden club further.

### **Update on NPO funding**

In 2022, the Library Service secured £585,000 from Arts Council England as part of being named the first National Portfolio Organisation in Sefton. The funding was originally for a 3- year project and that has now been increased to a 4-year project with an additional £195,000 of funding for year 4. The funding is to be used on cultural and creative activities in Bootle, Crosby and Netherton that help target social isolation and lead to improvements in mental health. Now half- way through the funding timescale, to date 215 of cultural

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activities have taken place with several innovative and socially important projects established such as Colour of Pomegranates which helps migrant women engage in the wider community.

## **LCR Digital Inclusion Initiative -free tablets**

The LCR are running a pilot digital inclusion initiative in partnership with Lloyds' bank. This project involves the gifting of thousands of tablets across the region to digitally excluded residents. Part of the gifting involves a half days training for recipients in the use of the tablets and there is limited access to data included. The library service has submitted a project brief for consideration in this initiative and have been immediately accepted. The libraries' project is to train up some of the migrant women already involved with the Colour of Pomegranates project to become trainers. These then deliver the training in Sefton for recipients of the free tablets. The migrant women involved will be able to give something back to the community and this should support their integration. At the same time the confidence of the trainers will be improved and excluded residents will become more digitally agile.

## **Impressive take up of the Digital Newspaper offer**

Over the last few years, the library service has been reviewing it's offer of physical newspapers in the library. Due to the increasing cost of physical newspapers the offer in the libraries has been gradually reducing. However, to off-set this, the library service provides a digital newspaper platform called Pressreader which provides 7000 daily newspapers from across the world. Not only is this more inclusive for Sefton's diversifying demographics, but newspapers are published on Pressreader before they are available physically. Usage figures are impressive, with 19,376 individual hits on Pressreader last month and 538,359 separate articles viewed, which equates to a 50% increase in take up compared to last year.

The library service has also trialled a virtual newspaper offer in each library by providing locked down tablets. The trial has been dogged by technical issues with the tablets and take up has been low. A second trial is now being developed with a larger screen and an improved method of delivering Pressreader.

## **Wi-Fi replaced**

In 2014, libraries took part in a government pilot to install a new method of connecting to the internet called Wi-Fi. In partnership with BT and Barclays Bank, the libraries at Bootle, Crosby and Formby where all connected to free Wi-Fi. While the Wi-Fi worked well, the pilot was not without its issues, the worst being the lack of internet filtering. For some time now it has been anticipated that the pilot Wi-Fi scheme would come to an end, so plans have been drawn up to install council Wi-Fi in these 3 libraries. At the end of August, it was announced by Barclay's Bank that the scheme would close at the end of September, with the Wi-Fi being discontinued. However, plans for the installation of the council Wi-Fi were sufficiently progressed that it could be installed rapidly, and this has now happened. The new Council Wi-Fi has a much stronger signal, has filtering, and connects to both parts of the network – both staff and public.



## **THE ATKINSON**

### **Theatre Programme**

Coastal Voice: the Atkinson will host the Lottery concert performance of *Coastal Voice* on Friday 25th October, featuring the Royal Liverpool Philharmonic Orchestra. This is a live multimedia performance which explores the heritage and identity of three areas: – Sefton, Grimsby and Dover. It uses the real-life stories from a year of interviews to celebrate pride of place, identity and local accents.

The project is devised by award winning Crosby-based composer, John McHugh, Artistic Director at the Music in Mind charity. John recently arranged and conducted the music for the opening of Liverpool's Eurovision Festival.

John describes the music for Coastal Voice as a 'tone poem' for the Sefton coast based on the melodies of local dialect. In addition to the RLPO performance the evening will feature local musicians Maddie Lara and Keith Hubbard, and scenes from a comedy play *The Iron Men* by Joe Lewis. The performance will be filmed as a feature within the project archive and used to create augmented reality content for schools and local people to enjoy further after the event.

*Coastal Voice* is supported by National Lottery Heritage Fund and the Burbo Bank Extension Community Fund. The Sefton schools who have contributed to the project are Meols Cop, Kew Woods, Woodlands, Waterloo Primary and Bedford Road Primary. Community participation has come from SACHA, Friends of Derby Park, In Another Place, and Y Kids.

### **Museum Programme**

This October the Atkinson celebrates 10 years of acting as custodians of the Victorian benefactor Mrs Anne Goodison's Egyptology collection. Over the years the collection has been enhanced with digital Augmented Reality, and fun interactive displays. The collection continues to attract schools from Sefton and more widely across the North West region. Last year 1,139 students enjoyed curated visits with additional activities such as workshops and drama performances linked to archaeological themes.

Zahed Taj-Eddin: An Alchemy for Afterlife 26 October 2024 – 25 October 2025  
To celebrate the 10th anniversary The Atkinson has invited contemporary artist Zahed Taj-Eddin to install his Nu-Shabtis amongst artefacts from the Goodison Collection permanently on display. The new installation creates a dialogue between ancient and contemporary craftsmanship.

Shabtis are figurines found in many ancient Egyptian tombs - they were servants for the afterlife. Zahed Taj-Eddin imagines that Ancient Egyptian tombs are opened in the present day. The Nu-Shabtis discover that there is no afterlife, no master to substitute for and no labours to perform. They are liberated and become free to do whatever they like. The Nu-Shabtis follow modern lifestyles, engaging with technology, retail, social entertainment and even political protest. In these varying responses to our modern existence, they reflect us all, and the complications and contradictions of the world in which we currently live.

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## Other news

Building maintenance: the Atkinson is currently working through two projects, both of which have been underwritten by external funding. With support from the Youth Investment Fund the Bank building section is having new heritage windows installed. This will offer greater insulation and energy efficiency to the first floor Learning Rooms and ground floor Children's Library. Shared Prosperity Funding has paid for replacement of the library carpet. All areas are now completed except the Children's Library, which will be finished once the new windows are installed. Both projects are proceeding well and scheduled for completion by mid-November.

Southport Incident Response / Tribute Management: the Atkinson has repurposed several back of house rooms to enable the temporary storage of tribute items donated by the public. The items include c. 2,500 teddy bears, artwork, messages of condolences. Through the Community Impact and Resilience cell options are under consideration for how to manage the collection. Representatives will attend a workshop at Manchester Art Gallery in November to learn more from other institutions who have faced similar scenarios with spontaneous memorials to tragic events.

CABINET MEMBER UPDATE REPORT		
Overview and Scrutiny Committee (Regeneration and Skills)		
COUNCILLOR	PORTFOLIO	DATE
Mhairi Doyle	Public Health and Well Being	25 November 2024

## Green Sefton update

### Overview

It is clear that several areas of the service are struggling to meet expectations / basic standards within resources available and efforts are being made to address this. This has resulted in ongoing levels of complaints, FOI's and EIR requests, and at times negative press coverage for several areas of the service during the peak season of 2024/25.

### Developments and issues of note over the last quarter:

- Two new posts in the Tree and Woodland team have been created following agreement in the Budgeting process for 24/25 onwards – one post is full time, to bring additional capacity for tree surveying undertaken, and the other is fixed term to allow a 'discovery' exercise to take place in understanding other trees that the Council owns/ has oversight of via leases etc, and what management takes place on these areas too
- Following release of the vacancy freeze in 2024/25, several other previously frozen posts have been released, advertised, and filled in this quarter too, including the Community Ranger (North), Play and Repairs Ranger, Office Manager, and several operational Ranger and Gardener posts
- In addition, one off funding has been found to extend some of the Seasonal Rangers into the Winter in order to assist with some of the backlog in maintenance works, cutting back of overgrown vegetation and more – not all works that have been left for many years due to budget constraints will be completed, but this will make a good start and a visible impact on several sites at least.
- Following approval of the tender in Winter 2023/24, the orders for the new Machinery and Equipment were placed in Spring and the new kit has been arriving steadily across the summer. Feedback from operatives if that this is good, high quality specifications, making the maintenance tasks much easier, safer and more efficient.
- Training - The Land Management Team have completed 77 machinery certifications with Gibsons Groundscare. Members of the team have also successfully passed the Lantra 'Tractor Driving and Trailed Implement' and 'Trailer Handling' certification. This years summer seasonals have successfully completed 90+ Competency Certificates covering all work areas.
- A fatality of a young boy off the coast near Crosby Coastal Park (off Peel Port land), is leading to a Coroners inquest to which officers are contributing statements and background information

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- Officers have resurrected the internal Green Sefton Health and Safety sub (sub) committee, feeding into OIHS sub committee and in turn to Corporate H+S committee – raising issues such as water safety review, event review, asbestos review, building management, tree management and more. Other H+S issues include:
  - Following the sad loss of a member of the team in February 2024, defibrillators have been installed at Cambridge Road Depot, Hesketh Park Depot and Derby Park Depots, in addition to those existing at both golf courses, and another new one at the Ainsdale Beach Gateway toilets.
  - Risk Assessments – Work is ongoing to review and update all RA's to the new Corporate template. 15 Risk Assessments have been completed since May 2024 which has also included in house training in; the safe use of the Defibrillators and Depot Inspections.
  - PUWER Regs – The LMT have implemented PUWER (Provision and Use of Work Equipment Regulations 1998) assessments for all powered machinery & equipment.
  - Depot Compliance – Works have been ongoing at Cambridge Road Depot following the results of the compliance inspection in January 2024. Improvements include: Improved mess room welfare facilities for 20+ personnel, Traffic Management line marking, mandatory and advisory safety signage, improved lighting for welfare and workshop areas, improved electrical supply for safe working, installation of 2 COSHH lockers, improved CCTV coverage and relocation of the control system, improved office, meeting room and reception facilities, improved safe storage for uniform & PPE and dry stores, installation of an A3 printer and a new kitchenette (work in progress). Works are in progress for a door entry system, improved site security and an electronic gate.
  - The creation of a new 'Technical and Operations Officer' role in Dec 23 has enabled dedicated support with the implementation and ongoing development of the 93 Land Management Team operational Systems of Work. So far 67 are in progress at varying stages of completion, providing essential evidence for safe working practices.
- The Ainsdale Beach Gateway toilet refurbishment completion was confirmed in September after an initial phase 1 (internal areas) opening for use in August. This included both refurbishment and upgrade of the building inside and out, with ladies, gents and disabled facilities improved, but also the creation of a new Changing Places facility (funded by external grant) – see photos below. Although Green Sefton will have oversight of the building management and maintenance initially, this is without budget, and it is anticipated that this will be passed to a more suitable service in due course.

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- The first phases of the Hesketh Park Legacy project have completed, with the Project Manager, Gardener and Apprentice all appointed (on two year fixed term contracts), and the first works are completing on site with the Sensory Garden completion. New bins and benches have been installed, including once with a memorialisation to Louis and Anita Marks, the couple that left the funds in their will:



## Planned activity over the next quarter:

- The fixed term staffing associated with Winter works on the Countryside Stewardship Higher Tier (CSHT) works are to be extended further to the end of this funding (a further three years). Their efforts will be complemented by contractor support to undertake essential management and maintenance of the Sefton Coast, its protected status including legislated activity such as that associated with its status as a Site of Special Scientific Interest (SSSI)

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- Following Cabinet Member approval, the Botanic Gardens Stakeholder Group will hold its first meetings in order to launch a match funding discovery and appeal with a view to making external funding bids in due course
- Next stages of the Hesketh Park Legacy project will be progressed, including seeking tendered prices for the works to the Conservatory, Waterfall, Fountain and Floral Clock – at which point (likely in Spring 2025), officers will discuss priorities and the spending profile of the overall scheme with the trustees of the will, Cabinet Member, and the Hesketh Park Heritage Group
- Plans for ongoing management of Ainsdale Beach Gateway toilets will be developed, in time for re-opening for the Summer 2025 season
- Orrell Mount Park – next stages of the development and delivery of the masterplan will be continued, with the pavilion as a high priority (but other opportunities will be explored reactively too)
- Seek Planning Permission for the 'Making Space for Water' scheme in Crossens

<b>OVERVIEW AND SCRUTINY (Regeneration and Skills)</b>		
Councillor Paulette Lappin	Cabinet Member Regeneration, Economy and Skills	25 November 2024

## **EMPLOYMENT AND LEARNING**

Employment & Learning includes the three service areas of Sefton@work, Sefton Adult Community Learning Service and the NEET Reduction and Early Intervention Service (NREIS) together with other associated projects including Building Better Customer Experience and Multiply adult numeracy projects.

All activities within Employment & Learning are externally funded apart from NREIS.

### **Summary Position**

All programmes are currently operating to programme, within forecast and budget including UKSPF, Restart, Multiply, AEB, Town Deal, NREIS, LCR Mayoral Young Peoples Guarantee and LCR Test & Learn. Any risks to project delivery are understood and are being mitigated through robust contract management. At present there is low risk of non-compliance or financial clawback from unfavourable audit or inspection. Quality assurance systems are in place including Matrix assessments, Customer Service Excellence standards, individual awarding body standards and the most recent Ofsted inspection rating for SACL was “GOOD” in 2024.

### **Recent Headlines**

- Sefton@work continue to work with employers and contractors to identify opportunity for recruitment and training for local residents arising from regeneration projects & inward investment. This includes promotion of the Caring Business Charter.
- Sefton@work is currently part-funded by UKSPF, an extension of which was announced in the Budget at a reduced rate, with the current project ending March 2025. UKSPF solely targets economically inactive people, but in Sefton we have chosen to continue with our “Open Door policy” for any workless Sefton resident seeking support regardless of benefit status.
- LA officers are expecting to participate in negotiations with LCR-CA about the future shape and requirements of employment support which will impact on future funding available to Sefton@work.
- Sefton@work is also engaged in talks with LCR-CA about a recently announced DWP initiative called Connect2work, focused on improving access to work for people who are inactive and in poor health.

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- Sefton@work capital project is underway to secure permanent accommodation for operations in Southport. Work is on target for the unit in Cambridge Walk to open before Christmas.
- Funding is secured from LCR Freeport Extension Fund to delivery Phase 2 of the refurbishment works for Cambridge Road Community learning hub and procurement for this will commence early in 2025.
- CEX and Cabinet Member attended an event this month to recognise the role in inclusive growth played by our local employers in delivering opportunities for Sefton@work workless clients.
- The Caring Business Charter held a Careers and Jobs Fair for young people as part of Care Leavers Week. 22 employers/stakeholders attended and 19 young people, 5 of whom were care experienced.
- Recent effort to secure waged placements for care experienced young people engaging with Sefton@work has led to the creation of opportunities with employers. This has made a positive impact on the NEET rate of this group but is funded by UKSPF and will therefore conclude in March 25.
- Work is continuing to track the September Guarantee for all Sefton young people, allowing Career Connect to target support for those who need it most.
- The proportion of our young people with complex needs and deemed 'At Risk of Becoming NEET' has increased significantly, putting extreme pressure on the capacity of this service to meet demands for intensive support needed to re-engage in learning and work.
- Sefton@work has been listed as a national finalist in the prestigious ERSA Awards for 2024.
- Collaborations across the Council work well where these are in place but there is more scope to add value, in particular in relation to the recent recruitment campaign to promote careers in local government.

## **INVESTSEFTON**

### **Southport Business Recovery Fund**

The Southport Business Recovery Fund is supporting businesses forced to close with loss of income/earnings. The fund will aim to reimburse a percentage of these losses. InvestSefton will take a sensitive approach and will visit each business who has been forced to close and gain an understanding of their specific circumstances to ensure that the fund is accessible and equitable. The businesses will be supported throughout the application process by InvestSefton, and the team will ensure that the business owners do not feel overwhelmed by the application process which is overseen by an award panel chaired by the Assistant Director of Economic Growth & Housing.

Four award panels have taken place with 13 businesses awarded funding.

### **Business Enquiries**

Since March 2020 InvestSefton has handled 8,420 business enquiries.



## **Business Events & Workshops**

The Sefton Financial & Professional Network group was held on 16<sup>th</sup> October at Crosby Lakehouse with speakers from the University of Liverpool and Carbon Happy World. Cabinet Member is already aware that Sefton has a good relationship with funding providers, most notably River Capital (Merseyside Special Investment Fund). Given the team's current focus on SBRF the attendance and events itself was extremely good. Summary below: -19 businesses, including 24 delegates attended.

## **Case studies**

InvestSefton's aim is to support business growth and sustainability and the team's outward engagement results in an interesting array of businesses from a range of sectors and sizes. This work is carried out firstly by Business Growth Officers providing an initial triage followed by more detailed diagnostic one-to-one guidance from Business Growth Advisers.

Here is a selection with names anonymised:

**A sole trader business based in Southport** that specialises in biodegradable urns. Following extensive research, the business noticed a gap in the market for this type of urn which is made from calabash from Africa. The business has bought a significant amount of calabash to maintain stock, so does not expect to need to re-order for at least 2 years. The Business has established a website and generated some sales so far but is looking to increase the sale online through various partnerships with undertakers. InvestSefton supported the business with a Website SEO and provided a report suggesting areas of key improvements as well as identifying key markets for the business to target and prioritise where to target first.

**Bootle based business** that delivers online law training providing bite sized lessons to contribute toward both CPD and legal qualifications. The business needs to broaden its catchment area to obtain additional users of the system. InvestSefton supported the business by reviewing potential funding applications and providing access to events to enable the business to upskill and have access to additional contacts and networking opportunities.

**Company that provides specialist engineering and welding services based in Bootle.** The Business has grown rapidly in recent years and has outgrown their existing premises. New premises have been identified but financial support is required to purchase new kit. InvestSefton supported the Business to prepare a Business Plan and projections to enable them to apply for funding.

**Café and outside catering business based in Southport.** The current premises are quite small, and the business now has the opportunity to expand to the unit next door which would enable them to provide an eat in option. The space could also generate additional income by being hired out for events and small gatherings. InvestSefton supported the business with rates review of the additional unit and also researched the use of AI to support marketing activity as well as undertaking a managed referral to the Growth Catalyst programme.

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## TOURISM

### Destination Marketing

**Destination Campaign** – With the tragedy of 29 July and following riots our campaign was halted then adapted to respond to the mood in the town and across the country. Our agency carefully monitored national and local sentiment, moving from a support message to more overt ‘visit Southport’ message when we/they felt it appropriate. We believe our timing was right as there was minimal negative feedback on the campaign. Autumn saw a return to a more traditional campaign and the Christmas Campaign is underway.

**PR** – our agency continue to produce releases and listicles to support other elements of the marketing campaign. Pick-up on the latest (half term / Halloween) release has been very good with it featuring on Yahoo and MSN as well as with more local media.

**E-newsletter** - Database stands at circa 58,000 with the addition of 2024 data and regular newsletters are sent to this audience (the latest being as part of the autumn campaign).

As part of a partnership arrangement with Northern Rail, we secured 10,000 fully compliant email addresses at the end of the summer campaign.

**Golf** – We continue to work with EGC and receive reports from them for Marketing Southport board meetings. We are currently finalising the ‘England’s Golf Coast’ trademark agreement.

**Marketing Southport** – membership currently stands at 105 (102 this time last year).

### Events

#### **Southport Food & Drink Festival – 30<sup>th</sup>, 31<sup>st</sup> May & 1<sup>st</sup> June**

- Application forms for street food, bars, producers and exhibitors will be sent out in the coming weeks and will be reviewed after the closing date in February 2025.
- The event will be in the same format as previous years.
- New elements of the festival are being researched.

#### **Southport Air Show – 30<sup>th</sup> & 31<sup>st</sup> August**

- The Flying Display Management Company have submitted the forms for Military aircraft requests which will be announced early next year.
- Other civilian aircraft are being approached for availability and quotes.
- Due to high tides only a June or the August date was available.

#### **British Musical Fireworks Championship – 27<sup>th</sup> & 28<sup>th</sup> September**

- The event will take place on Saturday & Sunday this year and not Friday & Saturday as in the previous years. This is due to historic figures showing that the Sunday has predominantly been busier than the Friday.

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- 2025 is the Champion of Champions year where the last 6 winners are invited back to compete against each other.

## MLEC

- The demolition contractor DSM have been on site since July 2024. They commenced with soft strip out and asbestos removal and are now moving on to major demolition. DSM will also be responsible for the works on the party wall to disconnect from the hotel. Works are due to be completed in 2025.
- Over the last few months, the procurement process to appoint a main contractor has been progressing and the preferred contractor, pending legal is in the process of being appointed.
- As part of the MLEC Project and leading on Social Value alongside Project Management Consultants Gardiner & Theobald we continue to engage with several sectors of the community with various initiatives and events.

## Salt & Tar

- Our high-profile music event headlined by Tom Jones attracted 11,000 attendees across the space of one weekend, approximately 26% of whom were from outside the Liverpool City Region. Alongside this, our smaller activity throughout the year has drawn custom from across the Liverpool City Region and beyond, opening up Bootle as a viable destination in its own right and changing preconceptions.
- We have also seen the impact our events have had on other local businesses, with neighbouring shopping centre, The Strand, reporting a 15% footfall increase over our event weekends, and their car park seeing a 51% increase in revenue. A local business shared their revenue was up by 30% from pre-gig visitors to their venue.
- After the success of the events held this summer Salt and Tar has been shortlisted as 'Finalist's' for the 'New Tourism Business Award' and 'Entertainment Venue of the Year' at the LCR Tourism Awards along with being shortlisted as the 'Best New Festival' at the UK Festival Awards.
- Announced The K's, the first headline act for the next music festival in 2025 to take place over 8<sup>th</sup> – 10<sup>th</sup> August 2025 which has already sold over 1,000 tickets in the first day of pre-sale.
- Creating a 2025 Spring/Summer events program scoping, budget forecasting and planning for an Urban Garden Festival, the return of a Comedy Festival 22<sup>nd</sup> – 25<sup>th</sup> May 2025 and a Food and Drink Festival amongst other ideas.

## Sustainability

- The Sefton Visitor Economy Sustainability Task Force held its first meeting on Tuesday 5<sup>th</sup> November. Representatives across accommodation, event venues, and hospitality are attended to form a plan to reduce the carbon footprint of its activities.

## REGENERATION

The Regeneration Service continue to lead and support the Growth and Strategic Investment Programme for Sefton Council by helping to deliver a number of key

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Council priority projects across Sefton and also assisting where relevant on external partner led projects.

Key Project Updates:

## **SOUTHPORT TOWN CENTRE**

### **Southport Town Deal - Programme Delivery**

A range of projects are being supported through Southport Town Deal and form part of the Southport Town Deal programme for generating economic growth.

#### **Marine Lake Events Centre**

- The Marine Lake Events Centre demolition and enabling work progressing with DSM.
- Demolition of Southport Theatre Convention Centre is progressing well and aims to complete in early 2025. The main theatre is demolished and work to salvage historic items such as the projectors, glass dome and other items has been completed.
- The main contractor procurement has been completed and will be announced in due course.

#### **Enterprise Arcade**

- Considerable progress on site with contractor Skyline who started in Jan 2024.
- The project will refurbish Crown Buildings for a new business hub and will be the first ever purpose-built workspaces for start-up creative and digital businesses in Southport.
- External works are now complete, and scaffolding has been removed. Works are progressing well internally with the main contract expected to complete early in 2025.
- Operational management options are being explored for the facility, once and discussions are progressing with potential tenants for the facility.

#### **Les Transformation de Southport**

- The first phase of transportation improvements, focusing on the area around Southport Market – Kings Street, Market Street, Eastbank Street. Market Street and Eastbank Street is in progress with the main works contract due to be let shortly.
- Stakeholder engagement and liaison is ongoing to ensure disruption is minimised and phasing does not affect business operation.
- Funding for later phases of Les Transformation de Southport is being explored with Liverpool City Region Combined Authority transport funding.

#### **Building a Better Customer Experience**

- This key training programme has been operation for a year now and is progressing well.
- 212 Learners have now accessed the programme.
- 22 Business collaborations achieved to date working with Southport College and feedback has been very positive.

- Training for volunteers and workless people through Sefton's Adult & Community Learning service is also proposed Nov/Dec 2024.

## **Southport Cove – The Esplanade**

- Project development work continues following the signing of an exclusivity agreement with GSL the team behind the Cove Resort proposals for the Esplanade.
- GSL are progressing planning discussions and all matters relating to delivery of the project on this site.

## **BOOTLE TOWN CENTRE**

### **Bootle Strand Repurposing**

- Progressing design development and programme for implementation of Phase 1 of Bootle Strand transformation project following approval of £20M by MHCLG.
- The first phase of delivery work, which is building on the Salt and Tar events space will involve selective demolition of part of the centre, provide a new town square and landscaping down to the canal side and involve the repurposing of the former M&S unit for retail, community, health and leisure uses.
- Following appointment of Vinci Build UK as demolition contractor, enabling works and utility diversions are progressing now on site to enable demolition early in 2025.
- The main works planning application for Phase 1 was submitted in October following detailed consultation with over 570 people about the Strand Transformation Project. More details can be found here [Next step for Bootle's transformation unveiled as planning application is submitted](#)

### **Bootle Regeneration**

- Work is ongoing on the Bootle AAP which is expect this to be submitted for examination in 2025. The AAP sets the land-use planning context to inform, direct and permit investment and development the wider Bootle area. People can find out more about the Bootle Strand scheme on the Council's website [Bootle Strand](#) .

## **AINSDALE ON SEA**

### **Ainsdale Coastal Gateway - Ainsdale Beach Improvement Works**

- Following conversations with residents, community groups and previous wider consultation on this area, the Council appointed specialist planning and development consultancy Turley's, to undertake a feasibility study for the coastal gateway. The study looks at all the assets at this site including The Sands, Toad Hall, Council operational bases, and options for their development and delivery. The work is under consideration and development options being considered for this area.
- **Ainsdale Toilet Refurbishment and Changing Places Toilets** completed this year and is now operational.
- **Ainsdale Neighbourhood Centre, Sandbrook Way** – Work continues to buy in the remaining interests in this site following February 2023 Cabinet decision

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to bring this centre into full Council ownership. A further three properties have recently been acquired and efforts are ongoing to bring the remaining ownerships into Council control. Parallel to this process, agents have been appointed continue to market the site to support the Council's ambitions for change and redevelopment of this site. Expressions of interest are continuing to come forward and consideration is being undertaken of the enquiries received.

## **MAGHULL**

### **Maghull Health Park**

- MerseyCare are continuing to work with Sefton Council to develop plans for a Mental Health Digital Research and Innovation Centre at Maghull Health Park. Building on the significant investment in the site to date by MerseyCare to this site - Europe's largest concentration of complex secure mental health services and sector leading clinical excellence for serious mental illness. Phase 1 of this health park development will look to bring forward a world class Mental Health Digital Research Centre, a landmark centre of excellence for digital mental health research in Sefton.
- The proposals under development include plans for a business park of 320,000sqft for medical research, technology and data occupier space which will anchor the development of a new regionally significant 10 ha Health Park.
- The site forms part of the successful LCRC bid for Life Sciences Investment Zone funding approved in March 2024 to develop and life sciences cluster in the region and will safeguard 1800 jobs currently on site and develop 1270 new jobs, training, research and product development opportunities as well as attracting private sector investment.
- The Investment Zone status offers a number of tax reliefs to business looking to locate within the Health Park, making it a more attractive investment location.

## **PROPERTY SERVICES**

The Property Services Department are a multi-Disciplinary team delivering various services, professional advice and initiatives across the Borough of Sefton. Below are some examples of ongoing pieces of work throughout the department.

### Asset Management

- Ongoing work to deliver approved Asset Disposals with further phases being developed for approval.
- Developing an overarching disposal proposal.
- Assisting with the SEND programme.
- Ongoing work supporting Growth Board projects.
- Ongoing work in connection to lease agreements.

### Maintenance Management, Building Services & FM

- Facilities Management (FM) moved under the management of Maintenance Management and building Services to improve operational working.
- Delivering a range of schemes in support of Corporate Buildings.

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- Delivering a range of schemes in support of Education Capital & SEND programme.
- Delivery of reactive maintenance and statutory compliance services to Corporate and Educational buildings.
- Professional advice and support on a broad range of regeneration programmes.
- Phase 1 essential maintenance delivery plan for corporate buildings progressing with works nearing completion.
- Phase 2 essential maintenance – Funding secured with programme being developed.
- Asset survey delivery plan in train alongside the essential maintenance (this is funded under the essential maintenance programme).
- Delivering services in support of major adaptation to vulnerable and disabled residents.
- Looking at accommodation options to include reception function.
- Developing a phase 2 Corporate Landlord proposal.

## Project Management

- Provide professional support to Growth Board on several projects.
- Project delivery for various Education capital & SEND schemes.
- Provide support to other teams on Asset Disposal, Building Maintenance, Asset Management, Energy and Statutory Compliance colleagues.

## Energy Management

- Sefton Council Retrofit programme – Providing insulation to privately owned properties.
- A programme of work to support schools (after large energy price rises) is ongoing.
- Sefton have transferred electricity provider. Post 1 April, all Council buildings and streetlights are 100% renewable energy powered – monitoring new contract.
- Energy prices (gas and electricity) continue to be high, due to the government support having been removed. Efficiency savings being considered.
- Work on the next phase of the Climate Emergency programme is progressing.
- Delivering services in support of affordable warmth to residents.

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