

MEETING: CABINET MEMBER - REGENERATION  
DATE: Wednesday 17 February 2010  
TIME: 11.00 am  
VENUE: Town Hall, Bootle (this meeting will be video conferenced to the Town Hall, Southport)

Councillor

DECISION MAKER: Maher  
SUBSTITUTE: P Dowd

SPOKESPERSONS: Hough Ibbs

SUBSTITUTES: McGuire Pearson

COMMITTEE OFFICER: Olaf Hansen Committee Clerk  
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The Cabinet is responsible for making what are known as Key Decisions, which will be notified on the Forward Plan. Items marked with an \* on the agenda involve Key Decisions

A key decision, as defined in the Council's Constitution, is: -

- 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
- 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

**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.**

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# A G E N D A

Items marked with an \* involve key decisions

<u>Item No.</u>	<u>Subject/Author(s)</u>	<u>Wards Affected</u>	
1.	<b>Apologies for absence</b>		
2.	<b>Declarations of Interest</b> Members and Officers are requested to give notice of any personal or prejudicial interest and the nature of that interest, relating to any item on the agenda in accordance with the relevant Code of Conduct.		
3.	<b>Minutes of the meeting held on 20 January, 2010</b>		(Pages 5 - 8)
* 4.	<b>Business Engagement and Consultation Framework</b> Report of the Planning and Economic Development Director	All Wards	(Pages 9 - 30)
5.	<b>'Shop Sefton 2010' – Supporting Our Town Centres</b> Joint report of the Planning and Economic Regeneration Director and Leisure and Tourism Director	All Wards	(Pages 31 - 40)
6.	<b>An Economic Strategy for Rural Merseyside and Action Plan – Phase 2</b> Report of the Planning and Economic Regeneration Director	All Wards	(Pages 41 - 50)
* 7.	<b>Dunningsbridge Road Corridor Improvement Project</b>  Report of the Strategic Director - Communities	Church; Ford; Linacre; Litherland; Netherton and Orrell; St. Oswald;	(Pages 51 - 56)
* 8.	<b>Joint Employment Land and Premises Study 2008 - Final Report</b> Report of the Planning and Economic Development Director	All Wards	(Pages 57 - 66)

9.	<b>North West Regional Strategy 2010: Draft Part 1 Consultation</b>  Report of the Planning and Economic Development Director	All Wards	(Pages 67 - 74)
10.	<b>Planning and Economic Regeneration Department - Performance Report: April - September 2009</b>  Report of the Planning and Economic Development Director	All Wards	(Pages 75 - 84)
11.	<b>Revenue and Capital Expenditure Monitoring to 31 December 2009</b>  Report of the Planning and Economic Development Director	All Wards	(Pages 85 - 94)
12.	<b>Introduction of a Pilot Customer Incentive Scheme in South Sefton</b>  Report of the Neighbourhood and Investment Programmes Director	Church; Derby; Ford; Linacre; Litherland; Netherton and Orrell; St. Oswald;	(Pages 95 - 102)

**THE "CALL IN" PERIOD FOR THIS SET OF MINUTES ENDS AT 12 NOON ON FRIDAY 29 JANUARY, 2010. MINUTE NO.90 IS NOT SUBJECT TO "CALL IN".**

## **CABINET MEMBER - REGENERATION**

### **MEETING HELD AT THE TOWN HALL, BOOTLE ON WEDNESDAY 20 JANUARY 2010**

PRESENT: Councillor Maher

ALSO PRESENT: Councillors Hough and Ibbs

#### **86. APOLOGIES FOR ABSENCE**

No apologies for absence were received.

#### **87. DECLARATIONS OF INTEREST**

No declarations of interest were received.

#### **88. MINUTES OF THE MEETING HELD ON 16 DECEMBER, 2009**

RESOLVED:

That the Minutes of the meeting held on 16 December 2009 be confirmed as a correct record.

#### **89. FUNDING OPPORTUNITIES – PROGRESS REPORT 3**

The Cabinet Member considered the report of the Strategic Director Communities that provided an update on the progress made with regard to expressions of interest submitted for funding and provided an update of further external funding opportunities.

A copy of the expressions of interest was attached as an annexe to the report.

RESOLVED:

That the report's expressions of interest for funding opportunities, as detailed within annexe A of the report, be endorsed.

#### **90. FRANK HORNBY CENTRE LEASE AGREEMENT**

The Cabinet Member considered the joint report of the Planning and Economic Regeneration Director and the Leisure Director that explained the need to enter into a lease agreement with the Frank Hornby Trust for

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the Hornby Centre space in Meadows Leisure Complex in Maghull, as part of securing external funding from the Heritage Lottery Fund.

RESOLVED: That

- (1) the Frank Hornby Centre Lease Agreement report be noted; and
- (2) the Cabinet be recommended to request the Legal Director to enter into a 25-year lease agreement on peppercorn terms with the Frank Hornby Trust for the Frank Hornby Centre at Meadows Leisure Complex, Maghull, subject to a successful Heritage Lottery bid or other successful external funding, and subject to the production of satisfactory business plan, which illustrates the proposed ongoing revenue funding, and management arrangements arising from the operation of the Hornby Centre.

## **91. EMPTY PROPERTY STRATEGY ACTION PLAN**

The Cabinet Member considered the report of the Neighbourhoods and Investment Programmes Director that sought approval to the adopt a 'SMART' action plan, which set out how the approved empty property strategy would begin to be implemented, which in turn would provide a set of actions against which progress could be monitored.

A copy of the Empty Property Strategy Action Plan was attached as an annexe to the report.

RESOLVED:

That the Empty Property Strategy Action Plan be approved.

## **92. NORTH LIVERPOOL & SOUTH SEFTON STRATEGIC REGENERATION FRAMEWORK 2010-2030**

The Cabinet Member considered the joint report of the Planning and Economic Regeneration Director and the Neighbourhoods and Investment Programmes Director that provided information on the progress being made by Liverpool Vision and their consultants (DPP Shape) towards the production of a new 'Strategic Regeneration Framework' (SRF) for North Liverpool and South Sefton.

RESOLVED: That

- (1) the North Liverpool and South Sefton Regeneration Framework 2010-2030 report be noted;
- (2) the intention to include Cabinet Member-Regeneration within the consultation process for the North Liverpool South Sefton Strategic Regeneration Framework be noted; and

- (3) the Planning and Economic Regeneration Director and the Neighbourhoods and Investment Programmes Director be requested to submit a further report outlining progress when the Stage 2 report of the framework has been drafted.

**93. HOUSING MARKET RENEWAL FUNDING AND THE ADDITION OF FURTHER STREETS INTO PHASE 2A KLONDYKE ACQUISITION PROGRAMME**

The Cabinet Member considered the report of the Neighbourhoods and Investment Programmes Director that sought approval for the addition of further properties into the previously identified Phase 2a acquisition area within the Klondyke Estate.

RESOLVED: That

- (1) the addition of Marion Road and the North side of Menai Road (1-55 Menai Road) into the Phase 2a Acquisition programme be approved; and
- (2) the Neighbourhoods and Investment Programmes Director be instructed to commence the process of acquisition by seeking expressions of interest from property owners within the additional streets identified.

**94. STEPCLEVER MID-TERM REVIEW AND DELIVERY PLAN 2010-12**

The Cabinet Member considered the report of the Planning and Economic Regeneration Director that provided the results of the Mid Term Review of the Stepclever programme (Sefton & Liverpool Local Enterprise Growth Initiative) and sought approval for the Stepclever Delivery Plan 2010-12.

RESOLVED: That

- (1) the Stepclever Mid-Term Review and Delivery Plan report be noted;
- (2) the Delivery Plan be approved; and
- (3) the Planning and Economic Regeneration Director be requested to produce a follow-up report on the implementation of the Delivery Plan including implications for staff and contracts.

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2010

## **95. EXCLUSION OF PRESS AND PUBLIC**

RESOLVED:

That, under Section 100A(4) of the Local Government Act, 1972, the press and public be excluded from the meeting for the following item of business on the grounds that it would involve the likely disclosure of exempt information as defined in paragraph 3 of Part 1 of Schedule 12A to the Act. The Public Interest Test has been applied and favours exclusion of the information from the press and public.

## **96. EMERGENCY REFERRAL - CROSBY**

The Cabinet Member considered the report of the Neighbourhoods and Investment Programmes Director determination of a loan or grant application in respect of a property in Crosby.

RESOLVED:

That the award of a loan to the applicant to cover the cost of this work, as detailed within the report, estimated to be in the region of £85,000, be approved.



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**REPORT TO:** Cabinet Member for Regeneration

**DATE:** 17<sup>th</sup> February 2010

**SUBJECT:** Sefton Business Engagement and Consultation Framework

**WARDS  
AFFECTED:** All

**REPORT OF:** Planning and Economic Regeneration Director

**CONTACT  
OFFICER:** Mike Mullin ext 3442

**EXEMPT/  
CONFIDENTIAL:** No

**PURPOSE/SUMMARY:**

To seek members comments on the final draft of the Sefton business engagement and consultation framework for submission to the Sefton Borough Partnership.

The framework explains how we will work with Sefton businesses as part of our Economic Development and Sustainability strategy. The framework will also give us clear information on how to speak with and listen to our businesses and get them involved in the work we do.

**REASON WHY DECISION REQUIRED:**

Report submitted for information and comment.

**RECOMMENDATION(S):**

That members comments on the final draft of the Sefton business engagement and consultation framework for submission to the Sefton Borough Partnership.

**KEY DECISION:** Yes

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**FORWARD PLAN:** Yes

**IMPLEMENTATION DATE:** March 2010

**ALTERNATIVE OPTIONS:**

**IMPLICATIONS:**

**Budget/Policy Framework:** The business engagement and consultation framework is a new addition to the Sefton Borough Partnership's public engagement and consultation document-'Your Sefton Your Say.'

**Financial:**

<b><u>CAPITAL EXPENDITURE</u></b>	<b>2006/ 2007 £</b>	<b>2007/ 2008 £</b>	<b>2008/ 2009 £</b>	<b>2009/ 2010 £</b>
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<b><u>REVENUE IMPLICATIONS</u></b>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date?				
How will the service be funded post expiry?				

**Legal:** None

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**Risk Assessment:**

**Asset Management:** None

## CONSULTATION UNDERTAKEN/VIEWS

Sefton Borough Partnership, Sefton Chamber of Commerce, Federation of Small Businesses, Business Link NW, South Sefton Development Trust, South Sefton Business Forum, Sefton Business Village Partnership, Job Centre Plus, LSC

## CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community		✓	
2	Creating Safe Communities		✓	
3	Jobs and Prosperity	✓		
4	Improving Health and Well-Being		✓	
5	Environmental Sustainability		✓	
6	Creating Inclusive Communities		✓	
7	Improving the Quality of Council Services and Strengthening local Democracy	✓		
8	Children and Young People		✓	

## LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

Sefton business engagement and consultation framework –Position Note (November 2009)

Sefton business engagement and consultation framework (November 2009)

CMR report -Sefton Business Survey- Results and next steps (28 October 2009)

Sefton Borough Partnership -Your Sefton Your Say-Public engagement and consultation framework

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## **BACKGROUND**

- 1 Sefton Borough Partnership's Business Support sub-group has been tasked with the development and production of a Sefton business engagement and consultation framework to improve how the council and its stakeholders speak with and listens to Sefton businesses.
- 2 This closely mirrors Sefton Borough Partnership's (SBP) public engagement and consultation framework-Your Sefton Your Say. This document sets out a series of standards which partners and stakeholders have agreed to when engaging and consulting with Sefton communities.

## **PURPOSE OF FRAMEWORK**

- 3 Business engagement is engrained in many of the council's day-to-day activities and in more recent years successive EU and UK Government funding has seen more intensive levels of engagement through a range of dedicated regeneration led business support projects and programmes. This has involved the private sector in consultation exercises to help shape these initiatives and develop successful bids for funding. Indeed private sector consultation has become a major requirement of funding bodies and local authorities have to evidence this in their bids for business support funding.
- 4 Business representatives on various regeneration boards and panels in Sefton have also become commonplace. They bring with them a wealth of knowledge and business acumen, often sitting alongside local community representatives, and ensure a more inclusive approach to local decision-making.
- 5 SBP believes the engagement of local businesses is crucial to the success of its economic development and sustainability objectives for Sefton. SBP recognises that the council and its partners use a variety of methods to both engage and consult with businesses. The primary route is a partnership arrangement with Sefton Chamber of Commerce.
- 6 However the SBP's Business Support Group recognised the need to review and strengthen our overall engagement and consultation strategy and, as a first step, in June 2009 Sefton Council formally endorsed the Federation of Small Businesses (FSB) Small Businesses Accord. This is a voluntary code of practice for local authorities in the North West, which seeks to encourage a more productive dialogue with local businesses. The Accord brings together various aspects of consultation best practice to improve the level of participation by businesses in local democracy and decision-making.
- 7 Sefton Planning and Economic Regeneration Department (PERD) recognises the value of Sefton businesses to the economic prosperity

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and well-being of the borough. It has already established a number of engagement and consultation routes for local businesses including the establishment of Sefton Economic Forum and the ' Sefton Business Survey' in September 2009, the results of which were presented to members at 28<sup>th</sup> October CMR.

## CURRENT APPROACH TO BUSINESS ENAGEMENT & CONSULTATION

- 8 Sefton Council engages with businesses on a number of levels ranging from supporting enterprise, growth and inward investment in the borough to statutory requirements such as planning, environmental protection, licensing, trading standards and business rates.
- 9 Most departments and functions of the Council also involve businesses in their decision-making. The Council's economic development service, operated by the Planning and Economic Regeneration Director, has taken its engagement strategy to a higher level because of the need to involve and inform businesses in the economic strategy for Sefton and the wider Liverpool City Region.
- 10 Officers are tasked with creating effective links with all sectors of the business community and more importantly bringing together various aspects of consultation and best practice. The Business Development Managers take a proactive approach to engaging with businesses so that they are given the fullest opportunity to participate in the decision making process and to fully understand the reasons behind the final decisions taken.
- 11 The following table shows the existing business networks and communication/consultation methods:

Business Network	Membership	Communication/consultation Method	Data held
Sefton Chamber of Commerce & Industry	c. 500 businesses Network attendance averages 100 members per month	<ul style="list-style-type: none"> <li>• Business network events (Monthly)</li> <li>• Newsletters</li> <li>• E newsletters</li> <li>• Chamber TV</li> </ul>	Membership database
Sefton Economic Forum	c 600 member database Attendance averages 80 per each qtr event	<ul style="list-style-type: none"> <li>• 3 events pa</li> <li>• Consult over major strategic projects e.g. LEGI</li> </ul>	Membership database

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Business Network	Membership	Communication/consultation Method	Data held
		<ul style="list-style-type: none"> <li>Joint meetings with North Liverpool Business Forum</li> </ul>	
The Mersey Partnership/Invest Sefton  Investor Development	Working with Sefton's top 20 Major employers/Foreign owned companies	<ul style="list-style-type: none"> <li>Southport Business Park Executive Club</li> <li>Aftercare programme supporting re-investment/job safeguarding projects</li> </ul>	Tractivity CRM system
South Sefton Business Forum	c. 300 membership Active membership of about 130 and average 50 members per monthly event	<ul style="list-style-type: none"> <li>Monthly events</li> <li>Consult over major strategic projects e.g. SRB, LEGI</li> <li>Nominates members for steering groups/boards</li> <li>Presentations on key business issues</li> </ul>	Electronic mailing system
Build Sefton/Stepclever Construction	c 390 membership Active membership of about 100 and averages 70 members per event	<ul style="list-style-type: none"> <li>Construction network meetings</li> <li>Company registration database</li> <li>E newsletters and tender alerts</li> </ul>	Construction company database
Sefton Business Village Partnership	c. 800 membership comprising 6 BVPs Over arching board and Local BVP sub-groups (Southport, Formby, Altside, Crosby & Waterloo, Bootle)	<ul style="list-style-type: none"> <li>Monthly meetings</li> <li>Private Sector board nominated by stakeholders</li> <li>Consultation over major initiatives e.g. highways, developments</li> </ul>	Membership database
Southport Tourism Business Network	c. 110 members	sub groups covering General/Travel/Golf/Restaurants/Retail/Events/Conferences & Tourism <ul style="list-style-type: none"> <li>Meetings 2-5 times pa</li> <li>Alliance meeting (board)</li> <li>Sub groups</li> </ul>	Membership database  Electronic and post
Mersey Maritime (MM)	c.1000 businesses of which 120 MM members	<ul style="list-style-type: none"> <li>Marketing strategy</li> <li>Board membership</li> <li>Visiting programme</li> <li>Lobbying role eg. Port rates revaluation</li> </ul>	Membership database  Electronic consultation of

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Business Network	Membership	Communication/consultation Method	Data held
			c. 1000 organisations
Federation of Small Businesses (FSB)	c.1600 members in Sefton and West Lancashire	<ul style="list-style-type: none"> <li>• Lobbying role</li> <li>• Area meetings</li> <li>• Area Managers</li> </ul>	Membership database  Website  Bi-monthly magazine  E-newsletter
South Sefton Development Trust-Social Enterprise Network	C 150 Social Enterprises	<ul style="list-style-type: none"> <li>• Quarterly meetings</li> </ul>	Electronic database

12 The above networks have access to approximately 4,900 businesses. This total does not take account of duplications, or businesses located in West Lancashire through the FSB. Nevertheless, each organisation provides potential access points for consulting up to approximately 40% of the Sefton business community.

13 In September 2009 Invest Sefton undertook a survey of key council departments currently engaging with businesses in Sefton. The purpose of this exercise was to see how different departments dealt with businesses and the survey focussed on:

- Frequency of engagement and consultation
- Purpose of engagement and consultation
- Methods used to engage and consult
- Data and information used to engage and consult

14 The survey was completed on 2<sup>nd</sup> October 2009 with 26 initial responses from teams/sections currently dealing with Sefton businesses as part of their core service provision, business support or compliance with statutory requirements. A snapshot of initial responses is shown below:

Department	No of sections/teams engaging with businesses
Economic Regeneration	11
Planning	4
Environmental Protection	4
Children Schools & Families	2



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Tourism	2
Technical services	1
Housing Market Renewal	1
Finance/Arvato	1

- 15 Other key headline responses from teams/sections include:
- 19 have daily regular contact with Sefton businesses
  - 15 provide direct support, advice and guidance to businesses
  - 10 are involved in joint/public private sector initiatives
  - 9 engage and consult with businesses as part of their core service delivery
  - 11 consult businesses on a regular basis
  - 9 evaluate the impact of their work with businesses through customer satisfaction surveys
  - 14 provide and disseminate important information to businesses on a regular basis
  - 7 engage with businesses on statutory compliance issues
  - 7 engage with businesses for obtain income for Sefton council
- 16 This initial survey has revealed a wide and varied range of engagement and consultation with Sefton businesses. There is also strong evidence of excellent inter-department joint business engagement work particularly in the Planning and Economic Regeneration Department with, for example, supporting inward investors , developers, a construction charter, an employment charter, business expansions, public realm and town centre initiatives. More recently under the SBP's Economic Development and Sustainability Thematic Group, the Regeneration and Environmental teams from the council are looking at joint working opportunities to support businesses on climate change and low carbon initiatives.
- 17 However there is still much room for improvement and greater connectivity amongst 'business facing' officers across the authority in terms of awareness of respective services, cross referral of customers, shared customer standards, sharing company data, disseminating information and supporting new enterprise and business growth.

## **PRIVATE SECTOR REPRESENTATION**

- 18 There is also strong evidence of private sector involvement in council business, particularly around SBP and economic regeneration activities. The strategic focus of SBP has helped foster a greater spirit

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of cooperation and inclusiveness in the Sefton community with membership from the public, private and voluntary sectors.

- 19 Historically Sefton economic regeneration programmes and projects have also encouraged this approach and we have had strong private sector representation on various board and steering groups since the inception of Bootle Maritime City Challenge in 1994. This pattern has followed through to the present with South Sefton Partnership, Central Southport Partnership and Netherton Partnership SRB programmes all benefiting from having local business owner/managers actively involved in decision making.
- 20 Private sector involvement remains strong in successor programmes such as Southport Partnership and the more recent Local Enterprise Growth Initiative with Liverpool City Council called Stepclever. Together with other business networks such as Sefton Chamber of Commerce, FSB, Sefton Business Village Partnership and Sefton Economic Forum these have continued to provide vehicles for greater business involvement in local decision-making.
- 21 Strong examples of this can be found in Sefton's private sector led investment steering groups in the current Stepclever and Working Neighbourhood Funded business projects. Both these groups have private sector representatives from broad range of Sefton businesses. All investment fund awards for new start ups and business growth projects are overseen by these groups, not only to ensure transparency, but also to provide valuable business expertise and experience to support our local based Case Officers. Similar representation can be found on local boards, panels and town centre partnerships.

## **NEXT STEPS**

- 22 The final draft Sefton business engagement and consultation framework is attached in Annex A. The document has been widely circulated for comment to partners, stakeholders and business networks. It is has also been made available via a link on the council's website and an article in the Liverpool Echo's Business Pages on 24 December 2009. Feedback received has been incorporated into the consultation process.
- 23 The documents were presented to the SBP Public Engagement and Consultation Panel on 22 January 2010, Panel members were impressed by the current level of engagement and consultation with businesses. However it was suggested that the existing Public Engagement framework-Your Sefton Your Say-be revised to incorporate the business standards and measures show in Annex A.

**Sefton Borough Partnership**

**FINAL DRAFT**  
**Business Engagement and**  
**Consultation Framework**

Document control: Final draft Version 5 - January 2010

*Prepared by Mike Mullin (Head of Business Support)  
Planning & Economic Regeneration, Sefton MBC*

## **Contents**

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**9 Measuring our performance**

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**11 Contact details**

## **1 What this Framework will do**

This Business Engagement and Consultation Framework explains how we will work with Sefton businesses as part of our Economic Development and Sustainability strategy. This Framework gives us clear information on how to speak with and listen to our businesses and get them involved in the work we do.

We, and the following organisations, will follow this framework.

- Sefton MBC
- Sefton Chamber of Commerce & Industry
- Federation of Small Businesses
- Business Link North West
- South Sefton Business Forum
- Sefton Economic Forum
- Sefton Business Village Partnership
- Southport Tourism Business Network
- Sefton Construction Partnership
- South Sefton Development Trust
- [Any other partner organisation that adopts this framework]

By using this framework, we and the above organisations agree to:

- follow a set of principles and standards that influence the way we speak with and listen to our businesses; and
- support and develop ways of working that will give us detailed information on businesses located in Sefton.
- Use the information we receive productively to support sustainable business growth in Sefton

The aim of these principles, standards and ways of working is to make sure that we can improve the way we speak with and listen to our businesses. This framework will give us better information, which we can share with our partners. It will also stop us from doing the same job twice, which will then save us money.

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*DRAFT Partnership Business Engagement and Consultation Framework*

## **2 Our main aims**

We want to make sure that we support our businesses to get them involved in the public services they receive.

Our main aims are to:

- know and work with our businesses and understand their needs
- make sure that we involve our businesses in identifying issues that are important to them;
- ask our businesses whether or not we have achieved the things that are important to them; and
- work with other partners (people using this framework) when we want to speak with or listen to our businesses, and tell our businesses about what we find.

The SBP Partnership Consultation Panel will check that we are achieving these aims.

## **3 The Public Engagement and Consultation Panel**

Our Public Engagement and Consultation Panel makes sure that the way we speak with and listen to our communities is of a high standard.

The Panel is made up of:

- the Cabinet Member for Performance and Governance;
- the Cabinet Member for Communities;
- a representative from the Labour Group
- a non-executive member from NHS Sefton;
- representatives from the Community Empowerment Network;
- a representative from Merseyside Police;
- a representative from Merseyside Fire and Rescue Service;
- a representative from Sefton Young Advisors (paid professional young people aged 15-21 who advise adults on how to work with young people)
- representatives from Sefton businesses

The Panel will also receive feedback, assessment reports and presentations from our partners. This feedback will be about:

- how we carried out our work;
- the opinions of the businesses taking part on how they found the process;
- the number of businesses who took part and the costs of the different methods of getting them involved; and

- how successful different methods were at getting the views of businesses who are not normally heard, for example small businesses (less than 10 employees) who do not have the time to participate in consultation; businesses located in disadvantaged communities including social enterprises.

For an activity to be successful, there must be proof that our work has made changes to how we provide a service.

The Partnership Engagement and Consultation Panel will report to the Cabinet Member for Performance and Governance and the NHS Board.

## **4 Important principles**

To maintain high standards in the way we work with our businesses, we will use the following important principles in everything we do.

We will:

- put businesses at the heart of how we develop a service
- treat the involvement of our businesses as a developing process, which grows and improves over time;
- monitor, assess and improve the way we speak with and listen to our businesses by sharing information with our partners;
- give stakeholders (people who have an interest in our organisation) feedback on the results of the work we do;
- work in a fair and clear way
- recognise difference and make sure that every business has the opportunity to be involved;
- make sure that any business we speak with and listen to has all the information they need to get involved;
- make sure businesses know how they can influence the decisions we make; and;
- set standards for how we work with our businesses, and keep to them.

The Partnership Public Engagement and Consultation Panel will make sure we keep to these standards.

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*DRAFT Partnership Business Engagement and Consultation Framework*

## 5 The standards

We will use these standards to make sure that the work we do with our businesses is of a high quality and fair. These standards will help us get a better understanding of our business community and stop us from doing the same work twice.

**Standard 1:        *The way we want to speak with and listen to our businesses is clear***

We will make sure that our work:

- has clear aims that explain what we are asking businesses views on, what we are not asking businesses views on and any limits we have to work within.
- Includes a review of the other work we are currently doing, so we know this work is needed;
- is linked with other similar work, so we don't do the same work twice;
- includes information on the influence businesses are likely to have, and the expected costs and benefits; and
- follows all relevant policy and legal requirements – for example, the Freedom of Information Act, Data Protection Act.

**Standard 2:        *We identify all businesses that are likely to be affected or interested***

We will make sure that we:

- maintain and regularly update a database of Sefton businesses
- make the work we are doing easy to get involved in, and clearly target the businesses we want to speak with and listen to.
- provide different forms of consultation to increase participation e.g. On line “virtual consultation panels” to seek contribution to and endorsement of business regeneration projects, Sefton Economic Forum events, Social Enterprise Networks.
- provide a ladder of participation for business people to support the wider community, including participation in the Sefton Borough Partnership.

**Standard 3:        *We have a business engagement and consultation plan that is value for money***

We will make sure that:

- we upload onto eConsult (an online calendar) the plan details, aims and realistic timescales;
- the plan includes actions, methods and approaches which are appropriate for the target audience;
- the plan allows everyone interested to give us their feedback;



- we choose an officer who has the relevant skills and knowledge to lead the work we are doing; and
- the plan includes an equality impact assessment (an analysis to help us decide how our decisions will affect different groups).

**Standard 4:        *All information is available in appropriate formats and written in plain English for businesses who want to see it***

We will make sure we:

- make all background documents and supporting information available at the time we carry out the work, including our reasons for carrying out the work;
- clearly discuss the decisions we make; and
- use all appropriate public resources.

**Standard 5:        *We record all responses accurately and fairly***

We will make sure that we:

- accurately record all the information we find from the work we do; and
- upload information onto eConsult.

**Standard 6:        *We have a clear plan for giving feedback on the results from our work with businesses***

- have a list of businesses who took part and their views and comments;
- give everyone who took part in our work the chance to see the results we found;
- have a clear process to give feedback to businesses who did not take part but who are still affected; and
- tell businesses about the suggestions we cannot use and explain why.

**Standard 7:        *The results of our work with businesses and how it has influenced our policies and plans***

We will make sure that we:

- use the information we have found to develop our policies and service plans; and
- tell businesses about any changes we make

# Agenda Item 4

*DRAFT Partnership Business Engagement and Consultation Framework*

## **Standard 8:            *Assessing how effective our work is***

We will make sure that we:

- assess how effective and efficient our work has been; and
- share what we have learnt, and use this for the next time we want to speak with and listen to our businesses

### **6            What we mean by ‘engagement and consultation’**

The words ‘engagement’ and ‘consultation’ can mean different things. To us, engagement is more than simply making information available or gathering opinions and attitudes. We should use the views and opinions we receive to help us make decisions on or changes to our service plans.

We believe it is important to get our businesses involved in designing and assessing our services. This should improve things for local businesses.

We must consider what we can do to communicate effectively with all local businesses, so that everyone can have their say. It is important that businesses understand how they can get involved in activities before they start, and that they feel able to do so. It is also important that we keep local businesses informed throughout the process, and tell them:-

- What is going to happen with the information they have given us;
- What changes we will make as a result of the work we have done with them;and
- How else they can get involved

For this partnership engagement and consultation framework, businesses can get involved at five levels:

#### **Informing**

We will make sure that our businesses are fully aware of local initiatives, issues and opportunities to get involved in our work. We should be able to give local businesses information before we provide any activities for them to get involved in.

#### **Consulting (getting businesses views)**

We want to get the views of Sefton businesses, so we can put together our plans and services.

#### **Deciding together**

Making decisions using our businesses views.

## Acting together

We have long-term partnerships where local businesses are involved in making decisions and reviewing plans or services.

## Supporting local initiatives

Businesses can get involved in leading, delivering or developing local initiatives. Adapted from 'The Framework for Participation', Wilcox, 1994

## 7 How will we know if it is working?

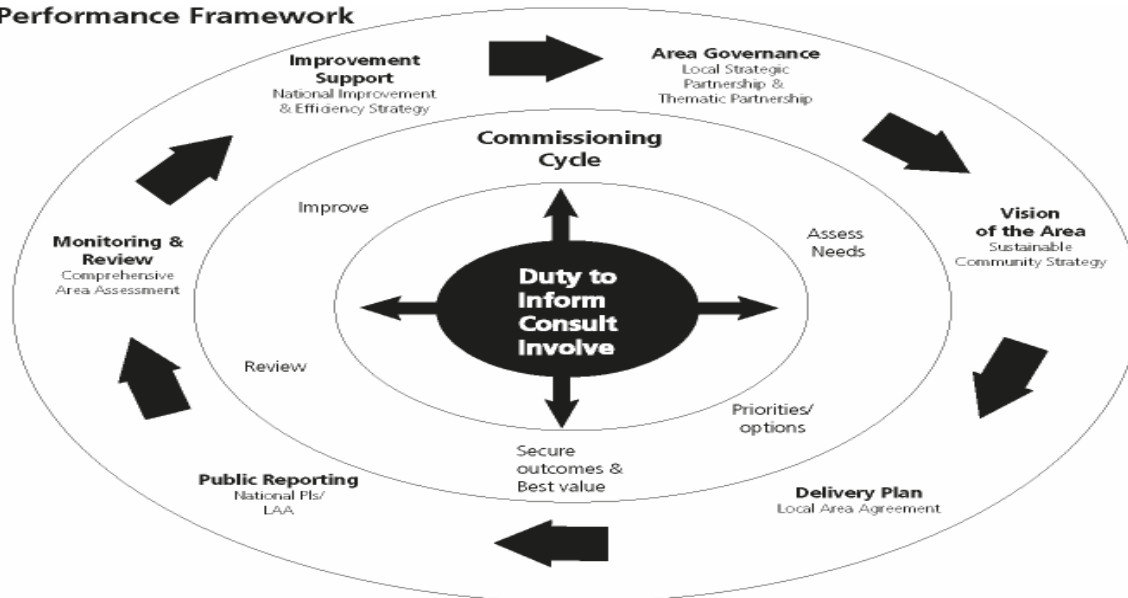
By reviewing our progress, we can make any changes or improvements we need to. We will also be able to make sure that local businesses are receiving the best possible services.

We understand that everyone has a part to play in creating strong, safe, successful and healthy communities that put businesses at the heart of what we do. A new performance framework has been developed by the Department of Communities and Local Government.

### Performance Framework Model

Taken from: Creating Strong, Safe and Prosperous Communities. Statutory Guidance 2008

#### Performance Framework



## 8 Measuring our performance

The Partnership Engagement and Consultation Panel are responsible for managing how we perform against this framework. To check whether or not the framework is having an effect, the panel will use the following scorecard to identify areas we need to develop, and also areas where we are showing good practice.

# Agenda Item 4

*DRAFT Partnership Business Engagement and Consultation Framework*

<b>Results of the business engagement and consultation framework</b>	<b>How we will know we have been successful</b>
<b><i>We know and work with our businesses and understand their needs.</i></b>	We have completed a business survey to better understand their needs and get them involved in our work.  We have provided services that help meet our businesses needs
<b><i>We have made sure that we have involved our businesses in identifying the issues that are important to them.</i></b>	We can show that we have spoken with and listened to local businesses according to the Standards for Engagement and Consultation
<b><i>We have asked our businesses whether we have achieved the things that are important to them</i></b>	We can show that we have made changes to how we can deliver services, as a result of the work we carried out with local businesses.
<b><i>We have worked with other partners when we have wanted to speak with and listen to our businesses, and we have told our local businesses about what we have found.</i></b>	We can show that we are working with partners to plan, design and deliver our work with local businesses, and that we are sharing the results of the activities.  We can show that we have financial control and we are making the most of the resources we have available.

## **9 Associated documents**

Sefton Borough Partnership' Your Sefton Your Say'-A Public Engagement and Consultation Framework  
Version 1, September 2009

## **10 Contact details**

Sefton MBC Planning & Economic Regeneration Department  
The Investment Centre  
375 Stanley Road  
Bootle  
Merseyside  
L20 3EF

Document control: Version 5, January 2010  
Review date: TBC

Phone: 0151 934 3442

Email: [mike.mullin@regen.sefton.gov.uk](mailto:mike.mullin@regen.sefton.gov.uk)  
[www.investsefton.com](http://www.investsefton.com)

**Sefton Borough Partnership**

**Sefton Council** 

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# Agenda Item 5

**REPORT TO:** Cabinet  
Cabinet Member – Technical Services  
Cabinet Member – Regeneration  
Cabinet Member – Leisure and Tourism

**DATE:** 4<sup>th</sup> February 2010  
10<sup>th</sup> February 2010  
17<sup>th</sup> February 2010  
24<sup>th</sup> February 2010

**SUBJECT:** ‘SHOP SEFTON 2010’ – Supporting Our Town Centres

**WARDS AFFECTED:** All

**REPORT OF:** Andy Wallis Planning & Economic Regeneration Director  
Graham Bayliss – Leisure and Tourism Director

**CONTACT OFFICER:** Mo Kundi  
0151 934 3447  
Phil Wroe – Leisure and Tourism Dept  
0151 934 5094

**EXEMPT/  
CONFIDENTIAL:** No

**PURPOSE/SUMMARY:**

To inform Members of the proposal to enter into a partnership agreement with Liverpool Biennial in order to deliver a range of activities within our town centres that would help to enhance their viability and vitality.

**REASON WHY DECISION REQUIRED:**

To comply with standard portfolio reporting procedures and to seek Members approval to enter into a partnership agreement with Liverpool Biennial.

**RECOMMENDATION(S):**

It is recommended that:-

Cabinet

1. Note, and endorse the bid submitted to Arts Council England
2. Agree that Sefton Council enter into a Partnership Agreement with Liverpool Biennial as outlined paragraph 8.0 of this report,
3. Give the authority to the Legal Director to execute the partnership agreement, and

Cabinet Members for Regeneration, Technical Services, and Leisure and Tourism:-

4. Note the content of the report
5. Request further progress reports

**KEY DECISION:** No

**FORWARD PLAN:** No

**IMPLEMENTATION DATE:** After the call in period

# Agenda Item 5

## ALTERNATIVE OPTIONS:

Officers have explored the option of Council renting empty shops in a number of locations within Sefton, and using these premises for a range of activities, including arts work shops, window dressing, business advice centres, entertainment etc. that would generate greater footfall and raise the profile of these centres. Unfortunately the cost of leasing and paying for rent and other overheads means that the balance of the £48,131 DCLG grant will not be sufficient for one shop let alone for a number of them in different locations.

By entering into a partnership agreement with Liverpool Biennial means that Sefton has the opportunity to draw down further funding (up to £30,000) from the Arts Council to enhance the project, and at the same time undertake activities at all major centres for nine months. Not to enter into a Partnership Agreement would mean not only the loss of Arts Council funds, but also very limited amount of activity to enhance the viability and vitality of our town centres

## IMPLICATIONS:

### Budget/Policy Framework:

**Financial:** The balance of DCLG grant is £48,131. In addition a successful bid to Arts Council would draw down up to £30,000, and further £5,000 from Crosby HA

<b><u>CAPITAL EXPENDITURE</u></b>	<b>2009/ 2010 £</b>	<b>2010/ 2011 £</b>	<b>2011/ 2012 £</b>	<b>2012/ 2013 £</b>
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<b><u>REVENUE IMPLICATIONS</u></b>				
Gross Increase in Revenue Expenditure		48,131 (Arts Council up to 30,000) + (Crosby HA 5,000)		
Funded by:				
Sefton funded Resources				
Funded from External Resources		48,131 (£35,000)		
Does the External Funding have an expiry date? Y/N	No			
How will the service be funded post expiry?	N/A			

**Legal:** N/A

**Risk Assessment:** N/A

**Asset Management:** N/A



Finance FD 298 - The Acting Finance and Information Services Director has been consulted and his comments have been incorporated into this report.

Legal,  
 Technical Services  
 Leisure and Tourism Services  
 Neighborhoods and Investment Programmes Department

## CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	/		
2	Creating Safe Communities	/		
3	Jobs and Prosperity	/		
4	Improving Health and Well-Being	/		
5	Environmental Sustainability	/		
6	Creating Inclusive Communities	/		
7	Improving the Quality of Council Services and Strengthening local Democracy	/		
8	Children and Young People	/		

## LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

Report entitled 'Support for Town Centres' to CM (Technical) 21<sup>st</sup> October 2009, CM (Regen) 28<sup>th</sup> October 2010, Cabinet 29<sup>th</sup> October 2009, and CM (Leisure and Tourism) 4<sup>th</sup> November 2009.

# Agenda Item 5

## **1.0 Introduction**

- 1.1 Following Members approval on 29<sup>th</sup> October 2009 on the allocation of £500 each to nine town centres for marketing and promotion of their retail areas, Officers have been exploring possible options on the use of remaining £48,131 DCLG grant to address the adverse impact of economic recession on town centres.
- 1.2 Officers have had a number of meetings with different owners of empty shop premises in different parts of the Borough with the aim of using these premises for a range of activities, including arts work shops, window dressing, business advice centres, entertainment etc. that would generate greater footfall and raise the profile of these centres. Unfortunately the cost of leasing and paying for rent and other overheads means that the remaining £48,131 DCLG grant will not be sufficient for one shop let alone for a number of them in different locations.
- 1.3 Consequently Officers have been exploring potential alternative options, one of which includes working in partnership with Liverpool Biennial to deliver a range of activities in retail centres across the Borough.

## **2.0 Liverpool Biennial**

- 2.1 Members will be aware that Liverpool Biennial, which was established in 1998, is one of the most successful art commissioning agencies in the UK, and is known for presenting the UK's largest festival of contemporary visual art.
- 2.2 Liverpool Biennial, through its Art for Places project, has been working since 2008 with NewHeartlands, Sefton HMR team and associated partners on a major commission for the Leeds and Liverpool canal in Sefton. The aim of this project is to creatively explore new ways of working within the regeneration process, with community engagement at its heart. The commission, Sefton Waterworks, is planned for launch later into 2010.
- 2.3 As part of the above projects' engagement work, Liverpool Biennial has been running the Seaforth Ideas Shop in the former Seaforth Post Office in the heart of Seaforth Village, as a space for artist residencies and community led activities for a period of 12 months.
- 2.4 The Ideas Shop hosted two artist residencies over the twelve months, those of David Bade and Kerry Morrison. The artists were asked to develop work through ongoing engagement with the local community, and create work that had an impact on the physical environment of the shopping area in some way. Both these elements have proved to be very successful, with large scale details of paintings by David Bade sited in the entrance ramp to Seaforth & Litherland train station, and Kerry Morrison's small-scale environment interventions in the Seaforth area, including impromptu planters.
- 2.5 A key lesson of this residency programme is the impact that artist residencies can have on the physical environment of an underused shopping area. This was a key objective of the artists brief. In addition both these residencies stimulated practical actions that the community themselves could take to improve the physical environment of their shopping areas, rather than expect others to create change.

## 3.0 Shop Sefton 2010 Project

3.1 The aim of Shop Sefton project is to build on the Art for Places work in Sefton and use creative approaches to stimulate activity within Sefton shopping areas, through the funding provided by DCLG through its empty shops initiative and the Arts Council through its empty shops fund. The project is aimed at meeting the following objectives:-

- To create opportunities to stimulate enterprise and economic activity
- To contribute towards creating a unique identity & sense of place for the shopping areas
- To improve the physical environment where possible through creative activity
- To bring communities together and act as a catalyst for local empowerment
- To encourage sustainable cultural activity
- To attract additional funds where possible
- To maximise marketing and publicity opportunities

Shopping areas focused on are:-

- Seaforth Village
- Waterloo – South Road & St. Johns Road
- Bootle Strand and Stanley Road
- Southport shopping area
- Maghull Shopping Centre
- Formby Village
- Birkdale Village
- Ainsdale Village
- Crosby Village

3.2 The Project will be developed in close liaison with relevant Council Departments, Sefton Business Village Partnerships, local schools and other local stakeholders where appropriate. The Project activity will link in with key events already planned in each of the areas.

There are two strands to the Shop Sefton 2010 project.

3.3 The first involves the creation of an artist designed, fully self-sufficient and mobile shop unit. High in profile and aimed as being the public face of the project, the unit will be used to stimulate creative activity in each of the aforementioned shopping areas as part of a nine month programme. The unit will be used:-

- For artist led 'Shop Sefton 2010' activities. Local artists will be asked to create work with the public that creates a personal marketing campaign to animate empty spaces within shopping areas e.g. creating physical murals, painting competitions, flags, banners. This work will be themed on the history of the areas, unique attributes e.g. Formby Asparagus, and devised to come together in a major 'Shop Sefton 2010' project, which is profiled across all of the shopping areas with a key focus on Bootle Strand (linked to the Canal Parade) & Southport town centre. A competition element to this work will emerge once ideas develop.
- As a taster space for small businesses, the 'Have a Go' shop, where local people will be able to test out a business idea whilst getting expert advice and guidance. Local colleges will play a key role in this element of the project.

# Agenda Item 5

- 3.4 The second strand involves the continuation of support to the Seaforth Ideas Shop and establishes a new one in Waterloo. The proposal is to continue Seaforth ideas shop and establish the Seaforth Village Artist Residency project there, whilst also creating a second artist space in Waterloo (shop yet to be identified). The rationale here is to continue the good work already started in Seaforth, and to maximise the opportunity Waterloo offers through its link with Crosby Beach and Anthony Gormley's Another Place installation. Crosby HA would be a key partner in both projects and would be able to draw in living through change funding through HMR.
- 3.5 Using Liverpool Biennial's experience within the arts arena to select an innovative and high profile artist group to design the mobile shop unit. The unit will be expected to be used daily across the identified shopping areas and the brief will ensure the unit is low maintenance, robust, easily transportable and self-sufficient. Whilst Liverpool Biennial will oversee its ongoing storage for the year, however consideration will need to be given about its long-term future at the end of the project.

## **4.0 Project Management**

- 4.1 A Steering Group, comprising officers from Leisure and Tourism, Planning and Economic Regeneration, Sefton Business Village Partnerships, Liverpool Biennial, and representatives and other relevant stakeholders will be set up to manage the project. Artists involved in ongoing activity within the unit will be from Sefton and will be selected by the Steering Group.

## **5.0 Monitoring & Evaluation**

- 5.1 Working with Liverpool Biennial, an evaluation approach will be devised at the start of the project with the input of all stakeholders. A critical facilitator will be appointed who will follow the project and determine its impact after twelve months on the physical, cultural and social transformation of the shopping areas.

## **6.0 Indicative Timeline**

- 6.1 The timeline below provides some indication as to when and the nature of the activity that would take place. However this is very much dictated by the bid submitted to Arts Council England, and when (and if) that gets approved.

### **February – March 2010**

- Selection of lead artist and approval of mobile shop structure design
- Agreement of the Shop Sefton 2010 engagement project concept
- Developing project publicity for 'Have A Go' shop competition
- Liaison with local schools through extended schools team
- Liaison with local Town Centre Managers and Business Associations

### **April 2010**

- Launch of project concept and mobile shop unit across Sefton with timetable for project
- Launch of 'Have A Go' shop competition.
- Launch of Waterloo shop project

## May – November 2010

- Delivery of Shop Sefton 2010 community engagement project
- Running of 'Have a Go' shop competition

## December 2010

- Grand finale
- Project Evaluation

### 7.0 Financial Implications

7.1 It should be noted that the proposed budget is very much indicative at this stage.

#### Indicative Budget

• Project Management	£ 7,000
• Evaluation	£ 3,000
• Shop Sefton 2010 Mobile Structure	£25,000
• Shop Sefton 2010 Artist engagement projects	£30,000
• Seaforth & Waterloo Shops	<u>£18,000</u>
<b>TOTAL</b>	<b><u>£83,000</u></b>

#### Indicative Income

Empty Shops funds (already secured)	£48,000
Arts Council England (bid submitted 29 <sup>th</sup> January 2010)	£30,000
Crosby Housing (waiting confirmation)	<u>£ 5,000</u>
<b>TOTAL</b>	<b><u>£83,000</u></b>

7.2 It is proposed that the above project will only proceed once all the funding is secured, and when secured Sefton Council will be the 'accountable' body.

### 8.0 Partnership Agreement

8.1 Liverpool Biennial has a successful history of delivering innovative arts related projects and this is demonstrated by the work they are currently undertaking in Seaforth. By entering into a Partnership arrangement with Liverpool Biennial, Sefton is able to bring something 'different' to retail centres that would not be possible otherwise. Arts related activities that engages local artists and the local community can have a significant positive impact both in terms of raising the profile of retail centres, and increasing footfall.

8.2 In addition, Liverpool Biennial have been instrumental in developing the bid to the Arts Council England, and if successful would lead to additional £30,000 going into the project. Liverpool Biennial have also been in discussions with Crosby Housing Association, who have indicated their willingness to contribute £5,000 towards this project. Both these additional income streams would not be possible without the active participation of Liverpool Biennial.

8.3 It is therefore proposed that Partnership Agreement be drawn up between Sefton Council and Liverpool Biennial to facilitate the development and delivery of Shop Sefton 2010, with Sefton Council acting as the 'accountable' body.

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**ADDENDUM**  
**Cabinet Meeting 4<sup>th</sup> February 2010**

**Agenda Item 14**

**‘SHOP SEFTON 2010’ – Supporting Our Town Centres**

**Amended Recommendations:-**

**Cabinet**

- 1. Note, and endorse the bid submitted to Arts Council England**
- 2. Subject to securing Arts Council grant funding as outlined in paragraph 7.2 of this report, agree that Sefton Council enter into a Partnership Agreement with Liverpool Biennial as outlined in Paragraph 8.0. Such an agreement will ensure that all Partnership arrangements are underpinned by clear and well documented internal financial controls, thereby minimising any risk to the Council as Accountable Body.**
- 3. Note that that the indicative delivery timetable is subject to change, as outlined in paragraph 6.0 of this report**
- 4. Give the authority to the Legal Director to execute the partnership agreement, and**

**Cabinet Members for Regeneration, Technical Services, Leisure and Tourism;**

- 5. Note the content of the report, and**
- 6. Request further progress report**

**Legal Implications:- The Legal Director will draw up a Partnership with Liverpool Biennial once Arts Council Funding has been secured**

**Risk Assessment:- The project in its proposed form will only proceed once funding has been secured from the Arts Council England.**

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# Agenda Item 6

**REPORT TO:** Cabinet Member – Technical Services  
Cabinet Member – Regeneration  
Cabinet Member – Leisure and Tourism  
Cabinet

**DATE:** 10<sup>th</sup> February 2010  
17<sup>th</sup> February 2010  
24<sup>th</sup> February 2010  
4<sup>th</sup> March 2010

**SUBJECT:** An Economic Strategy for Rural Merseyside and Action Plan – Phase 2

**WARDS AFFECTED:** All

**REPORT OF:** Andy Wallis Planning & Economic Regeneration Director

**CONTACT OFFICER:** Mo Kundi  
0151 934 3447

**EXEMPT/  
CONFIDENTIAL:** No

**PURPOSE/SUMMARY:**

To inform Members of the completion of the Merseyside Rural Economic Strategy, and the start of the phase 2 of the study, which involves the development of a detailed Action Plan.

**REASON WHY DECISION REQUIRED:**

To comply with standard portfolio reporting procedures.

**RECOMMENDATION(S):**

It is recommended that:-

Members:-

1. Note the content of the report, and progress made to date in the completion of the Merseyside Rural Economic Strategy, and
2. Request further progress reports.

**KEY DECISION:** No

**FORWARD PLAN:** No

**IMPLEMENTATION DATE:** After the call in period

# Agenda Item 6

**ALTERNATIVE OPTIONS:**

The Merseyside Rural Economic Strategy, being undertaken by the five districts, the RDA, and the TMP has now been completed. The next phase is the development of a detailed, integrated Action Plan, which would support the preparation of bids to draw down funding from the RDA, ERDF and other appropriate sources. Not to proceed with this option would jeopardise Sefton Council's, its partners' and the relevant local business' ability to attract funding.

**IMPLICATIONS:**

**Budget/Policy Framework:**

**Financial:** There are no additional financial implications as a result of this report.

<b><u>CAPITAL EXPENDITURE</u></b>	<b>2009/ 2010 £</b>	<b>2010/ 2011 £</b>	<b>2011/ 2012 £</b>	<b>2012/ 2013 £</b>
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<b><u>REVENUE IMPLICATIONS</u></b>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N				
How will the service be funded post expiry?	N/A			

**Legal:** N/A

**Risk Assessment:** N/A

**Asset Management:** N/A

**FD 297 -** The Acting Finance and Information Services Director has been consulted and has no comments on this report.  
Legal, Technical Services, Leisure and Tourism Services

# Agenda Item 6

## CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	/		
2	Creating Safe Communities	/		
3	Jobs and Prosperity	/		
4	Improving Health and Well-Being	/		
5	Environmental Sustainability	/		
6	Creating Inclusive Communities	/		
7	Improving the Quality of Council Services and Strengthening local Democracy	/		
8	Children and Young People	/		

### LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

Report to Cabinet dated 5<sup>th</sup> February 2009 entitled 'Rural Development Programme for England, and Merseyside Rural Economy Action Plan'.

# Agenda Item 6

## 1.0 Background

- 1.1. Cabinet at their meeting on 5<sup>th</sup> February 2009 considered a report entitled Rural Development Programme for England, and Merseyside Rural Economy Action Plan'. The first element of the report provided information on the £3.9 billion Rural Development Programme for England (RDPE), and indicated that whilst vast majority of this money was earmarked for agri-environment and other land management schemes in rural areas, however some £2.2 million was available for projects within the Merseyside sub-region. The report highlighted the structure created for the management and delivery of the Merseyside element of the RDPE, and how officers were working in partnership with a range of stakeholders to ensure that Sefton benefited from this programme. Reports entitled 'Funding Opportunities' are presented regularly to the Cabinet, which shows some of the projects currently seeking funding from this source.
- 1.2. The second element of the report focused on need for the sub-region to develop a Merseyside Rural Economic Strategy. For a number of reasons rural areas in Merseyside have generally been undervalued and underexploited, and yet they have significant potential to grow and prosper and add value to the overall economic base of the region. Linked to this is the fact there are significant areas of deprivation in rural areas, which the government has recognised as need addressing. The development of a Merseyside Rural Economic Action Plan would provides an opportunity to get a comprehensive picture of the rural economy and to identify actions required.
- 1.3. This report provides information on the initial findings of the study undertaken by specialists Consultants 'Rural Innovation', and the next steps required for the development of an Action Plan, which should attract funding from a number of sources, including the RDA.

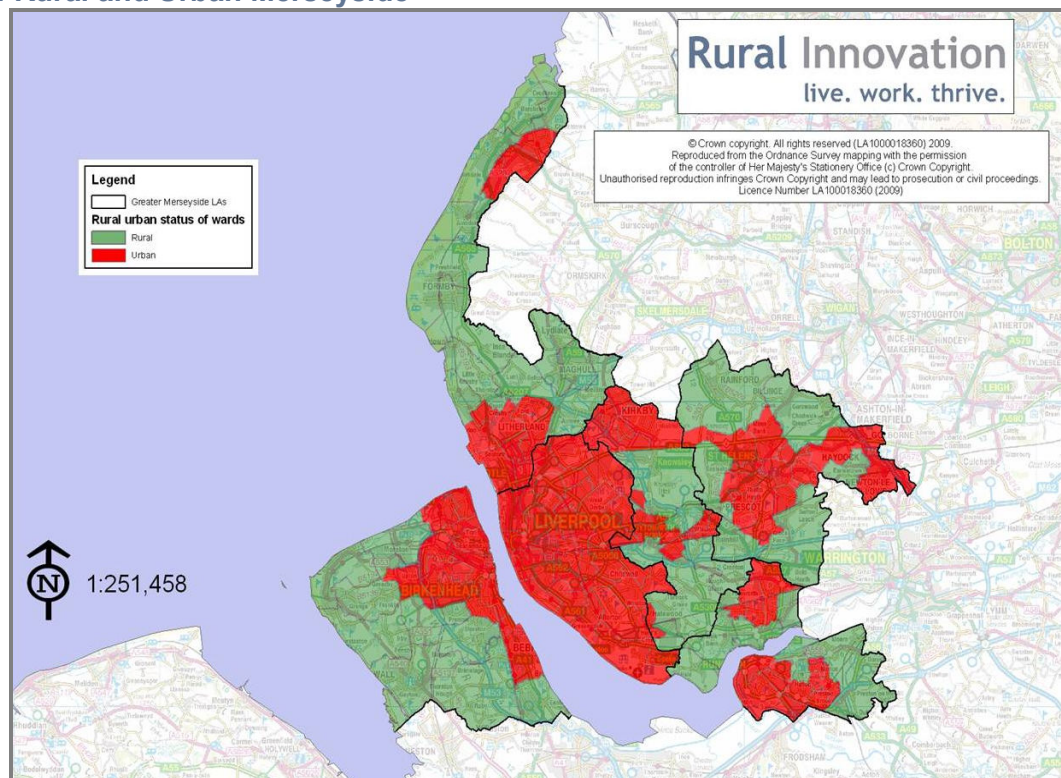
## 2.0 Key Findings – Rural Merseyside

- 2.1 The study undertaken by Consultants 'Rural Innovation' show that 'rural areas of Merseyside play their part in delivering the sub-region's economic output. Their contribution of £5.3 billion equated to 25.5% of total sub-regional GVA in 2006 (£20.7 billion), slightly in excess of their 24.5% share of total employment. The rural areas host some of Merseyside's most important wards in GVA terms. For example Daresbury and Knowsley Park provide in the region of 3.5% of regional GVA. Rural wards are consistent contributors to sub-regional GVA (there are only 5 rural wards in the 35 lowest contributors) and provide the space and raw materials for some of the sub-region's most important employment sites'.
- 2.2 This level of contribution is all the more impressive when it is considered that much of the rural area operates with inherent disadvantages such as limited access to working age population, the influence of the green belt and a planning system which seeks to focus growth in urban areas. Despite these constraints the evidence shows that improvements in productivity in rural areas have kept pace with urban growth, and that the rate of overall growth in GVA is higher in some parts of the rural area (notably St.Helens, Knowsley and Wirral) than in parts of the urban area, and across Merseyside as a whole.
- 2.3 The economic contribution of the rural areas extends beyond workplace GVA. They also attract, and host a significant proportion of sub-region's highly qualified labour force. This is an important function in economic terms, although

these travel to work patterns are likely to become an increasing challenge in planning towards a low carbon future.

- 2.4 The rural area of Merseyside has been defined by the five local authorities, plus Halton. It has been created by allocating each ward as being either urban or rural. This allocation was based on the extent of the Merseyside Green Belt, the incidence of open countryside and the predominant land use. It also aligns to the area defined as eligible for investment under the Merseyside RDPE Programme managed by the NWDA<sup>1</sup> on behalf of Defra. It is important to note that the rural area, as so defined, is very different from that identified by the government's rural / urban definition. This is based on population density and classifies virtually all of Merseyside as urban. The area defined as rural for the purpose of this study is shown in Map 1 below.

**Map 1: Rural and Urban Merseyside**



- 2.5 The rural area does not relate exclusively to open countryside. It includes some settlements and built up areas. It also includes some major employment sites, such as the Science and Innovation Park at Daresbury and the hospitals at Arrow Park and Clatterbridge on the Wirral. This is entirely consistent with rural areas beyond Merseyside which include large market towns (such as Northwich and Ormskirk) and major employment sites such as the BAE campuses and Salmesbury and Warton and the former BNFL site at Clifton to the north of Preston.

# Agenda Item 6

- 2.6 Notwithstanding the above, Officers have challenged the inclusion of Dukes Ward, as it was felt that this skews the findings too much in Sefton's case, and this has been accepted by the consultants.
- 2.7 The bullet points below highlights some of the key findings of the study:-
- Rural Greater Merseyside (GM) hosts 29% of the total population
  - Fewer 20 – 24 year olds, more 50 year olds
  - Total population of GM has fallen (2001 – 2007); falling at lower rate in rural GM than urban GM
  - Working age population has fallen slightly in rural GM (2001 – 2007)
  - Working age population has risen in urban GM, in the NW and nationally
  - Higher household income in rural GM than urban GM
  - Higher skill levels in rural GM than urban GM
  - Lower deprivation (IMD) in rural GM than urban GM
  - Distribution of business stock by sector v similar rural and urban GM
  - Largest % of businesses in rural area is the business services sector (c.25%)
  - Other major sectors for stock are construction (c.11%) and retail (c.14%)
  - Size profile of business stock v similar rural and urban GM – lower % of small businesses than regional and national average
  - Rural GM contributes 25.5% of the sub regions GVA
    - > than share of employment (24.5%)
    - < than share of population (29%) and business stock (30%)
  - Rural GM contributes:
    - 35% of GVA from the production sector (agriculture < 1% GVA)
    - 32% of GVA from the construction sector
    - 28% of GVA from the distribution, transport and communication sector
    - 21% of GVA from business services and finance sector
    - 21% of GVA from public administration, education, health and other services sectors
- 2.7 The Consultants undertaking the Merseyside Rural Economic Strategy presented their final findings on 3<sup>rd</sup> December 2009 at Bootle Town Hall. Should Members wish to explore in more detail the findings of the report, a copy of the final report is available on request.
- 3.0 Development of Integrated Action Plan**
- 3.1 The purpose of Phase 2 is the production of a detailed, integrated Action Plan (to incorporate the RDPE programme) with related monitoring and programme management structure. This Action Plan should then support the preparation of

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master bids to draw down funding from the NWDA, ERDF and other appropriate sources (i.e. Heritage Lottery Fund).

- 3.2 This work will then lead to the development of an Integrated Action Plan, which will set out a programme of activity and interventions across the study area to deliver the aims and objectives developed in the Strategy in Phase 1.

This Action Plan will:-

- Comprise a series of individual projects (local and sub-regional);
- Define costs, funding sources, responsible bodies and timescales;
- Encompass the RDPE / Leader programme (and funding); and
- Include an Assessment Framework with appropriate key performance indicators, targets and outcomes (aligned with NWDA, ERDF and other relevant programme criteria).

- 3.3 On completion of the Action Plan, Consultants will also:-

- Define and set out the programme monitoring and programme management structure required for implementation; and
- Prepare bids to draw down funding from the NWDA, ERDF and other identified sources.

- 3.4 As part of on going Phase 1 work, but clearly linked to the development of the Action Plan, Consultants will also:-

- Review and define the resources and stakeholders needed to implement any actions / action plan and identify their likely source;
- Map relevant local, sub-regional and regional programmes that may support delivery of the REAP (and vice versa); and
- Provide recommendations on the appropriate structures, actors and partnership arrangements to delivery the strategy

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3.5 The Table below provides an indicative time scale for the development of the Action Plan and related activities.

Table 2 – Phase Two – Project Delivery Timetable

	04/01/10	11/01/10	18/01/10	25/01/10	01/02/10	08/02/10	15/02/10	22/02/10	01/03/10	08/03/10	15/03/10	22/03/10	* 30/04/10	31/05/10
Phase 2														
Inception		█												
9. Resource Audit			█	█	█	█								
10. Action Plan														
Identify actions / projects	█	█	█	█	█									
Work up with champions				█	█	█	█	█	█	█	█			
Partnership Structure									█	█	█	█		
Write up							█	█	█					
Client Review					█									
11. Monitoring Framework														
Identify KPIs					█	█	█	█	█	█				
Set and agree Targets								█	█	█	█			
Client Review											█			█
12. Programme Management									█	█	█	█		
13. Funding Applications													█	█
Meetings					☺						☺			☺
Payment Milestones					£						£		£	£
* Weeks compressed for formatting														

## 4.0 Summary

- 4.1 The development of an Economic Strategy and Action Plan for Rural Merseyside is partially complete. Phase 1 has provided an overarching analysis of the economic performance and function of Rural Merseyside. This has demonstrated the material contribution that Rural Merseyside makes to the economy of the sub-region. It has shown that a productivity gap remains between parts of the rural and urban areas, and that Rural Merseyside has the potential to increase its economic contribution.
- 4.2 Further analysis of the future challenges and opportunities facing Merseyside in the transition to a sustainable, low carbon economy has shown the importance of rural areas and the role that they can play. This analysis has also shown the need for a debate around the future role and function of Merseyside’s countryside, its relationship with the “urban core” and the role of rural settlements.
- 4.3 The project to develop a Rural Economic Strategy and Action Plan is now moving into the second phase. The purpose of Phase 2 is the production of a detailed, integrated Action Plan with related monitoring and programme management structure. This Action Plan should then support the preparation of master bids to draw down funding from the NWDA, ERDF and other appropriate sources (i.e. Heritage Lottery Fund).



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- 4.4 In order to facilitate the development of the Action Plan, and in particular to ensure the Action Plan reflects the need and aspiration of Sefton Council, its partner organisations such as Parish Councils, relevant Area Committees, and local stakeholders, consideration is being given to Consultants hosting a number of meetings within Sefton. Members will be kept informed of these meetings, should they wish to attend.

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**REPORT TO:** Cabinet Member Regeneration  
Cabinet Member Technical Services  
Cabinet

**DATE:** 17<sup>th</sup> February 2010  
24<sup>th</sup> February 2010  
4<sup>th</sup> March 2010

**SUBJECT:** Dunnings Bridge Road Corridor -  
Public Realm Improvements

**WARDS  
AFFECTED:** St Oswald, Netherpton and Orrel, Ford, Litherland, Church and  
Linacre.

**REPORT OF:** Alan Moore, Strategic Director Communities

**CONTACT  
OFFICER:** Mo Kundi – 3447  
Nick Yates – 2767

**EXEMPT/  
CONFIDENTIAL:** No

**PURPOSE/SUMMARY:**

To inform Members of the need to include the Dunnings Bridge Road Corridor Project within the Capital Programme for 2010/11

**REASON WHY DECISION REQUIRED:**

The decision to include the project within the Capital Programme can only be approved by the Cabinet.

**RECOMMENDATION(S):**

It is recommended that:-

Cabinet Member for Regeneration, and Cabinet Member for Technical Services

1. Note the content of the report, and

The Cabinet

2. Approve the inclusion of the Dunnings Bridge Road Corridor Project within Sefton's Capital Programme 2010/11, subject to ERDF, RDA and LTP funding being confirmed.
3. Note that no further expenditure commitment will be entered into until all resources for the project are secured.
4. Request further progress reports

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**KEY DECISION:** Yes

**FORWARD PLAN:** Yes

**IMPLEMENTATION DATE:** Immediately after the call in period.

## ALTERNATIVE OPTIONS:

The Dunnings Bridge Road Corridor Public Realm Improvements is awaiting final NWDA/ERDF approval, which will lead to the Agency contributing £800,000 towards £1,200,000 cost of the scheme. The balance of the cost is being met from Section 106 (£300,000) and Sefton LTP (£100,000).

Without the external funding the alternative option is not to progress the scheme, which means some significant road safety and regeneration improvements will not take place along this corridor.

## IMPLICATIONS:

**Budget/Policy Framework:** N/A

**Financial:** The total estimated cost of the project is £1,200,000, which is being met from NWDA (£600,000 ERDF, £200,000 SP), Tesco Employment S106 (£300,000) and Sefton LTP (£100,000)

<b><u>CAPITAL EXPENDITURE</u></b>	<b>2009/ 2010 £</b>	<b>2010/ 2011 £</b>	<b>2011/ 2012 £</b>	<b>2012/ 2013 £</b>
Gross Increase in Capital Expenditure		£1,200,000		
Funded by:				
Sefton Capital Resources (LTP)		£100,000		
Specific Capital Resources				
ERDF		£600,000		
RDA		£200,000		
Tesco s106		£300,000		
<b><u>REVENUE IMPLICATIONS</u></b>				
Gross Increase in Revenue Expenditure				
Funded by:				

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Sefton Funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	Yes - currently to the end of 2010			
How will the service be funded post expiry?	This is a Capital Project. A decision on the external funding deadline extension is awaited.			

**Legal:** N/A

**Risk Assessment:** The project will only progress subject to all funding being secured , and will be managed by Sefton Council

**Asset Management:** N/A

## CONSULTATION UNDERTAKEN/VIEWS

FD322 – The Acting Finance and Information Services Director has been consulted and his comments have been incorporated into the report.  
Legal, Finance, Technical Services

## CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community		/	
2	Creating Safe Communities	/		
3	Jobs and Prosperity	/		
4	Improving Health and Well-Being	/		
5	Environmental Sustainability	/		
6	Creating Inclusive Communities	/		
7	Improving the Quality of Council Services and Strengthening local Democracy		/	
8	Children and Young People		/	

## LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

Report to Cabinet dated 4<sup>th</sup> February 2010 entitled 'Funding Opportunities – Progress Report 3'

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## **1.0 Background**

- 1.1 The Cabinet at its meeting on 4<sup>th</sup> February 2010 considered a report entitled 'Funding Opportunities – Progress Report 3', which inter alia stated that the Dunnings Bridge Road Corridor Public Realm Improvements was previously approved by the NWDA and inviting the authority to submit a more detailed Development and Appraisal form. A further report was to be presented on the scheme.
- 1.2 This report provides the additional information on the nature of the proposed scheme, and requests Members agree to the funding being included within the Capital Programme 2010/11, subject to this funding being approved by the NWDA/ERDF.

## **2.0 Proposed Scheme**

- 2.1 The scheme has been designed to reflect not only the requirements of improving pedestrian access and the outward appearance of the Corridor to the residents living along side it but also to recognise that the funding from both the RDA and the ERDF programme have specific requirements to improve the economic viability of the major employment sites and locations on and immediately adjacent to the corridor.
- 2.2 The key features within the project will be improved crossing points at some of the key junctions. This is intended to make pedestrian movements across these junctions and onto the corridor itself safer. It is proposed, at this stage, to install tactile paving where currently there is no provision and the upgrading to Toucan Crossings at certain points along the length of the road. Improved street lighting will be installed at these junctions not only for the benefit of pedestrians but also for vehicles travelling along Dunnings Bridge Road.
- 2.3 Where there are landscaped areas along the road these will be complemented by a programme of small scale landscape improvements and tree planting designed at providing a unified planting theme to the corridor.
- 2.4 The boundary fencing in certain locations will be replaced with more modern stylish railing in keeping with fencing installed to the likes of Atlantic Park. The railing will be painted in a similar colour to assist in providing a theme to the Corridor.
- 2.5 To aid accessibility for cyclists and encourage further opportunities for Green Travel on the development sites the project will be creating new and improving existing cycle ways by resurfacing at various locations through the length of the corridor.

- 2.6 It is also intended to make a visual enhancement to The Dunnings Bridge itself to create a feature of this bridge, which gives the corridor its title. This would be in a similar fashion to the improvements made to the bridge on Hawthorn Road.

### 3.0 Delivery Time-scale

- 3.1 The scheme has been designed by Capita to follow the requirements of the ERDF programming requirement of financial completion by the end of 2010. This funding was initially programmed to provide an offer letter to applicants by the 14<sup>th</sup> January 2010.
- 3.2 The project programme would then allow for the scheme to be designed and tendered by mid June, practical completion by mid November and financial completion by mid December.
- 3.3 These dates will now have slipped as a result of delays in the initiation of the ERDF appraisal and target dates for the relevant approvals are 8<sup>th</sup> and 9<sup>th</sup> March 2010 respectively. This will now have the effect of delaying a start on design by a number of months and a similar impact on completion dates.
- 3.4 The Council is aware that requests have been made for an extension on the timetable of spending by the project sponsor within the NWDA who are responsible for co-ordinating applications. To date no confirmation of this has been received.

### 4.0 Financial Implications

- 4.1 The costs of the scheme are being met from the following:-

ERDF	= £600,000 (subject to approval)
RDA	= £200,000 (subject to approval)
Section 106	= £300,000
Sefton LTP	= £100,000 (subject to approval)
<b>Total</b>	<b>= £1,200,000</b>

- 4.2 The use of Sefton LTP (£100,000), which relates to cycle provision, will be considered when the Local Transport Plan 2010/11 is submitted to the Cabinet Member – Technical Services.
- 4.3 In relation to the Section 106 money (£300,000), this is from the Tesco Development in Litherland. Both the Cabinet Member for Regeneration and relevant local Ward Members have been consulted and they have given their agreement to supporting this project providing that it can offer significant benefit to local residents and can offer job opportunities through

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the development of the strategic sites and other locations along the corridor.

- 4.4 Undertaking improvements along this corridor will have a significant benefit in attracting potential developers and end users on key strategic sites. This particular course of action is reinforced by Rob Currie Development Manager of Atlantic Park Liverpool, who states that 'the approach to the site and how it fits is an important factor in potential owner/occupiers decision to locate in view that the front of the site will over time further develop into a high proportion of grade A office accommodation with high profile businesses relocating and locating for the first time at Atlantic Park. The Industrial development sites will be developed to attract modern distribution and manufacturing facilities with suitable companies expecting high quality environmental works as one of the key factors.'
- 4.4 He goes on to say that 'an element of improvement works has already been completed and there is no doubt that these works have contributed to raising the Atlantic Park site and the Dunningsbridge Road profile. The site owners are poised to commence a major site infrastructure project which includes enhancements to on site landscaping, site signage, new utilities and spine road configuration; this will sit alongside any proposed environmental improvements and enhance the area as a result.'

## **5.0 Strategic Asset Management Group (SAMG)**

- 5.1 At its meeting on 2<sup>nd</sup> February 2010 the Strategic Asset Management Group considered this project and agreed its implementation subject to relevant NWDA/ERDF funds being approved.



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**REPORT TO:** PLANNING  
CABINET MEMBER – REGENERATION  
CABINET

**DATE:** 10<sup>th</sup> FEBRUARY 2010 – PLANNING  
17<sup>th</sup> FEBRUARY 2010 – CABINET MEMBER - REGENERATION  
4<sup>th</sup> MARCH 2010 – CABINET

**SUBJECT:** JOINT EMPLOYMENT LAND AND PREMISES STUDY 2008 – FINAL  
REPORT

**WARDS  
AFFECTED:** All

**REPORT OF:** Andy Wallis – Planning and Economic Development Director

**CONTACT  
OFFICER:** Alan Young  
Strategic Planning and Information Manager  
☎ 0151 934 3551

**EXEMPT/  
CONFIDENTIAL:** No

**PURPOSE/SUMMARY:**

To report the key findings of the Joint Employment Land and Premises Study, one of a number of key evidence gathering studies that are being undertaken to inform the Core Strategy process and to guide advice and decisions on individual employment proposals and planning applications.

**REASON WHY DECISION REQUIRED:**

To indicate Council support for key advice contained in the study document.

**RECOMMENDATION(S):**

That:

- (i) Planning Committee and Cabinet Member – Regeneration note the key findings of the Joint Employment Land and Premises Study for Sefton;
- ii) Planning Committee endorses the key findings of the study to inform the emerging Core Strategy process and advice and decisions in relation to individual proposals and planning applications.
- (iii) Cabinet Member – Regeneration endorses the key findings of the study to inform the emerging Core Strategy; and
- (iv) Cabinet agrees the report.

**KEY DECISION:** Yes

**FORWARD PLAN:** Yes

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**IMPLEMENTATION DATE:**

Following expiry of call in period after Cabinet meeting on  
4<sup>TH</sup> March 2010

**ALTERNATIVE OPTIONS:**

None

**IMPLICATIONS:**

None

**Budget/Policy Framework:**

None

**Financial:**

<b><u>CAPITAL EXPENDITURE</u></b>	<b>2009 2010 £</b>	<b>2010/ 2011 £</b>	<b>2011/ 2012 £</b>	<b>2012/ 2013 £</b>
Gross Increase in Capital Expenditure	£32,000*			
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<b><u>REVENUE IMPLICATIONS</u></b>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

\* This is Sefton's share of the joint study cost (total cost £100,000) has/will be paid over 2008/2009 and 2009/2010

**Legal:**

N/A

**Risk Assessment:**

N/A

**Asset Management:**

N/A

**CONSULTATION UNDERTAKEN/VIEWS**

N/A

**CORPORATE OBJECTIVE MONITORING:**

<b><u>Corporate Objective</u></b>		<b><u>Positive Impact</u></b>	<b><u>Neutral Impact</u></b>	<b><u>Negative Impact</u></b>
1	Creating a Learning Community		✓	
2	Creating Safe Communities		✓	
3	Jobs and Prosperity	✓		
4	Improving Health and Well-Being	✓		
5	Environmental Sustainability	✓		
6	Creating Inclusive Communities	✓		
7	Improving the Quality of Council Services and Strengthening local Democracy		✓	
8	Children and Young People		✓	

**LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT**

The ODPM Guidance Note 'Employment Land Reviews, December 2004

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## JOINT EMPLOYMENT LAND AND PREMISES STUDY 2008 – FINAL REPORT

### 1.0 Background

- 1.1 Following a competitive tender selection process, the Council commissioned specialist consultants, the BE Group, to undertake a Joint Employment Land and Premises Study (EL&P Study) on 30<sup>th</sup> April 2008. The study is a joint study commissioned on behalf of Halton, Knowsley, Sefton and West Lancashire local authorities respectively. The study has been led and tendered for by Sefton and funded by the four local authorities on a split cost basis, based on an agreed formula. Its principal purposes are to inform the preparation of the Council's Local Development Framework Core Strategy and to guide advice on pre application proposals and planning applications which raise employment land and premises issues.
- 1.2 The Joint Employment Land and Premises Study report follows the general structure of the guidance set out in Employment Land Reviews: Guidance Note, published by the ODPM in December 2004 and the more recently published CLG 'Consultation Paper on a new Planning Policy Statement 4: Planning for Sustainable Economic Development', although it predates the now published final document which will be subject to a separate report that will be submitted to the Planning Committee in the next cycle. Furthermore, it adheres to Planning Policy Statement 12: Local Spatial Planning in ensuring that all necessary outputs are provided and that such options pass the prescribed tests of soundness.
- 1.3 A copy of the Joint Employment Land and Premises Study and its contained Executive Summary can be inspected on the Sefton website at [www.sefton.gov.uk/elps](http://www.sefton.gov.uk/elps)
- 1.4 The study context and approach are set out in Section 2; the key elements of the study are set out in Section 3 and a summary of the key findings of the study are highlighted in Section 4. However, because the study report is a long and detailed document, for the avoidance of doubt, this report simply summarises some of the key elements that may be of particular interest to Members, and does not purport to be comprehensive in considering all matters raised in the study report. The definitive position is set out in the Joint Employment Land and Premises Study document and its Appendices.
- 1.5 Importantly, the draft study version of the document has been subject to key stakeholder involvement and to a full public and stakeholder consultation that have resulted in detailed comments and criticisms being made. These, in turn, have all been taken into account and have informed the preparation of the final study report. This process and its implications are set out later in the committee report at Section 2, para 2.3 below.
- 1.6 For the avoidance of doubt the study has embraced both employment land and premises and where the former is referred to in isolation, it is intended to include premises.

### 2.0 Study Context and Approach

#### (i) Study Context

- 2.1 The study follows the advice set out in the ODPM Guidance Note on Employment Land Reviews which suggests a three stage process to employment land evaluation as set out in the consultant's tender brief. The key tasks are:
- (i) To assess each local authority's economy to inform the amount, location and type of employment land and premises to facilitate development and growth.
  - (ii) To review the current portfolio of employment land and premises within each local authority area.
  - (iii) To recommend future allocations of employment land to maintain each area's economic growth and, if appropriate, identify existing employment sites which could

be transferred to other uses.

In reality the three stage process formalises what, in practice, has been an iterative process to the review of the need for land for employment. The study is base dated to April 2008 and looks forward to eighteen years 2026.

## (ii) Study Approach

- 2.2 The Employment Land and Premises Study has closely followed the advice set out in para 1.2 above and, in this regard, the study process can therefore be regarded as robust and reflective of best practice elsewhere in undertaking such studies. Specifically, it has included full stakeholder consultations with public sector agencies and other key stakeholders and a full company survey that included 533 completed questionnaires distributed across the study area and 223 in Sefton, in particular. This data has provided a large body of evidence about the demand for land and premises and has helped to inform the study's conclusions and recommendations.
- 2.3 To give added weigh to this study, the draft Joint Employment Land and Premises Study has gone significantly beyond the advice in the ODPM Guidance Note and additionally been subject to a formal full public consultation in order to maximise the opportunity for stakeholders and others to comment on, and have a direct input to the study. This has, among other things, enabled the draft findings of the study to be substantiated and tested against the practical experience of landowners, property professionals, local community members/ the wider public and regional stakeholders. In this regard, the draft Employment Land and Premises Study was initially made available for public consultation between 25<sup>th</sup> May and 25<sup>th</sup> June 2009. Subsequently, this consultation period was extended by a further two weeks until 9<sup>th</sup> July 2009. The public consultation generated 88 representations covering the four local authority areas. There were 6 Sefton specific comments and 15 general comments relating to Sefton. All comments have been fully addressed in taking forward the draft study to a final study document.
- 2.4 As part of this process the study has examined Strategic Housing Land Availability Assessment (SHLAA) 'call for sites' sites (submitted by landowners, developers etc), which were in employment, use but suggested for non-employment uses, or in non-employment uses but suggested for employment uses. In this regard, most sites submitted under this category were suggested for non-employment higher value uses as opposed to current or allocated employment uses. This pressure was greatest in Sefton.
- 3.0 Key Elements of the Study**
- 3.1 In policy terms the study has to conform to both national and regional guidance. At the national level this is guided by a series of planning policy guidance notes and statements. Key factors in deciding new employment land allocations in LDFs are:
- the need to ensure the provision of sufficient land to meet future business requirements;
  - that the land should be readily capable of development;
  - land should be well served by infrastructure; and
  - at locations that are sustainable and connected by public transport.
- 3.2 Specifically, regional policies have important implications for employment land provision and in this regard, RSS Policy W3 sets out employment land requirements by sub-regional area, through to 2021 and proposes that the disaggregation to individual local authority areas be addressed by the respective sub-regions and 4NW.
- 3.3 Linked to the above, it is a longstanding regional objective to restructure the North West economy towards more productive, higher value, higher skilled economic activities and providing suitable employment sites in the right locations. This is considered necessary to attract and retain high value sectors.

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- 3.4 The Study has included a full and comprehensive review of all employment commitments in the respective local authority areas. In Sefton this includes a review of 25 employment sites totalling 70.73 hectares and, linked to this, an assessment of all existing employment areas comprising 22 discrete areas (principally but not exclusively primarily industrial areas) totalling 345.34 hectares
- 3.5 The study has used different approaches to quantify new employment land requirements for the respective local authorities. Each approach has produced different outcomes. In this regard, Oxford Economics were sub-contracted by the BE Group to provide up-to-date economic forecasts taking account of the 'credit crunch' but assuming that the economy will recover by 2011. These forecasts related to labour supply projections, employment sector change and public sector economic development strategies. They suggested a need for only 38 hectares of additional land over the whole study area, over the period from 2008 to 2026. This, in the BE Group's view, was explained in major part by the increased need for offices and warehouse uses (more intensive) being counterbalanced by the reduced need for manufacturing (less intensive).
- 3.6 However, the BE Group note that the Oxford Economics' forecasts represent the absolute minimum amount of land needed since they make no allowance for market churn, nor the need for a choice of sites and premises to offer sufficient opportunities for businesses at different stages of their life cycle. Furthermore, the forecasts assume that industry sectors which yield a forecast negative employment change will not generally need additional land. In BE Group's view this is not correct as there will be businesses in these sectors that require more space. Furthermore, in the BE Group's view the economic forecasts are flawed because:
- they presume that job densities and development ratios will remain unchanged into the future but they may fall due to productivity growth within manufacturing
  - for most locations in the study area new office developments are going to be focused on business parks and not in town centres. This means that new office floorspace and site densities will replicate existing (generally lower density development) rather than deviate from them
  - they do not take account of the level and nature of existing employment land supply.
- 3.7 In contrast, the Study prefers the use of representative long-term trend based forecasts of land take-up for the study area, after including an allowance for a 20% buffer to allow for 'range, choice and a continuum of supply post 2026' and as adjusted to take account of known intervention schemes, to set an additional land requirement of almost 390 hectares for the study area embracing the four local authorities, of which Sefton would need to find 40.01 hectares over the period to 2026. This is addressed in more detail under para 4.1, bullet two below. The BE Group have separately advised the Council that they have undertaken 27 similar studies since 2003 and in each case they have opted for the longer-term trend forecast of take-up in preference to those derived from economic forecasting. They have further advised the Council that they have been able to robustly defend this stance in public inquiries when challenged.

## 4.0 A Summary of the Key Findings of the Study

- 4.1 The key findings of the study may be summarised below:
- there is a clear need to maintain all Sefton's employment land allocations and Primarily Industrial Areas across the Borough. In addition, and importantly, the Study recommends "*Sefton need to be cautious in considering the release of sites for non-employment uses, as recent take-up has been below the longer term trend, and this has been influenced by the lack of viable opportunities rather than reduced demand*". Given this, the Study urges Sefton to apply caution in considering the release of employment sites for non-employment uses because of an apparent lack of demand, which may be reflective of short term factors rather than a long term lack of demand.
  - in meeting the 40.01 ha requirement for new employment land in Sefton, the Study advises that there are potential opportunities for recycling/remodelling of employment

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land at various locations in the Borough. If all of these opportunities were realised then Sefton would be able to secure an additional 53.13 ha of new development land and would therefore not require any new allocations, subject to the caveat for North Sefton as set out in the bullet point immediately below.

- whilst a key finding of the Study is that if all recycling/remodelling opportunities were realised across the Borough, there would not be a need for new employment allocations in general, a very important caveat to this is that North Sefton's supply is seriously constrained. In this regard, the key role of Southport Business Park as a facility for predominantly B1 office use (subject to favourable consideration being given to allowing main car dealerships in the north east quadrant) is firmly endorsed as is the proposed extension to Southport Business Park into the south east quadrant (which is currently part of the land allocated for housing purposes). The study also recommends that Sefton will need to identify further land for a successor business park, either to the east of Southport generally or possibly (by agreement with West Lancashire Borough Council) on land at nearby Scarisbrick. This site would need to come on stream in the longer term (i.e. post 2020), but because of lead-in time implications, the site would need to be identified at least four years ahead of this date (i.e. in 2016).
- in light of the seriously constrained supply in North Sefton, the Study recommends that the Council should protect current employment sites from other forms of development, including the former Philips Factory at Balmoral Drive (described as a *'scarce opportunity in Southport for a reasonably sized employment area'*) and backland employment sites. With regard to the latter, the Study notes that *'whilst individually small, collectively they are an important resource'* that Sefton should retain. However, it acknowledges that the separate emerging Strategic Housing Land Availability Assessment appears to be suggesting that some of these backland sites should be considered for housing. Accordingly, the Study advises that *'Sefton Council will have to balance these conflicting pressures as it takes forward its Core Strategy'*.
- in terms of the HMRI process, the Study notes that there have been important and necessary employment losses to housing to support this vital process but it is important that Sefton now *'adopts a balanced approach with employment opportunities protected in the HMRI area for the existing and new population. This will ensure HMRI communities are economically viable and sustainable. This could be achieved by windfall employment sites where housing is no longer considered appropriate'*.
- the Study notes that the Port is constrained in terms of potential expansion land, and that the Seaforth Nature Reserve is the only realistic opportunity to meet this need. However, *'it is excluded from the terms of reference of this study'* by virtue of the environmental/ecological designation (it is a Site of Special Scientific Interest, a proposed Ramsar Site, and a potential Special Protection Area). The Study concludes that *'further growth is likely to be difficult without a comprehensive partnership approach between Peel Ports, Sefton, Wirral and Liverpool to address how growth needs could be satisfactorily resolved along the key routes to and from the Port. This will include reconciling port-related functions such as container storage and warehousing, with local authority objectives of improved environments and higher job creation activities.'*
- additionally, the Study raises major issues about the robustness / current relevance of RSS Policy W3 with regard to employment land provision. Specifically, it raises a major issue about the disaggregation of the RSS Policy W3 requirements, which imply a *'hugely increased'* quantity of employment land requirements for Knowsley and West Lancashire but also significant additional requirements for the Sefton and Halton. Accordingly *'this poses a serious challenge to the evidence base that must support the LDF documents'* and the Study recommends that *'discussions with 4NW commence urgently'*. It will therefore be critical that we positively engage 4NW regarding use of the RSS figure as the basis for future land requirements. 4NW's response to the draft Study consultation indicated that they were happy to meet with us to discuss the issues raised by the Study.

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- a further point has been made in the Study that the demand for industrial land and premises was significantly higher than that for office development in Sefton.
- finally, the Study notes that Sefton's vacancy rates for industrial floorspace are around 5% - well below the average for the sub-region. Vacancy rates in the office sector are 4% - again the lowest of the four authorities involved in the Study. This, in the Study's view, is indicative of the continuing strong demand for employment land and premises in the Borough.

## 5.0 Director's Comments

- 5.1 The Employment Land and Premises Study is one of a number of key evidence gathering studies which are being prepared and will be used to inform Sefton's emerging Core Strategy. The study will also be used to inform advice on individual development proposals and planning applications which involve the development of land in employment use.
- 5.2 The key message contained in the Study is that Sefton has a constrained employment land supply and this resource needs to be protected to meet current and future employment needs arising in the Borough, and also to minimise the need to identify 'new' employment land. If we are able to protect this supply and actively recycle/remodel underused and vacant employment (and potentially other surplus land) land across the Borough, we would not need to make any new employment allocations as part of the Core Strategy process. However, the serious caveat to this is that supply is already constrained in North Sefton and we must therefore carefully protect all our employment sites (allocated and Primarily Industrial Areas) for employment uses in this part of the Borough. In this regard, Southport Business Park has a pivotal role to play in meeting North Sefton's employment needs but this supply will inevitably run out in the future. On the basis of the BE Group's advice, this supply (including any proposed extension into the south east quadrant presently allocated for housing development) would be likely to meet needs up to about 2020. However, a successor site will need to be identified in about 2016 (to allow for a 4 year lead-in time to it being available) and this will create considerable planning challenges, not least because the Study suggests that if we can't find a suitable site in eastern Southport, a preferred location it may be needed on nearby land in neighbouring West Lancashire Borough Council's area. This would clearly require sensitive discussions with a neighbouring local authority. In the south of the borough, the need to recycle /remodel existing employment sites adds considerable weight to employment initiatives such as the Dunnings Bridge Road programme of environmental improvements and the related investment initiatives to the employment sites and, in particular, Atlantic Park as part of the NWDA's role in supporting the regional strategic site. Similarly, the Building Schools for the Future initiative may offer some opportunities to create some 'new' employment sites from surplus school sites.
- 5.3 Importantly, the Study also notes that backland employment sites in Southport make an important contribution to overall employment provision and should be protected as employment sites. However, it recognises that there are increasing pressures to seek alternative housing uses on some of these sites. In this regard, the emerging Strategic Housing Land Availability Assessment highlights these tensions, as a number of such sites have been suggested for alternative higher value housing uses. In this regard, we are also aware of increasing housing development interest in respect of a number of backland employment sites, despite the current depressed housing market. Accordingly, and in order to address these competing pressures, Members should note that we are currently in the process of drafting a Supplementary Planning Document (SPD) on Safeguarding Employment Land to, among other things, address these tensions and a draft of this document will be submitted to Planning Committee for its consideration at a later date.
- 5.4 With regard to the Port, the Study notes that it is constrained in terms of potential expansion land, and concludes that the Seaforth Nature Reserve is the only realistic opportunity to meet this need. However, *'it is excluded from the terms of reference of this study'* by virtue of the environmental / ecological designation (it is a Site of Special Scientific Interest, a proposed Ramsar Site, and a potential Special Protection Area). The Study acknowledges that further growth is likely to be difficult without a comprehensive partnership approach between Peel Ports, Sefton, Wirral and Liverpool to address how growth needs could be satisfactorily resolved along the key routes to and from the Port. This will clearly be a key planning challenge we will have to



# Agenda Item 8

address as we take forward our Core Strategy. In this regard, positive dialogue is ongoing with the Port and its representatives, acknowledging that the needs of the Port and, in particular, its need for additional capacity, has been accepted as part of the SuperPort initiative and recognised through the Liverpool City Region Multi Area Agreement. In short, the need for additional Port capacity will have to be carefully addressed as we move forward.

5.5 The Study raises major issues about the robustness/current relevance of RSS Policy W3 with regard to employment land provision and specifically questions whether the sub-regional employment requirements for Merseyside and Halton are now relevant, especially as we take forward our Core Strategy. Clearly, as advised in the Study, it will be important that discussions about this matter commence with 4NW as a matter of urgency and this process will need to start shortly, although we have already advised 4NW of our concerns and they have informally indicated that they would be happy to meet with us (and study partner authorities) to discuss the issues raised by the Study once it has been completed.

5.6 To conclude, the completion of this Study is timely has confirmed much of what we were already knew, albeit anecdotally, about employment land supply and needs in Sefton and especially the very tight employment land supply position that exists in North Sefton. It does, however, now provide us with a robust evidence base to address the issues arising from these pressures; both in terms of advice on pre applications and planning applications and in providing a firm evidence base on employment supply and needs which is necessary to take forward our Core Strategy.

## 6.0 Recommendations

6.1 That:

i) Planning Committee and Cabinet Member – Regeneration note the key findings of the Joint Employment Land and Premises Study for Sefton;

ii) Planning Committee endorses the key findings of the study to inform the emerging Core Strategy process and advice and decisions in relation to individual proposals and planning applications.

iii) Cabinet Member – Regeneration endorses the key findings of the study to inform the emerging Core Strategy; and

(iv) Cabinet agrees the report

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# Agenda Item 9

**REPORT TO:** Cabinet  
Cabinet Member Regeneration  
Planning Committee

**DATE:** 10<sup>th</sup> February 2010

**SUBJECT:** North West Regional Strategy 2010: Draft Part 1  
Consultation

**WARDS  
AFFECTED:** All

**REPORT OF:** Andy Wallis – Planning and Economic Regeneration Director

**CONTACT  
OFFICER:** Alan Young – Strategic Planning and Information Manager  
TEL 934 3551

**EXEMPT/  
CONFIDENTIAL:** No

## **PURPOSE/SUMMARY:**

This report is to inform Cabinet, Cabinet Member and Planning Committee of the consultation on the Draft Part 1 of the forthcoming Northwest Regional Strategy and to seek delegated authority from Cabinet for the Planning and Economic Regeneration Director to provide (partial) comments on behalf of Sefton and to contribute towards a joint Liverpool City Region response.

## **REASON WHY DECISION REQUIRED:**

To enable the Planning and Economic Regeneration Director to provide comments on behalf of Sefton in addition to contributing to the joint Liverpool City Region Cabinet comments.

## **RECOMMENDATION(S):**

It is recommended that:

- (i) Planning Committee, Cabinet Members and Cabinet note the key elements of the North West Regional Strategy 2010: Draft Part 1 Consultation and agree the suggested (partial) consultation response set out in the report; and
- (ii) agree that the Planning and Economic Regeneration Director be authorised to send the above, and any necessary further consultation comments, to the DCLG as part of the Council's formal response to this consultation exercise.

**KEY DECISION:** No

**FORWARD PLAN:** No

**IMPLEMENTATION DATE:** N/A

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## ALTERNATIVE OPTIONS:

Do not respond to consultation – however, there is the possibility that the comments expressed in this report will no be addressed by other respondents.

## IMPLICATIONS:

**Budget/Policy Framework:** None

**Financial:** None

<b><u>CAPITAL EXPENDITURE</u></b>	<b>2009 2010 £</b>	<b>2010/ 2011 £</b>	<b>2011/ 2012 £</b>	<b>2012/ 2013 £</b>
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<b><u>REVENUE IMPLICATIONS</u></b>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

**Legal:** N/A

**Risk Assessment:** N/A

**Asset Management:** N/A

## CONSULTATION UNDERTAKEN/VIEWS

INTERNAL TO PLANNING AND ECONOMIC REGENERATION DEPARTMENT

## CORPORATE OBJECTIVE MONITORING:

<b><u>Corporate Objective</u></b>		<b><u>Positive Impact</u></b>	<b><u>Neutral Impact</u></b>	<b><u>Negative Impact</u></b>
1	Creating a Learning Community		✓	
2	Creating Safe Communities		✓	
3	Jobs and Prosperity		✓	
4	Improving Health and Well-Being		✓	
5	Environmental Sustainability		✓	
6	Creating Inclusive Communities		✓	
7	Improving the Quality of Council Services and Strengthening local Democracy		✓	
8	Children and Young People		✓	

<p><b>LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT</b></p>
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# Agenda Item 9

## 1. Background & Introduction

- 1.1 A new economy-focused Northwest Regional Strategy (RS2010) is currently being prepared that will replace the current Regional Economic and Spatial Strategies. The new Strategy will combine the region's planning and economic development policies into a single document. The Northwest agreed as a region to prepare an integrated regional strategy in 2008 and since then it has become a statutory requirement.
- 1.2 In developing and consulting upon the new Regional Strategy, 4NW have split the document into 3 separate parts – 'Part 1: High Level Strategic Framework', 'Part 2: Detailed Policies', and an 'Implementation Framework'. The current consultation relates to Part 1: High Level Strategic Framework, which once finalised will contain the vision and principles to guide the Strategy, as well as setting the higher-level policies and priorities. The public consultation opened on 4<sup>th</sup> January and will close on 26<sup>th</sup> February 2010.
- 1.3 Members may recall that Sefton responded to a 'Principles and Issues' consultation for RS2010 that took place during Spring 2009. The findings from this earlier consultation have now been developed to inform the preparation of the current consultation document.
- 1.4 The subsequent 'Part 2: Detailed Policies' and the Implementation Framework will be produced and consulted upon separately, and are currently forecast to be available for consultation during summer 2010 (alongside a revised Part 1). Members should note that Part 2 will contain the more detailed policies, including any regionally set targets (such as those relating to housing numbers). The policies contained within Part 2 will be set within the context of the overarching Part 1 policies. Finally, the Implementation Framework will demonstrate how and by whom it is intended the Regional Strategy will be delivered. Members will be notified at the appropriate time of Sefton's proposed response to the Part 2 / Implementation Strategy consultation.
- 1.5 In the limited time available, and given the range of specialisms covered, it has not been possible to co-ordinate a complete response to the Part 1 consultation at this time. The following is therefore a partial response that seeks to highlight the key issues and propose a series of initial responses to the consultation. This report therefore seeks delegated authority to provide additional comments on behalf of Sefton if the Planning and Economic Regeneration Director, in consultation with Cabinet Member Regeneration and Chair of Planning Committee, considers it necessary prior to the 26<sup>th</sup> February deadline.
- 1.6 Sefton's finalised response will also feed into a joint Merseyside response, which is being coordinated by The Mersey Partnership (TMP) and the Mersey Policy Unit (MPU) on behalf of the Merseyside authorities.

## 2. Draft Part 1 Consultation Document

### 'Strands' and 'outcomes'

2.1 The Strategy comprises of 4 key 'strands' which set out the priorities faced by the region. These strands are also supplemented by twelve related 'outcomes', which expand upon the strands. These are set out as follows ('strands' highlighted in bold):

- **Capitalise on the opportunities of moving to a low-carbon economy and address climate change**
  1. Promoting the sustainable use of resources and minimising and adapting the impact of climate change.
- **Build on our sources of international competitive advantage and regional distinctiveness**
  2. Ensuring the northwest has vibrant and attractive cities, towns and rural areas, capitalising on the region's rich cultural, heritage, sporting and university assets.
  3. Increasing the levels of enterprise and trade and creating the right conditions for business growth and sustainability in the region. Capitalising on the region's strengths and assets in international trade, intellectual property, advanced manufacturing, bio-medical and digital/creative.
  4. Increasing productivity, capitalising on the region's innovation, science and research assets and exploiting the Northwest's potential in the renewable and nuclear offer and worldwide opportunities from low-carbon technologies.
  5. Protecting, enhancing and developing the quality of the Northwest's outstanding environmental, natural and coastal landscape assets.
- **Release the potential of our people and tackle poverty**
  6. Developing communities and places, which are sustainable and safe, with less deprivation and disadvantage within the region.
  7. Creating a world-class skills base, improving education, attracting and retaining talent as well as tackling gaps in basic, intermediate and graduate level skills.
  8. Having a healthy population, with a reduction in health inequalities and capitalising on the economic opportunities from changing health issues.
  9. Improving the range and depth of quality employment opportunities for all. Linking areas of opportunity and need, significantly reducing low employment rates and improving the supply of labour to businesses.
- **Ensure the right housing and infrastructure for sustainable growth**
  10. Creating balanced housing markets across the Northwest that support economic growth, strengthen inclusion and ensure that everyone has access to appropriate, well-designed high-quality, affordable housing in mixed, sustainable communities.
  11. Delivering a high-quality, reliable and efficient infrastructure, transport and digital networks which contribute to sustainable development and ensuring that the region is better connected, locally and internationally.

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12. Ensuring high-quality, efficient and responsive public services.

## **3 Director's Comments**

### General Comments

- 3.1 In terms of focus and implications for Sefton, the strategy recognises the importance of the maritime sector and the Liverpool Superport including access, the potential for tidal power within the Mersey, and developing the city region offer around the visitor economy. The draft Strategy also provides welcome emphasis on regeneration in the Liverpool City Region, and the need to tackle barriers to reduce worklessness in our area.
- 3.2 The draft Strategy seeks to improve enterprise levels, investment in business incubation and growth facilities, support high value jobs in tourism and port-related development and continues to support Housing Market Renewal. Additionally, the Strategy also seeks to encourage investment in utilities infrastructure and strategic employment sites in the region.
- 3.3 In general terms, the key messages of the draft Strategy are welcomed and supported, subject to the detailed comments set out in this report.

### Climate Change and Low Carbon Economy

- 3.4 Climate change, and moving to a low carbon economy, is identified as the single biggest challenge facing the region over the next 20 years. The Strategy states that the region should look to position itself to take full advantage of the opportunities from low-carbon energy and technology, and seek to reduce demand for energy and other resources. The Strategy also emphasises that it will be necessary to understand and adapt to the implications of unavoidable climate change.
- 3.5 The over-riding commitment to address climate change is an important statement of intent. However the extent to which climate change adjustment limits or over-rides other objectives is less clear. In particular, the Strategy raises (but does not answer) difficult questions on the balance between reducing consumption, demand and carbon requirements, but at the same time achieving growth.

### Economic Regeneration

- 3.6 Whilst the draft Strategy supports the continuation of regeneration initiatives in Merseyside, there is some concern that regeneration should be given greater emphasis in the document. Although regeneration is listed as one of the 12 'outcomes' (above), and as one of 4 'Strategic Options' (see below), it is considered that the aim of matching need to opportunity should be embedded in 'the vision' and / or the 'strategic objectives'.
- 3.7 It is also considered that there should be greater reference to the contribution made by small/medium growth-oriented enterprises that are the backbone of the regional economy and the source of significant investment and employment. At present, the Strategy sets the threshold for support to business growth and development at a very high level, prioritising only regionally significant investment in the "internationally competitive sector".



## Tourism and the role of Southport

- 3.8 A key concern regarding the document is that the role of Southport as a nationally recognised tourist destination is underplayed. Blackpool alone is singled out as a 'national' tourist destination, and it is considered that Southport should be given parity with Blackpool in this regard (it is instead referred to only as a 'regional destination'). No mention is made of Southport as 'England's Classic Resort', which is a significant omission, and reference should also be made to the 'Golf Coast' in underlining Southport's appeal. It should be noted that Southport was specifically referred to as the 'Classic Resort' in the 2006 Regional Economic Strategy, and it is considered that RS2010 should also include reference to this.
- 3.9 Another concern is that Southport's heritage appeal is not explicitly reflected in the Strategy. Whilst the 'key points' section within Appendix 2 recognises the opportunities to make more of the heritage appeal of Southport, alongside Chester, Lancaster and Carlisle, this is not reflected elsewhere in the document where only Chester, Lancaster and Carlisle are grouped together as 'heritage cities'.

## The North West Coast

- 3.10 In addition, it is considered that the North West Coast as an entity in terms of brand and potential National/International/Regional Destination attractor could be more explicit. Its unique assets are capable of contributing to a valuable and varied visitor economy. The NW Coast should also be recognised as an important green infrastructure asset alongside any targeted support for more urban-based green infrastructure.

## Spatial Options

- 3.11 In addition to the priorities and areas for action outlined above, the Strategy proposes four 'Spatial Options' which are designed to set out the range of choices that could be considered where there potential conflicts or spatial and distribution issues that arise. Respondents to the consultation are invited to identify which option they consider to be most appropriate for the emerging Strategy.
- 3.12 The four Spatial Options are as follows:
- Current position ("business as usual)
  - Focus on economic opportunity
  - Focus on protecting environmental resources and taking full advantage of environmental opportunities
  - Focus on regeneration and development to tackle social deprivation and inclusion.
- 3.13 We are not yet in a position to analyse the options sufficiently to make a firm judgement as to which would best for Sefton. The 'environmental limits' option is particularly difficult to assess, as we have no impact assessment on economic growth. Whilst there are merits to each option, it may be that a hybrid is required that incorporates elements of each.

## Consultation Submission

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- 3.14 A joint response to the Part 1 consultation is being jointly co-ordinated by TMP and MPU on behalf of the Merseyside authorities, and it is recommended that authority be delegated to the Planning and Economic Regeneration Director to agree these comments.
- 3.15 As stated above, this report constitutes a partial response to the RS2010 Part 1 consultation, and further consideration is needed to compile a final response. It is therefore recommended that authority be delegated to the Planning and Economic Regeneration Director to make additional comments to those made above in submitting a final response prior to the 26th February deadline.

## **Recommendation(s):**

It is recommended that Planning Committee:

- (i) note the key elements of the North West Regional Strategy 2010: Draft Part 1 Consultation and agree the suggested (partial) consultation response set out in the report; and
- (ii) agree that the Planning and Economic Regeneration Director be authorised to send the above, and any necessary further consultation comments, to the DCLG as part of the Council's formal response to this consultation exercise.

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**REPORT TO:** Planning Committee  
Cabinet Member – Regeneration  
Cabinet Member - Performance

**DATE:** 10<sup>th</sup> February 2010  
17<sup>th</sup> February 2010  
20<sup>th</sup> January 2010

**SUBJECT:** Planning and Economic Regeneration Department –  
Performance Report: April – September 2009

**WARDS AFFECTED:** All

**REPORT OF:** Andy Wallis, Planning and Economic Regeneration Director

**CONTACT OFFICER:** Andy Wallis  
0151 934 3543

**EXEMPT/  
CONFIDENTIAL:** No

**PURPOSE/SUMMARY:**

This is the Department's six-monthly report on progress towards meeting its Service and Corporate Plan objectives and targets for the period to September 2009.

**REASON WHY DECISION REQUIRED:**

It is a requirement of the Council's Performance Management process.

**RECOMMENDATION(S):**

That Members note the progress achieved to date.

**KEY DECISION:** No

**FORWARD PLAN:** Not appropriate

**IMPLEMENTATION DATE:** Following the expiry of the "call-in" period for the minutes of the meeting.

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**ALTERNATIVE OPTIONS:**

**IMPLICATIONS:**

**Budget/Policy Framework:**

**Financial:**

<b><u>CAPITAL EXPENDITURE</u></b>	<b>2008/ 2009 £</b>	<b>2009/ 2010 £</b>	<b>2010/ 2011 £</b>	<b>2011/ 2012 £</b>
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<b><u>REVENUE IMPLICATIONS</u></b>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

**Legal:**

**Risk Assessment:**

**Asset Management:**

**CONSULTATION UNDERTAKEN/VIEWS**

**CORPORATE OBJECTIVE MONITORING:**

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community		✓	
2	Creating Safe Communities		✓	
3	Jobs and Prosperity		✓	
4	Improving Health and Well-Being		✓	
5	Environmental Sustainability		✓	
6	Creating Inclusive Communities		✓	
7	Improving the Quality of Council Services and Strengthening local Democracy	✓		
8	Children and Young People		✓	

**LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT**

# Agenda Item 10

## 1. Background

- 1.1 Attached to this report is a summary output from the Council's performance reporting (SPRINT) system which records the Department's progress against Service Plan actions and targets. The purpose of this report is to highlight some key aspects of the Department's performance in the past six months.

## 2. Service Achievements

### Business support and employment services

- 2.1 The *Invest Sefton* and *Sefton@work* services, with financial assistance from StepClever (the re-named SLEGI programme), Working Neighbourhoods Fund, ESF, ERDF, Deprived Area Fund and the LSC, continue to make significant progress despite current economic conditions.

#### *StepClever Enterprise Gateway project*

- 2.2 Has been the subject of a mid programme review. Subsequently agreed amendments will enable the programme to deliver more flexible responses to clients. The programme will now run to March 2012 as a consequence of its endorsement by the StepClever Board.

#### *Sefton Integrated Business Support (SIBS)*

- 2.3 Recruitment difficulties have resulted in some slower service delivery.

#### *Build Sefton/StepClever Construction support*

- 2.4 Has made good progress with lead contractors in securing labour agreements to support recruitment of apprentices and other labour and skills enhancement.

#### *Skills & Employment Team*

- 2.5 There has been a substantial programme of work in delivering City Employment Strategy addressing worklessness and new claimant needs. The November 2009 Job Seekers Allowance figures a third consecutive month's reduction in claimants. The Child Poverty Pilot (Promoting Parents) has been recognised by the Department of Works and Pensions (DWP) as a national model of good practice.

### Neighbourhoods Division

#### *Area Management*

- 2.6 Progress made in relation to Area Management has focused upon ensuring that the correct infrastructure is established to enable effective delivery to all parts of the Borough. Service mapping has now been undertaken and the results discussed with Members and Area Committee Chairs. Further interim arrangements have been agreed by Cabinet and will be in place early in 2010. Consultation has commenced around area-based governance structures.

## *Business Neighbourhoods*

- 2.7 Business Neighbourhoods is a part of the Stepclever programme which is a joint Sefton and Liverpool venture working in the six wards of Linacre, Derby, County, Anfield, Kirkdale and Everton. This project commenced in January 2008, and has to date assisted over 900 businesses. Currently in negotiation to secure resources for 2010/2011 which will deliver to a wider area of South Sefton.
- 2.8 The programme spend performance profile Quarter 1 & 2 has shown a 94% spend against profile. Overall the programme has achieved nearly 36% spend – this is as anticipated as programme has been operational for 2 quarters. Programmed to spend more in quarter 4, therefore, full spend should be achieved. In terms of Progress towards targets 2009/10:
- 59 people successfully obtained employment, through targeted support; job creation and as a result of indirect support
  - 79 people were helped to stay in employment through the provision of out of school childcare
  - 14 people have accessed advice on starting a business which will help people move into self employment and potentially create new jobs
  - 6 businesses have directly received financial support to either enable them to stay in employment, retain staff in employment or create new jobs
  - 1 session was carried out at a youth service provision with the Credit Union which allowed parents to access advice and Credit Union services
  - 37 people have received training
  - 377 young people participating in programmes to develop their skills and qualifications
  - a large percentage of people think they can influence decisions in their locality

## *Neighbourhood Element – Park Lane Neighbourhood Team*

- 2.9 The team based upon the Netherton Park estate have been delivering a number of activities to support residents on the estate including:
- Supporting residents through establishing a tenants group; holding a residents' fun day; supporting the Netherton Park Neighbourhood Centre and Gordon Youth Centre;
  - Working in partnership with local services to deliver estate clean ups; distribute Smartwater crime prevention packs; developing multi-agency groups and work;
  - Promoting the work of the team and services across the estate through newsletters.

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## Major Development Projects

### Lydiate Village Centre

- 2.10 Sefton Council, on behalf of Lydiate Parish Council is managing the delivery of a £881,523 Village Centre on Lamshear Lane, Lydiate. The Contractor is currently on site, and the project is expected to be completed by early 2010.

### Southport Commerce Park

- 2.11 The second phase of the Bus Link Road project is scheduled to commence in January and completed in March 2010.
- 2.12 The second project on the Commerce Park involves bringing forward a new office development, which would create some 5,776 m<sup>2</sup> of commercial floor space (1.2 hectares of land) in order to provide quality office accommodation to meet potential local demand. This is a grant funded project, the developer, Berkeley James is currently marketing the site in order to generate interest from potential end users.

### An Independent Living Centre

- 2.13 ERDF/HLF grant funded 19–35 Scarisbrick Avenue, Southport project by Blythe's, and the difficulties the developer was encountering as result of the current economic climate. In order to ensure the completion of this project, and minimise the possibility of claw-back of grant Members agreed to the location of the Independent Living Centre on the ground floor of this development.

### *New Funding Opportunities*

- 2.14 Officers are currently exploring a number of funding opportunities from the North West Operational Plan, Rural Development Programme for England, and the Big Lottery.

## Local Development Framework

- 2.15 The Local Development Scheme (LDS) which sets out the 3-year work programme is in place and approved by GONW. The priority continues to be the preparation of the Core Strategy. Spatial profiles have been developed though discussion with stakeholders and these have formed the basis of presentations to all the Area Committees during the early Summer. This has led to discussion on the key issues and opportunities in each part of the Borough. Presentations have also been made to the Sefton Area Committee of Local Councils (the 'Ten Parishes') and to individual parish councils. Members have continued to contribute to this process through meetings of the Member / Officer Working Group.
- 2.16 A major element in the preparatory work for the Core Strategy is ensuring we have up to date information on which to develop policy. In this regard, a number of key evidence gathering studies are nearing completion, though progress has been slower than anticipated partly because most of the studies have been more complex than anticipated and, in the case of the latter two studies, the work has been carried out jointly with other authorities with Sefton leading. The studies include:



- Strategic Housing Market Assessment (SHMA) – was reported to Members during last Summer. It provides the basis for our affordable housing policy.
- Strategic Housing Land Availability Assessment (SHLAA) – this is a joint study being undertaken by consultants White Young Green for Knowsley, West Lancashire and Sefton. The study assesses the need for and amount of land that is available or likely to be available for housing development. This will be reported to Members early in 2010.
- Employment Land and Premises Study (EL&PS) – this is a joint study being undertaken by consultants BE Group for Halton, Knowsley, West Lancashire and Sefton. The study assesses the amount of land and premises that are available and are needed for employment purposes. This will be reported to Members early in 2010.

## **Preparation for 2011 Census**

- 2.17 Within Sefton, the Planning and Economic Regeneration Directorate is providing assistance to the ONS in their preparation for the 2011 Census (taking place on the 27<sup>th</sup> March 2011) and have contributed to
- Address Register development to ensure fullest coverage.
  - Enumeration intelligence for targeting delivery methods and follow-up resources.
  - Identifying and developing Community Liaison contacts.
  - Recruitment of enumeration staff, publicity and logistics.
  - Provision of local information to support Data Quality assurance.

## **Regulatory Services**

- 2.18 Quarterly reports on regulatory performance are submitted to Planning Committee. The Regulatory Group has met all the statutory Best Value targets for determining planning and building regulation applications over this period; for the municipal year as a whole 90.8% of planning applications were determined within 8 weeks and we continue to meet the DCLG target for planning appeals.
- 2.19 In respect of local targets it continues to be a time of consolidation. The Department has been encouraging submission of applications electronically (approx 40% are submitted this way now) and liaising with local agents and partners. The public make very good use of the information on the Council's web site concerning planning applications; far fewer members of the public now call to the offices to view plans which has allowed the Department to consolidate its services to Bootle. During this period we have seen a continuing fall in planning application volumes. This is having a consequential and significant impact on fee income.

## **3. Risks**

- 3.1 The main risks to service delivery remain as set out in the Service Plan. As previously reported a key risk, particularly for economic regeneration, was the continuity of funding and the outcome of the Comprehensive Spending Review in particular. Sefton has been successful in attracting external resources through the Local Enterprise Growth Initiative, Working Neighbourhoods Fund, Heritage Lottery

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Fund, ERDF, ESF and other smaller funding streams. Services are now on a stronger foundation for the next three years. However, the recent deterioration in the financial climate and the recession may well limit the effectiveness of the Council's contribution to its LAA targets for worklessness, enterprise and qualifications.

- 3.2 The Department continues to experience a reduction in the number of planning and building regulation applications with consequential impact on fee income.

## 4. Performance Indicators

- 4.1 There is a comprehensive suite of national Best Value Performance Indicators for the statutory planning services (Development Control, Local Development Framework, Conservation). Although there are no BVPIs relating to the Economic Regeneration service, there are key National Indicators and LAA targets for the delivery of Economic Development and Enterprise activities which are shown in the table below.

- 4.2 Overall, the table shows that performance against all key targets is strong, and we are exceeding targets in a number of areas. However, attention is drawn to some areas of concern identified in the comments column.

BVPI	Indicator	Target	Progress/Comment
106	New homes on previously developed land	70%	Although there are no final figures yet available for the past six months, it is clear from applications approved and completions that we will continue to deliver well over 90% of new homes on previously developed land.
109a/b/c	Planning applications <ul style="list-style-type: none"> <li>• 60% major applications in 13 weeks</li> <li>• 65% of minor applications in 8 weeks</li> <li>• 80% of other applications in 8 weeks</li> </ul>	60% 65% 80%	All BVPIs on our performance in dealing with planning applications have been met over the last twelve months.
200a/b/c	Plan Making <ul style="list-style-type: none"> <li>• Local Development Scheme</li> <li>• Plan Milestones Achieved</li> <li>• Annual Monitoring Report</li> </ul>	Achieve all target dates	

LAA	Indicator	Target	Progress
NI 153	Working age people claiming out of work benefits in the worst performing neighbourhoods	29.7% (2011)	GoNW has been advised that the deteriorating economic climate may impact achievement of this target.
NI 171	VAT registration rate	Tbc	This is a key measure of enterprise,

			but DCLG is replacing the existing indicator with a better measure of business start-ups, and a new target will be negotiated in January 2009.
NI 116	Proportion of children in poverty	Tbc	Also to be replaced by a new measure, no date announced for its introduction. New target to be included in refresh of LAA next March.
NI 163	Working age population qualified to at least NVQ level 2	76.7% (2011)	Sefton starts at a higher point than other Merseyside LAs, but has made slower progress in 2008. Achievement of this target may also be affected by a recession.

## 5. Corporate or Cross-Cutting Issues

### Equalities

- 5.1 The Department has successfully completed level 4 of the Equality Standard for Local Government, as part of level 4 of the Equalities Standard all service areas continue to have equalities targets on their respective service plans. Virtually all staff managers have now received training for including equalities in PRDs and specialised training for Equalities and Procurement and Equality Impact Assessments is also being accessed.

### Sickness Rates

- 5.2 Staff attendance record remains acceptable. Absence levels for long term and short-term sickness for the period April – September 2009 have reduced to 3.57% (from 4.12%).

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# Agenda Item 11

**REPORT TO:** Cabinet Member Regeneration.  
Overview & Scrutiny (Regeneration and Environmental)

**DATE:** 17 February 2010  
9 March 2010

**SUBJECT:** Revenue and Capital Expenditure Monitoring to 31 December 2009

**WARDS AFFECTED:** None directly affected

**REPORT OF:** Andy Wallis  
Planning and Economic Regeneration Director

**CONTACT OFFICER:** Andy Wallis - 0151-934-3542  
David Gant – 0151-934-2378  
Kevin McBlain – 0151 934-4049

**EXEMPT/CONFIDENTIAL:** No

**PURPOSE/SUMMARY:**

To provide the Cabinet Member with the 9 month forecast position, based on information as at the 31 December 2009, in relation to the Portfolio's 2009/10 Revenue Budget and Capital Programme.

**REASON WHY DECISION REQUIRED:**

Cabinet Member accountability and in line with the corporate performance management process.

**RECOMMENDATION(S):**

That the Cabinet Member Regeneration:

- a) Notes the progress taken on the Regeneration Portfolio's revenue budgets that are subject to risk-based monitoring.
- b) The Cabinet Member is asked to indicate whether any comments about the overall performance of this Portfolio's Revenue Budget and schemes within the Capital Programme should be referred to Cabinet.

That Overview and Scrutiny (Regeneration and Environmental)

- c) Notes the contents of the report and indicates whether any comments about the overall performance of the Regeneration Revenue budget and schemes within the Capital Programme should be referred to Cabinet.

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**KEY DECISION:** No.

**FORWARD PLAN:** Not appropriate.

**IMPLEMENTATION DATE:** Not appropriate.

**ALTERNATIVE OPTIONS:**

None.

**IMPLICATIONS:**

**Budget/Policy Framework:** None.

**Financial:** The Regeneration Portfolio is not expected to overspend in 2009/10 and has made significant contribution to the Council's overspend position this year by release of a number of reserve accounts, as agreed at Cabinet 25 November 2009.

<b><u>CAPITAL EXPENDITURE</u></b>	<b>2009/10</b> £	<b>2010/11</b> £	<b>2011/12</b> £	<b>2012/13</b> £
Gross Increase in Capital Expenditure	N/a	N/a	N/a	N/a
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<b><u>REVENUE IMPLICATIONS</u></b>				
Gross Increase in Revenue Expenditure	N/a	N/a	N/a	N/a
Funded by:				
Sefton funded Resources				
Does the External Funding have an expiry date Y/N				When?
How will the service be funded post expiry?				

**Legal:** Not appropriate.

**Risk Assessment:** The main risk concerns the failure to identify budget variances through the monitoring process, which will make it difficult for the Council to manage its spending within available resources. The adopted risk-based approach to monitoring together with regular reporting should help manage this risk.

**Asset Management:** Not appropriate.

**CONSULTATION UNDERTAKEN/VIEWS**

FINANCE DEPARTMENT FD 321 - The Acting Finance and Information Services Director has been consulted and his comments have been incorporated into this report

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## CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community		✓	
2	Creating Safe Communities		✓	
3	Jobs and Prosperity		✓	
4	Improving Health and Well-Being		✓	
5	Environmental Sustainability		✓	
6	Creating Inclusive Communities		✓	
7	Improving the Quality of Council Services and Strengthening local Democracy	✓		
8	Children and Young People		✓	

<b>LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT</b>
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## 1. Background/Issues for consideration

- 1.1 In accordance with Cabinet's overall approved process for monitoring the Council's budgets, each Portfolio is to receive a quarterly report identifying risk-assessed controllable Revenue and Capital budget areas.
- 1.2 This report forms part of that overall monitoring process by advising the Cabinet Member of the progress against this Portfolio's revenue budget risk areas for the period ending 31 December 2009. Where budget pressures have been identified, Service Directors have reviewed their departmental budgets for compensating savings. Departments have also been asked to consider whether or not all other controllable budgets can be contained with the resources allocated by the Council for 2009/10.

## 2. Revenue Budget

- 2.1 Details of this portfolio's budgets that are monitored and reported on the risk-assessed basis are shown in Appendix A. No monitored lines are expected to overspend by any significant amount.
- 2.2 Following a review of the Council's Provisions and Reserves, Cabinet of 25 November 2009 have agreed to release the provisions/reserves shown in the M1 statement towards the Council's forecast overspend in 2009/10.

## 3. Capital Programme

- 3.1 Attached at Annex B is the current Regeneration capital programme. This programme takes account of slippage from 2008/09 and any revised requirements for individual schemes. Actual expenditure of £2.459m (col.4) has been achieved in the first nine months of the year. This is 38% of the total forecast expenditure for the year of £6.418m (cols. 4 and 5). Forecast expenditure for the remainder of the year is £3.959m (col.5).

Major schemes included within the Regeneration element of the programme include:-

1. Leeds / Liverpool Canal £1.020M
2. Lord Street Ph.2 £4.244M
3. Netherton Park N'hood Centre £2.063M
4. South Sefton Investment Centre £6.934M
5. Water Centre Crosby £8.971M
6. Crosby Marine lake – Water Quality £1.179M
7. Stepclever Property Project £2.108M

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Major expenditure included within the housing element of the programme relates to Home Improvement Grants, for which in year expenditure is estimated at £0.654m. Housing schemes are closely monitored during the year with corrective action taken, if necessary, to avoid any underspends.

## **4. Recommendations**

That the Cabinet Member Regeneration:

- a) Notes the progress taken on the Regeneration Portfolio's revenue budgets that are subject to risk-based monitoring.
- b) The Cabinet Member is asked to indicate whether any comments about the overall performance of this Portfolio's Revenue Budget and schemes within the Capital Programme should be referred to Cabinet.

That Overview and Scrutiny (Regeneration and Environmental Services)

- c) Notes the contents of the report and indicates whether any comments about the overall performance of the Regeneration Revenue budget and schemes within the Capital Programme should be referred to Cabinet.

Regeneration Portfolio to Revenue Budget Risk Areas to 31 December 2009

ANNEXA

Ref	Service	Budget	Full Year Budget £000	Budget to Date £000	Actual to Date £000	Variance to Date £000	Forecast Outturn £000	Forecast Outturn Variance £000	Forecast Outturn Variance December £000
K 1	Regeneration	Employees	703.2	527.4	447.1	-80.3	675.9	-27.3	-27.3
	<b>Items agreed at Cabinet 25/11/09</b>	Area Management – 2009/10 Resources	375.1	0	0	0	75.0	-300.0	-300.0
		Crosby Street Scene Pilot	-0	0	0	0	0	-18.0	-18.0
		Decentralised Services 2008/09	-0	0	0	0	0	-184.0	-184.0
		Atlantic Gateway Reserve	-0	0	0	0	0	-141.0	-141.0
		Barriers to Health	460.0	0	0	0	0	-460.0	-460.0
							<b>750.9</b>	<b>-1,130.3</b>	<b>-1,130.3</b>

Proportion of budget reported upon - REGENERATION	Expenditure £'000	Income £'000
Total key areas of budget	703.2	0
Total budget	29,290.9	-17,210.8
Percentage of total budget reported	2.40%	0.00%

**Comments on forecast of total budget (including remedial action)**  
 At this stage in the year it is not expected that there will be any change in the outturn costs.

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**ANNEX B**

**METROPOLITAN BOROUGH OF SEFTON**

**CAPITAL PROGRAMME 2009/10 - 2011/12**

**REGENERATION**

1	2	3	4	5	6	7
REF. NO.	PROJECT DESCRIPTION	EXPEND TO 31.03.2009	EXPEND TO 31.12.09	IN 2009/10 FORECAST BALANCE	FUTURE EXPEND	TOTAL COST
		£'000	£'000	£'000	£'000	£'000
	<b><u>General</u></b>					
1	Development Fund	15.79	54.29	19.92	0.00	90.00
2	Leeds/Liverpool Canal	916.18	16.63	0.00	87.50	1020.31
3	Lord Street Phase 2	4080.69	91.27	72.04	0.00	4244.00
4	Netherton Park Neighbourhood Centre	2062.69	7.70	-6.47	0.00	2063.92
5	South Sefton Investment Centre	6833.62	0.00	101.03	0.00	6934.65
6	Water Centre Crosby	8637.18	319.33	14.49	0.00	8971.00
7	Crosby Marine Lake - Water Quality Imprvmnt.	0.00	107.40	592.60	0.00	700.00
8	Water Centre Crosby - Fit-out costs	311.02	738.85	129.13	0.00	1179.00
9	Southport Commerce Pk. - 3rd phase Devel.	0.00	0.00	0.00	884.00	884.00
10	Southport Commerce Pk. - Primary Sub Station	30.76	34.60	36.10	0.00	101.46
11	Stepclever Property Project	0.00	80.06	180.00	1848.32	2108.38
12	Sefton Narrow Boat	0.00	50.00	0.00	0.00	50.00
13	Old Schemes	0.00	0.32	0.50	0.00	0.82
	<b>TOTAL GENERAL REGENERATION SCHEMES</b>	<b>22887.93</b>	<b>1500.45</b>	<b>1139.34</b>	<b>2819.82</b>	<b>28347.54</b>

**METROPOLITAN BOROUGH OF SEFTON**

**ANNEX B**

**CAPITAL PROGRAMME 2009/10 - 2011/12**

# Agenda Item 11

## REGENERATION

1	2	3	4	5	6	7
REF. NO.	PROJECT DESCRIPTION	EXPEND TO 31.03.2009	EXPEND TO 31.12.09	IN 2009/10 FORECAST BALANCE	FUTURE EXPEND	TOTAL COST
		£'000	£'000	£'000	£'000	£'000
	<b><u>Housing Regeneration Schemes</u></b>					
	<u>Home Improvement Grants</u>					
14	Previous Years' Approvals	4793.33	5.04	11.58	0.00	4809.95
15	2007/08 Approvals	706.18	27.60	1.76	0.00	735.54
16	2008/09 Approvals	357.54	223.37	3.05	0.00	583.96
17	2009/10 Approvals	0.00	255.12	35.88	200.00	491.00
18	Grant Administration Fees	206.49	0.00	91.11	0.00	297.60
	<b>Total Home Improvement Grants</b>	<b>6063.54</b>	<b>511.13</b>	<b>143.38</b>	<b>200.00</b>	<b>6918.05</b>
	<u>General</u>					
19	Energy Efficiency Grants	309.67	0.00	65.86	12.00	387.53
20	Landlord Accreditation / HMO's	29.78	0.00	0.00	5.22	35.00
21	Green Business Project	242.69	11.66	48.54	0.00	302.89
22	Empty Homes Strategy	282.22	5.05	2.73	0.00	290.00
23	Strategic Housing Market Assessment	47.65	3.50	0.00	0.00	51.15
24	Housing Act - Works in Default	6.40	8.17	20.43	0.00	35.00
25	Older Persons Hsg Strat.- extra care provn.	0.00	0.00	300.00	2700.00	3000.00
26	Contribution to HMRI 08/09 - 10/11	2500.00	419.33	2204.67	2654.00	7778.00
27	Affordable Housing Study	0.00	0.22	24.78	0.00	25.00
28	Gypsy and Traveller Accom. Provision - Site Appraisal & Consultation	0.00	0.00	0.00	12.00	12.00
29	Old Schemes	0.84	0.00	9.40	0.00	10.24
	<b>Total General</b>	<b>3419.25</b>	<b>447.93</b>	<b>2676.41</b>	<b>5383.22</b>	<b>11926.81</b>
	<b>TOTAL HOUSING REGENERATION SCHEMES</b>	<b>9482.79</b>	<b>959.06</b>	<b>2819.79</b>	<b>5583.22</b>	<b>18844.86</b>
	<b>GRAND TOTAL REGENERATION SCHEMES</b>	<b>32370.72</b>	<b>2459.51</b>	<b>3959.13</b>	<b>8403.04</b>	<b>47192.40</b>

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# Agenda Item 12

**REPORT TO:** Cabinet Member - Regeneration

**DATE:** 17 February 2010

**SUBJECT:** Introduction of a Pilot Customer Incentive Scheme in South Sefton

**WARDS AFFECTED:** Linacre, Derby, Litherland, Ford, St Oswald, Netherton and Orrell and Church

**REPORT OF:** Alan Lunt – Director - Neighbourhoods and Investment Programmes Department

**CONTACT OFFICER:** Steph Prewett – Assistant Director (Neighbourhoods)  
Ext: 3485

**EXEMPT/ CONFIDENTIAL:** No

**PURPOSE/SUMMARY:**

To set out a pilot customer incentive scheme for South Sefton and explain the outcomes and benefits.

**REASON WHY DECISION REQUIRED:**

To ensure that the Cabinet Member is informed on a pilot initiative which:

- supports small businesses in deprived areas to stay in business
- helps residents to shop locally and make it more affordable
- enables the Council, StepClever and One Vision to enhance their knowledge about their customers including local businesses
- requires the Council to be the lead organisation
- does not require additional resources from the Council to implement the pilot

**RECOMMENDATION(S):**

That the Cabinet Member:

- Notes that this is a pilot in South Sefton due to the resources being used and the focus on areas of deprivation
- Notes the potential benefits of a pilot local customer incentive scheme
- Agrees that the Council should be the lead organisation
- Receives further updates on performance of this to inform potential roll out to other areas and continuation subject to resources being available
- Notes that additional resources are not required by the Council to implement the pilot

**KEY DECISION:** No

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**FORWARD PLAN:** n/a

**IMPLEMENTATION DATE:** Following the expiry of the “call-in” period for the Minutes of the meeting

**ALTERNATIVE OPTIONS:**

**Option One: To develop a swipe card system to deliver more customer data to the Council.**

The Council needs to further refine its customer engagement strategy and relationship management system. To introduce a swipe card would not be productive at this point. Also, the focus is on supporting small businesses who would not have a card reader system in their shops.

**Option Two: To ask One Vision to lead and to target their own tenants**

This would be difficult to implement and would mean that not all residents would benefit. We would also lose the benefits of working in partnership.

**Option Three: To implement this across the whole of Sefton, rather than trial it**

Available resources are geographically restricted at the moment. Also, need to test out the approaches and benefits before rolling out to a wider area.

**IMPLICATIONS:**

**Budget/Policy Framework:**

**Financial:** Resources to deliver this are already available through Stepclever, One Vision and Working Neighbourhoods Fund. There are no additional resources needed from the Council.

	<b>2009</b>	<b>2010/</b>	<b>2011/</b>	<b>2012/</b>
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<u>CAPITAL EXPENDITURE</u>	2010 £	2011 £	2012 £	2013 £
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	March 2011/12			
How will the service be funded post expiry?	This is a pilot and future resource requirements will be dependent on outcomes and success			

**Legal:**

There will be a contractual agreement between the Council and Countdown to produce the resident packs, contact and sign up the businesses, set up and update the website and undertake satisfaction surveys.

The sign up of the businesses is a contractual agreement between Countdown and the business.

**Risk Assessment:**

**That businesses will not sign up to this in sufficient numbers.** The contractual agreement with Countdown will be dependent on the level of sign up and the type of businesses to be targeted. If this level was not reached then the contract would be invalid.

**That businesses will not honour the discount offered.** In this instance, Countdown are contractually obliged to honour that discount on the businesses behalf.

**That the Council is unable to distribute the cards:** Alternative arrangements with One Vision for their tenants and with Countdown direct will be explored.

**That Stepclever and One Vision funding,**

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**agreed in principle, is not confirmed:** The scheme would be implemented at a reduced scale

**Asset Management:** n/a

## CONSULTATION UNDERTAKEN/VIEWS

Strategic Leadership Team  
One Vision Chief Executive  
Step Clever Team

## CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community		X	
2	Creating Safe Communities		X	
3	Jobs and Prosperity	X		
4	Improving Health and Well-Being	X		
5	Environmental Sustainability		X	
6	Creating Inclusive Communities	X		
7	Improving the Quality of Council Services and Strengthening local Democracy	X		
8	Children and Young People		X	

## LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

None

### 1.0 Background

## Overview

- It is proposed that Sefton Council, One Vision and Stepclever introduce a customer incentive scheme in the south of the Borough as a pilot scheme for two years. The coverage would be South Sefton including Church ward (40,000 households) and a target of 400 businesses.
- The funding to support this would be:
  - Stepclever Innovation Fund £25,000 per annum (agreed in principle)
  - One Vision £15,000 per annum (agreed in principle)
  - Stepclever Business Neighbourhoods £20,000 per annum (secured)
  - Working Neighbourhoods Fund Business Support £40,000 per annum (secured)
- **No additional resources are requested from the Council to implement this pilot.**
- 

## 1.1 Summary

- 1.1.1 Countdown is a national loyalty scheme with a card similar to those used by Tesco's and Boots. However, it doesn't have the swipe mechanism and is about encouraging local businesses to stay in business across an area, rather than being aligned to a particular company. The card is free for residents and they can access discounts in local shops and national chains. It is also free for local businesses. The only criteria for sign up is that they have to offer some form of discount and publicise the scheme in their business premises as well as appear in the directory of shops and businesses that accompanies the card.
- 1.1.2 Countdown has been in operation for over forty years and a large number of Housing Associations and Councils have already invested in it. For example, Knowsley Housing Trust are very positive of the benefits of this to the local area.
- 1.1.3 Primarily this is a scheme which is used to support local businesses to stay in business and enhance local areas. It will do this by:
  - encouraging collaboration between local businesses to develop a more attractive offering to current and potential customers, to help drive business growth
  - increasing the number of customers using the businesses in south Sefton, their frequency of usage and spend per head per visit
  - growing the share of the shopping and leisure market achieved by South Sefton, especially Bootle Town Centre and Waterloo – to build a sense of belonging and identity to business areas amongst existing local and potential customers

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- providing a benefit to the local community by developing a vibrant and attractive environment, which will have a beneficial effect on inward investment
- building confidence in businesses that the Council, StepClever and One Vision are working pro-actively to support local businesses

1.1.4 However, it can also be used as a tool to :

- raise the profile of One Vision, Council and Stepclever with residents. Every time a resident gets it out of their wallet or purse they will see the logos and branding of this. This will help to increase confidence in public services and evidence has suggested engender a sense of loyalty to the organisations promoting it.
- contribute towards reducing poverty by offering more affordable shopping in localities
- increase the opportunities for healthy eating by offering more affordable choices
- contribute towards increasing our ability to know and understand our communities through asking about usage of the card and exploring its future application as part of an enhanced customer relationship management system

1.1.5 Although Countdown is a national organisation, each scheme is customised and branded according to the needs of the area. For example, the pilot could have Council, One Vision and Stepclever logos on it and a link from the websites to a Sefton page on the Countdown website. It is a local decision which businesses should be targeted and how many should be signed up to make it viable.

1.1.6 The costs are worked out on a unit cost basis and if ordered in bulk would be in the region of £100,000 for a year. The funding sources are set out in the overview. It should be noted that the Stepclever resource is focussed on Linacre and Derby wards and the remaining sources have meant that the coverage can be widened out to South Sefton. As stated above no additional resources are being requested from the Council.

1.1.7 The success of the scheme would be measured through customised surveys with both users and businesses and also through using existing business and customer focussed staff.

1.1.8 If deemed successful, there is potential for this to be continued and rolled out to other areas across Sefton, subject to resources.

## 1.2 How would it work?

- 1.2.1 A pack is produced which has a directory of local businesses set out on a geographical basis, potentially specialist businesses having their own section and then national chains at the back. It is a local choice whether national chains and discounts on holidays, etc are included. Each business has a section setting out what they do and the discounts that they offer. There is capacity within the handbook to add in useful information. For example, key contact details for the organisations. The pack also contains the Countdown card which will be locally branded. Residents will need to log onto the national website to register the card to access any deals on the website. The card would be valid for two years.
- 1.2.2 Countdown bring a team of people into the area and focus on those areas and types of businesses that have been highlighted. They either ring the businesses first or meet them to explain the benefits and explore the range of discounts that could be offered. It has already been stressed that some of the smaller businesses may be harder to convince and extra efforts need to be made with them, rather than sign up the easier ones. A stipulation within the contract would be that there should be limit on the level of discount that could be offered to encourage take up. Each business will need to sign a legal agreement to provide the discount and to display a sticker in the window and posters. They also need to explain how it works to their staff if they have any. If it is a business like a plumber who doesn't have a base, alternative methods need to be explored.
- 1.2.3 Businesses can sign up at any point to the scheme, but the directory will only be published at the start of the pilot. However, for example, if anything on Countdown is published in the local papers about this, then there will be opportunities to promote them then. Similarly if people move into the area, they will be able to access a card through the website.
- 1.2.4 Surveys of usage and benefits will be conducted throughout the two year pilot. These will be incorporated within existing surveys wherever possible and this will be discussed as part of the Transformation Communications and Customer Engagement workstreams.
- 1.2.5 The scheme will be launched locally with the three sponsors. Details of how this would work need to be discussed and at what level. However, there is currently a Shop Local campaign launched by the local papers which this could tie in with potentially. In terms of branding, an initial idea is that a competition for a name is run. Alternatively, there maybe a need to keep it simple and as corporate across the three organisations as possible.

## 1.3 Timescales

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1.3.1 Work on developing this can start immediately. It is estimated that it takes a good four to six months from planning to full inception to make this happen.

## **2.0 Recommendations**

That the Cabinet Member:

- (i) Notes that this is a pilot in South Sefton due to the resources being used and the focus on areas of deprivation
- (ii) Notes the potential benefits of a pilot local customer incentive scheme
- (iii) Agrees that the Council should be the lead organisation
- (iv) Receives further updates on performance of this to inform potential roll out to other areas and continuation subject to resources being available
- (v) Notes that additional resources are not required by the Council to implement the pilot