

MEETING: CABINET MEMBER - REGENERATION

DATE: Monday 23 November 2009

TIME: 10.00 am

VENUE:

Councillor

DECISION MAKER: Maher
SUBSTITUTE: P Dowd

SPOKESPERSONS: Hough Ibbs

SUBSTITUTES: McGuire Pearson

COMMITTEE OFFICER: Olaf Hansen Committee Clerk
Telephone: 0151 934 2067
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E-mail: olaf.hansen@legal.sefton.gov.uk

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.	Apologies for absence	
2.	Declarations of Interest 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.	Minutes of Previous Meeting Minutes of the meeting held on 28 October 2009	(Pages 5 - 8)
4.	Revenue and Capital Expenditure Monitoring to 30 September 2009 Report of the Planning and Economic Regeneration Director	All Wards (Pages 9 - 18)
5.	Sefton Business Village Partnership Reports (27th October 2009 Meeting) Report of the Planning and Economic Regeneration Director	All Wards (Pages 19 - 92)
6.	The Development of Low Carbon Economy in Response to Climate Change Joint report of the Strategic Director of Regeneration and Environmental Services and Planning and Economic Regeneration Director	All Wards (Pages 93 - 104)
7.	Merseyside Landlord Accreditation Scheme Report of the Housing Market Renewal Director	All Wards (Pages 105 - 116)
8.	Exclusion of Press and Public To consider passing the following resolution: 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 involves the likely disclosure of exempt information as defined in Paragraphs 3 and 5 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.

9. **Housing Market Renewal Programme -
Housing Development Opportunity -
Klondyke Neighbourhood** Netherton and Orrell (Pages 117 - 122)

Report of the Housing Market Renewal Director

THE "CALL IN" PERIOD FOR THIS SET OF MINUTES ENDS AT 12 NOON ON WEDNESDAY 4 NOVEMBER, 2009. MINUTE NO.59 IS NOT SUBJECT TO "CALL IN".

CABINET MEMBER - REGENERATION

MEETING HELD AT THE TOWN HALL, BOOTLE ON WEDNESDAY 28 OCTOBER 2009

PRESENT: Councillor Maher

ALSO PRESENT: Councillors Hough and Ibbs

56. APOLOGIES FOR ABSENCE

No apologies for absence were received.

57. DECLARATIONS OF INTEREST

No declarations of interest were received.

58. MINUTES

RESOLVED:

That the Minutes of the meeting held on 30 September, 2009 be confirmed as a correct record.

59. EMPTY PROPERTY STRATEGY (HOUSING)

The Cabinet Member considered the report of Housing Market Renewal Director, which sought approval to a new Empty Property Strategy (Housing).

A copy of the Empty Property Strategy (Housing) was attached as an annexe to the report.

This was a key decision and was included on the Council's Forward Plan of Key Decisions.

RESOLVED: That

- (1) the Empty Property Strategy (Housing) report be noted; and
- (2) Cabinet be recommended to approve the new Empty Property Strategy (Housing).

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CABINET MEMBER - REGENERATION- WEDNESDAY 28 OCTOBER 2009

60. SEFTON BUSINESS SURVEY- RESULTS AND NEXT STEPS

The Cabinet Member considered the report of the Planning and Economic Regeneration Director that provided results of the Sefton Business survey and next course of action.

RESOLVED:

That the Sefton Business Survey – Results and Next Steps report be noted.

61. SUPPORT FOR TOWN CENTRES

The Cabinet Member considered the report of the Planning and Economic Regeneration Director that indicated that local Business Village Partnerships would be allocated £500 initially from the grant received from Department of Communities and Local Government (DCLG) to support town centres that faced various challenges as a result of the recession; and that the remaining balance would be allocated to some of the suggestions proposed by the local Business Village Partnerships, representatives from the Neighbourhood Management and Leisure Services upon completion of further investigations.

RESOLVED: That

- (1) an allocation of £500 be made to each of the town/local centres, as detailed within the report, to enable those areas to be marketed and promoted during this Christmas period, and
- (2) the Planning and Economic Regeneration Director be requested to draft a further report on those proposals highlighted in the attached annexe A that could be realistically delivered as soon as practically possible together with their costing.

62. REVENUE AND CAPITAL EXPENDITURE MONITORING TO 31 JULY 2009

The Cabinet Member considered the report of the Planning and Economic Regeneration Director on the quarterly forecast position, based on information as at 31 July 2009, in relation to the Regeneration Portfolio's 2009/10 Revenue Budget and Capital Programme. The report indicated the details of the Portfolio's budgets that were monitored and reported on the risk-assessed basis as set out in annexe A of the report. The portfolio's current capital programme was set out in annexe B of the report.

The report concluded by seeking comments on the overall performance of the Portfolio's Revenue Budget and schemes within the Capital

CABINET MEMBER - REGENERATION- WEDNESDAY 28 OCTOBER
2009

Programme and whether any comments thereon should be referred to the Cabinet for consideration.

RESOLVED: That

- (1) the progress taken on the Regeneration portfolio's revenue budgets that were subject to risk-based monitoring be noted; and
- (2) the progress made on the schemes within the portfolio's element of the Council's Capital Programme be noted.

63. REVENUE EXPENDITURE, CAPITAL PROGRAMME AND PERFORMANCE - 2008/9 PORTFOLIO FINAL ACCOUNTS

Further to Minute No. 42 of 3 September 2008, the Cabinet Member considered the joint report of the Planning and Economic Regeneration Director and the Finance and Information Services Director regarding the final outturn position for the Regeneration Portfolio.

The report outlined the 2008/09 outturn for the Regeneration Portfolio's revenue and capital expenditure budgets and identified the major variations; details of the Portfolio's performance in 2008/09 against its relevant indicators; together with comments by the Planning and Economic Regeneration Director on revenue, capital and performance issues, highlighting any that had ongoing implications for later years.

The report concluded by requesting Members to give consideration to the submission of comments on the outturn to the Scrutiny and Review Committee (Regeneration and Environmental Services).

RESOLVED: That

- (1) the Portfolio's revenue expenditure outturn for 2008/09, be noted;
- (2) the impact of the Portfolio's capital expenditure outturn for 2008/09 be noted; and
- (3) the Portfolio's actual performance indicators and data for 2008/09 be noted.

64. CAR PARKING CHRISTMAS PROMOTIONS 2009

Further to Minute No. 65 of the meeting of the Cabinet Member – Technical Services held on 7 October 2009, the Cabinet Member considered the report of the Planning and Economic Regeneration Director on the details for parking promotions to support retail Christmas promotions during December 2009.

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It was confirmed that at the Cabinet had approved the car parking promotions 2009 detailed within the report.

Members expressed their concern that the days suggested for free parking were too restrictive and specifically did not suit traders in Crosby.

RESOLVED: That

- (1) the Car Parking Promotions - Christmas 2009 report be noted; and
- (2) the Planning and Economic Regeneration Director draft a further report to the Cabinet Member – Technical Services requesting him to consider including free parking on Saturdays in Crosby as part of the parking promotions to support retail Christmas promotions during December 2009.

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REPORT TO: Cabinet Member, Regeneration.
Overview and Scrutiny Committee
(Regeneration and Environmental Services)

DATE: 23rd November 2009
5th January 2010

SUBJECT: Revenue and Capital Expenditure Monitoring to 30
September 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
Lynton Green – 0151 934-4096

EXEMPT/CONFIDENTIAL: No

PURPOSE/SUMMARY:

To provide the Cabinet Member with the 6th month forecast position, based on information as at the 30 September 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) Note the progress made on the schemes within the portfolio's elements of the Council's Capital Programme.
- c) 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 and Overview and Scrutiny Committee.

That Overview and Scrutiny Committee (Regeneration and Environmental Services)

- a) Note the contents of this report and indicates whether any comments about the overall performance of the Regeneration Portfolio's 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.

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ALTERNATIVE OPTIONS:

None.

IMPLICATIONS:

Budget/Policy Framework: None.

Financial:

<u>CAPITAL EXPENDITURE</u>	2009/10 £	2010/11 £	2011/12 £	2012/13 £
Gross Increase in Capital Expenditure	N/a	N/a	N/a	N/a
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
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 it's 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

FD206 - The Finance and Information Services Director has been consulted and his comments have been incorporated into this report

Agenda Item 4

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

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 30 September 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 budgets can be contained with the resources allocated by the Council for 2009/10.
- 1.3 At the Overview and Scrutiny Committee (Health and Social Care) meeting on 13 October 2009, a request was made to amend the format of the budget monitoring report. This proposal is being put forward to the Overview and Scrutiny Management Board for consideration and any amendments resulting from this will be reflected in future budget monitoring reports.

2. Revenue Budget

- 2.1 Details of this portfolio's budgets that are monitored and reported on the risk-assessed basis are shown in Annex A. There is little difference to the last reported position to the end of July 2009, and overall, the Department is not expecting to overspend. Indeed, as part of the current budgetary constraints on recruitment, it is expected that there will be an underspend on some of the Area Based Grant schemes, which has already been offered up as part of the Strategic Budget Review process.

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 £1.621m (col.4) has been achieved in the first six months of the year. This is 22% of the total forecast expenditure for the year of £7.481m (cols. 4 and 5). Forecast expenditure for the remainder of the year is £5.860m (col.5).

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

1. Leeds / Liverpool Canal £1.020M
2. Lord Street Ph.2 £4.225M
3. South Sefton Investment Centre £6.974M
4. Water Centre Crosby (including water quality & fit-out) £10.612M
5. Stepclever Property Project £2.172M

Major expenditure included within the housing element of the programme relates to Home Improvement Grants, for which in year expenditure is estimated at £0.6m. Housing schemes are closely monitored during the year with corrective action taken, if necessary, to avoid any underspends

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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) Note the progress made on the schemes within the portfolio's elements of the Council's Capital Programme.
- c) 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 and Overview and Scrutiny Committee.

That Overview and Scrutiny Committee (Regeneration and Environmental Services)

- a) Note the contents of this report and indicates whether any comments about the overall performance of the Regeneration Portfolio's Revenue Budget and schemes within the Capital Programme should be referred to Cabinet.

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 September £000
1	Regeneration	Employees	703.2	351.6	297.0	-54.6	703.2	0	0

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)

The budget includes the allocation of ABG resources but spend in some cases is currently constrained by the corporate restrictions on recruitment which will, if maintained, give rise to an underspend. There is also an amount allocated for a "Barriers to ill health" programme of activity, but as this was not contractually committed, it has been put forward under the Strategic Budget Review as a saving.

Similarly, the overall amount allocated for area management is currently under review and savings can be realised from this. This Portfolio's Corporate Savings Target for 2009-10 is £2,000. These savings have been incorporated into the budget and the department will make every effort to achieve these savings targets.

The employee budgets include an over provision following the agreement of the 2009/2010 JNC pay award. The budgets have not been altered pending the officer led review of existing overspends and opportunities to address the overall overspend.

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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 30.09.09	IN 2009/10 FORECAST BALANCE	FUTURE EXPEND	TOTAL COST
		£'000	£'000	£'000	£'000	£'000
	<u>General</u>					
1	Development Fund	15.79	6.60	227.61	0.00	250.00
2	Leeds/Liverpool Canal	916.18	16.47	87.66	0.00	1020.31
3	Lord Street Phase 2	4080.69	87.81	56.88	0.00	4225.38
4	Netherton Park Neighbourhood Centre	2062.69	7.20	-5.97	0.00	2063.92
5	South Sefton Investment Centre	6833.62	3.79	136.79	0.00	6974.20
6	Water Centre Crosby	8637.18	274.37	38.45	0.00	8950.00
7	Crosby Marine Lake - Water Quality Imprvmnt.	311.02	464.11	186.87	0.00	962.00
8	Water Centre Crosby - Fit-out costs	0.00	0.00	700.00	0.00	700.00
9	SLEGI early spend - FAB Pilot project	97.09	0.00	8.91	0.00	106.00
10	Southport Commerce Pk. - 3rd phase Devel.	0.00	0.00	234.00	650.00	884.00
11	Southport Commerce Pk. - Primary Sub Station	30.76	26.02	44.68	0.00	101.46
12	Stepclever Property Project	0.00	23.64	785.47	1363.00	2172.11
13	Sefton Narrow Boat	0.00	50.00	0.00	0.00	50.00
14	Old Schemes	741.34	0.32	62.70	0.00	804.36
	TOTAL GENERAL REGENERATION SCHEMES	23726.36	960.33	2564.05	2013.00	29263.74

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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 30.09.09	IN 2009/10 FORECAST BALANCE	FUTURE EXPEND	TOTAL COST
		£'000	£'000	£'000	£'000	£'000
	<u>Housing Regeneration Schemes</u>					
	<u>Home Improvement Grants</u>					
1	Previous Years' Approvals	4793.33	5.04	11.58	0.00	4809.95
2	2007/08 Approvals	706.18	25.19	10.00	0.00	741.37
3	2008/09 Approvals	357.54	222.04	17.68	0.00	597.26
4	2009/10 Approvals	0.00	116.60	104.40	370.00	591.00
5	Grant Administration Fees	206.49	0.00	91.11	0.00	297.60
	Total Home Improvement Grants	6063.54	368.87	234.77	370.00	7037.18
	<u>General</u>					
6	Energy Efficiency Grants	309.67	0.00	77.86	0.00	387.53
7	Landlord Accreditation / HMO's	29.78	0.00	5.22	0.00	35.00
8	Green Business Project	242.69	3.53	56.67	0.00	302.89
9	Empty Homes Strategy	282.22	2.26	5.52	0.00	290.00
10	Strategic Housing Market Assessment	47.65	3.50	0.00	0.00	51.15
11	Housing Act - Works in Default	6.40	7.92	20.68	0.00	35.00
12	Older Persons Hsg Strat.- extra care provn.	0.00	0.00	500.00	2500.00	3000.00
13	Contribution to HMRI 08/09 - 10/11	2500.00	275.30	2348.70	2654.00	7778.00
14	Affordable Housing Study	0.00	0.00	25.00	0.00	25.00
15	Gypsy and Traveller Accom. Provision -Site Appraisal & Consultation	0.00	0.00	12.00	0.00	12.00
16	Old Schemes	0.84	0.00	9.40	0.00	10.24
	Total General	3419.25	292.51	3061.05	5154.00	11926.81
	TOTAL HOUSING REGENERATION SCHEMES	9482.79	661.38	3295.82	5524.00	18963.99
	GRAND TOTAL REGENERATION SCHEMES	33209.15	1621.71	5859.87	7537.00	48227.73

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Agenda Item 5

REPORT TO: Cabinet Member Regeneration
Cabinet

DATE: 23rd November 2009
25th November 2009

SUBJECT: Sefton Business Village Partnership Reports
(27th October 2009 Meeting)

**WARDS
AFFECTED:** All

REPORT OF: Andy Wallis – Planning and Economic Regeneration
Director

**CONTACT
OFFICER:** Mo Kundi
3447

**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:
To inform Members of the activities undertaken by Sefton Business Village Partnerships

REASON WHY DECISION REQUIRED:
To comply with standard portfolio reporting procedures.

RECOMMENDATION(S):

It is recommended that:-

1. The content of report be noted, and that
2. When appropriate further reports on activities undertaken by Sefton Business Village Partnerships be presented.

KEY DECISION: No

FORWARD PLAN: No

IMPLEMENTATION DATE: N/A

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ALTERNATIVE OPTIONS:

Sefton Business Village Partnerships have been operating since 2002, with funding from the Regional Development Agency, Sefton Council, relevant Parish Councils, and the private sector, and have proved to be very successful vehicle for partnership working between the public sector, the local business community, and the voluntary sector for developing and delivering projects that benefit the business community and the public realm. The alternative option of not continuing Sefton Business Village Partnerships, would lead to loss of business engagement, the loss of valuable and free expertise that the business and the voluntary sectors bring to the table, and critically Sefton Council's ability to demonstrate business sector involvement as part of the Comprehensive Area Assessment regulations.

IMPLICATIONS:

Budget/Policy Framework:

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

<u>CAPITAL EXPENDITURE</u>	2009/ 2010 £	2010/ 2011 £	2011/ 2012 £	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	When?			
How will the service be funded post expiry?				

Legal: N/A

Risk Assessment: N/A

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Asset Management: N/A

CONSULTATION UNDERTAKEN/VIEWS:-

FD 204 - The Finance and Information Services Director has been consulted and has no comments on this report
Legal.

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 Member (Regeneration) 30th September 2009, and the Cabinet 1st October 2009 entitled 'Sefton Business Village Partnership Reports (29th July 2009 Meeting)'.

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1.0 Background

- 1.1 The Cabinet Member for Regeneration at his meeting on 30th September 2009, and the Cabinet at its meeting on 1st October 2009 considered a report entitled 'Sefton Business Village Partnership Reports, (29th July 2009 Meeting)'. The report provided background into the establishment of Business Village Partnerships in Southport, Birkenhead, Formby, Crosby, Waterloo, Bootle, and Alton, which covers the four Town/Parish Councils of Maghull, Aintree, Lydiate and Melling.
- 1.2 The Report also provided information on the aims and objectives of Business Village Partnerships, their unique working arrangements involving the public sector organisations, local businesses, and the community, and critically the range of projects that various partnerships develop and deliver. Attached to the said report was an Annex that included reports on activities undertaken by each of the eight Business Village Partnerships to the overarching Sefton Business Village Partnership Board that meets four times a year.
- 1.3 Members consider the Report and requested that when appropriate further reports on activities undertaken by Sefton Business Village Partnerships be presented.

2.0 Further Update

- 2.1 The overarching Sefton Business Village Partnership Board met on 27th October 2009 to consider the latest reports submitted by each of the local partnerships, copies of which are attached as Annex A to this report.

3.0 Proposal

- 3.1 It is proposed that:-

- The content of the report be noted, and
- Further reports on activities undertaken by Sefton Business Village Partnerships be presented.

Sefton Business Village Partnership

Tuesday 27th October 2009 Southport Town Hall

(Churchtown Room)

Starting at 3.00pm



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6. Crosby Business Village Partnership - Nicky Owen	23
7. Waterloo Traders Association - Derek Sarath	26
8. Bootle Town Centre Management - Chris White	33
9. Altside Business Village Partnership - John Keogh	35
10. Sefton Business Against Crime Partnership - Steve Booth	40
11. Sefton Business Village Partnership - Mo. Kundi	43
12. AOB	
13. Dates and Venues of next meeting:	
• 20 th January 2010 Bootle Town Hall (Committee Room 1) @ 3.00pm	
• 21 st April 2010 Southport Town Hall (Birkdale Room) @ 3.00pm	
• 21 st July 2010 Bootle Town Hall (Committee Room 1) @ 3.00pm	
• 20 th October 2010 Southport Town Hall (Birkdale Room) @ 3.00pm	

Sefton Business Village Partnership

Notes of meeting held 29th July 2009 at
Southport Town Hall

Present

Margaret Carney	Chair, CEO Sefton MBC
Mo Kundi	Manager, Sefton BVP, Sefton MBC
Sue Dare	Chair, SBE
Catherine Caddick	Chair, Crosby BVP/Caddick Jewellers
Les French	Chair, Altside BVP
John Keogh	Manager, Altside BVP
Jim Breen	Manager, SBE
Janet Barnett	Chair, Waterloo Traders Association
Steve Dickson	Sefton Chamber of Commerce
Derek Sarath	Manager, Waterloo BVP

Apologies

Councillor Robertson	Sefton MBC
Bob Greenhalgh	Chair, BTCM/Strand Shopping Centre
Stuart Roberts	Chair, SBE/Specsavers
Chris White	Manager, BTCM
Nicky Owen	Manager, Formby and Crosby BVPs
Rob Uffendell	Chair, Birkdale BVP
Gill Fell	Chair, Formby Partnership
Steve Booth	Manager, SBAC and Birkdale BVP

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1. Southport Business Enterprise

Board and Staff Issues

The SBE held its AGM on 9th July 2009, at which Sue Dare from the Champion Newspaper, and currently chair of Marketing Group of SBE was elected chair of the SBE with Yvonne Burns, Manager of Wayfarers Arcade and chair of the SBAC as vice chair of the SBE. Claire Edwards, Manager of Debenhams; Tony Brough, Brough's Butchers; Dave Rimmer, Manager of Sainsbury's Store; and Anthony Weldon from Packit were also elected as new members from the private sector. In addition, Sefton Council has nominated Councillors Lord Fearn, Brenda Potter, and Les Byrom to the SBE Board.

Business and Retail Strategy

White Young Green in a recently completed retail strategy review concluded that for Southport to remain competitive 'will require a positive pro-active approach to be adopted by the Council to actively seek to identify and achieve development opportunities which could be delivered to the market when the economy begins to emerge from the current recession'. In order to respond to this Sefton Council was being requested to approve some funding and the appointment of external consultants who would undertake a detailed retail study.

It was verbally reported at the meeting that the former Woolworth's store was likely to be occupied by New Look Store currently based in Marble Place, and H and M Stores, which would be a new offer for Southport. The SBE Manager will be working closely with the these stores to ensure that the town centre as a whole benefits from the marketing and promotion campaign leading to the opening of these two stores.

Action – Jim Breen

Marketing

The 'I Love Southport' Campaign was extremely successful based on some of the consultation returns reported at the meeting. The funding

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for the campaign came from the Southport Area Committee (£5250) and the 40 retailers participating in the loyalty scheme (£1,000).

Former Viyella shop at 445 Lord Street was identified as one of the shop that was to undertake the 'Window Dressing Campaign'.

The relocation of the Farmers Market to Chapel Street was well received by both the shoppers and the stall-holders. It is intended to promote this more pro-actively to increase the number of stall-holders attending the Farmers' Market.

Action – Jim Breen

2. Birkdale Business Village Partnership

The Village held its first 'Birkdale Fun Day', which took place on 18th July and was considered a major success by both the local business community, and shoppers/visitors to the village. It is estimated that some 2,000 people came to the village for the event, which included Children's rides, and stalls selling a range of goods including food and speciality items. The event was funded by contributions from local Ward Members (£1,9990) and from income generated (£540) by the event. The estimated cost of the event was £1,828.25.

The Partnership is now planning to hold a Christmas event on 3rd December 2009.

Action – Steve Booth

3. Formby Partnership

The Formby Partnership was holding its first major event called 'Formby live!' The event is to take place on 1st and 2nd August, and would involve local bars providing live music during Saturday evening, and a free open-air music concert on Sunday in the grounds of Formby Pool.

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The Partnership is also developing its Formby First website to promote activities and events within the village.

Action – Nicky Owen

4. Crosby BPV

The Partnership held its Crosby Music Festival over the weekend of 23rd to 25th May, which attracted some 25,000 visitors to the village.

The Partnership is planning to hold the Crosby Summer Food and Fun Festival on Saturday 22nd August. The proposal includes having a number of food stalls, mainly from local traders, children's rides, musical acts, face painters and other related activities.

Initial indications are that the scheme involving 12 weeks of Saturday's only free parking in Council owned car parks was very successful. The Partnership will be undertaking a detailed consultation exercise, the results of which will be reported at the next meeting of this Partnership.

Action – Nicky Owen

5. Waterloo Traders

The Shop Waterloo Website developed by the Partnership went live in July 2009, and currently has some 160 local traders on it. Initial feedback suggests that that the website has been well received. Further work is being undertaken regarding the content, and keeping it up dated with the changes on the ground.

Early returns from the consultation exercise currently being undertaken with local businesses suggest that they are reasonably informed about the Partnership and the activities undertaken by it. The results also highlighted some of the activities that local businesses would like the Partnership to undertake, including improving car parking, addressing empty shops, marketing and promotion of the area. A full analysis will be presented at the next meeting.

Action – Derek Sarath

6. Bootle Town Centre Management Partnership

Brand Bootle

The 'Bootle-all together better' awards were well received, with a very wide coverage of the event by the local press, Echo, and BBC Radio Merseyside. The Strand Shopping Centre held a 'Green Week' supported by the Partnership, the aim of which was to encourage the local community to recycle, eat well, and be healthy. During the week 11 businesses agreed to only provide customers with Jute manufactured re-usable carriers. Over 1500 were given out, and those 11 businesses that were participating in the scheme experienced a 2% increase in transaction.

The Partnership is proposing to launch an inter-active website in Bootle for retailers to use, in terms of advertising their businesses, which should generate income for the Partnership for the next 5 years.

The Partnership is also planning to deliver a Traders Market on Stanley Road in August, which would involve some 10 independent retailers taking advantage of the opportunity to sell to new customers and promote their businesses in a new way. In addition plans are at an advanced stage for holding the Comedy and Music Festival and the Christmas event.

Action – Chris White

7. Altside BVP

Tourism

Negotiations are still underway between the developer and owner of land being considered for a Camping and Caravanning Club site. Because of the difficulty in reaching an agreement, the Partnership is assisting the developer to identify possible alternative sites.

A public consultation took place on 30th April, followed by a display at Maghull Library on the proposal to develop a Marina in Lydiate. The

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results of this exercise would form part of the planning application to Sefton Council.

The Partnership has now appointed Janvs Design, a subsidiary of Vidar Media, to develop proposals for the design and fit out of the Frank Hornby Centre, which would form the bid to HLF for Stage 1 funding. The Partnership is also planning to hold its 3rd Frank Hornby Experience event in Maghull Town Hall on 14th and 15th November 2009.

Action – John Keogh

8. Sefton Business Against Crime Partnership (SBAC)

The Manager provided updates on Business Against Crime activities to Bootle Shopwatch, Southport Shopwatch, and Southport Pubwatch. In addition the Manager facilitated presentation by Environmental Services to two retail groups on 'Violence in the Workplace' and provided information on the range of assistance that Sefton Council could provide on this matter.

The Manager also held a meeting with businesses in Waterloo after they expressed concerns relating to business crime, and consideration is currently being given to the possibility of setting up a Business Against Crime Partnership in this area.

The SBAC Partnership has identified a number of locations in Southport, where Community Payback Tem could provide assistance on such matters as Graffiti removal, and alleyway cleansing.

Action – Steve Booth

9. Sefton BVP

Lydiate Village Centre

The legal agreement between Sefton Council and Lydiate Parish Council is now concluded and the contractor is on site. The project is scheduled to be completed by 21st December 2009.

Sefton Retail Strategy Review Update 2009

The report provided a detailed analysis on the 'Health Checks for Southport and Bootle' study recently completed by Council's retained Consultants White Young Green. The study, which takes into account the impact of the credit crunch and the related downturn in retail expenditure forecasts and the recent increasing vacancy rates in retail centres, highlighted a number of issues, and concerns, and where actions need to be taken.

One of the actions, which is currently being proposed is the appointment of consultants to undertake a Southport retail study to explore the long term provision for additional comparison space to meet future needs, and possible locations in the town centre where this could be provided.

The report also provided information on the Rural Development Programme for England, including projects within Sefton that could attract potential funding from it. In addition the report provided the initial findings of the Merseyside Rural Economy Action Plan, together with a list of new funding opportunities across a range of national and European programmes.

Action – Mo Kundi

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Southport Business Enterprise **27th October 2009**

TITLE OF REPORT

Southport Business Enterprise Partnership - Progress Report No. 32

AUTHOR OF REPORT

Jim Breen - Southport Business Enterprise Manager

PURPOSE OF REPORT

The purpose of this report is to advise the Sefton Business Village Partnership of the progress made to date by the Southport Business Enterprise Partnership.

RECOMMENDATIONS

It is recommended that the Partnership:-

- Note the content of the report.
- Note the projects proposed/planned for the year 2009/10 delivery plan
- Note the current progress of these projects.

FINANCIAL IMPLICATIONS (IF ANY)

These are addressed in the Sefton BVP report, which is part of these papers.

CURRENT ACTIVE PROJECTS FOR 2009/10

Southport Business Enterprise Working Groups meet regularly. SBE outputs are to increase numbers of businesses, jobs, visitors, visitor spend, and enhance the environment and safety of Southport's town centre.

SBE Working Groups contain members from the public and private sectors and are focused on achieving the above outputs through the project activities described in this report.

MANAGEMENT AND ADMIN

Following the SBE Annual General Meeting in July, an expanded SBE board met in August to review SBE's focus and direction. The outcome of that meeting was confirmation that SBE should concentrate on its core activities as follows:

- Marketing activity for the retailer sector-“get customers into shops”
- Fill empty shops with quality retailers
- Attract new shops to Southport
- Share trading information, sales statistics, footfall, and other relevant data amongst retailers via a quarterly newsletter
- Expand SBE board to include more retailers

SBE is currently developing its work focus to reflect the above aims and will issue the above mentioned newsletter in early November.

BUSINESS AND RETAIL STRATEGY WORKING GROUP

319/325 Lord Street – Townscape Heritage Initiative

SBE was approached by the owner of this property, who wished to restore parts of the building, which had deteriorated over time. SBE worked with Planning to secure a partial grant towards this work under the Townscape Heritage Initiative. The restoration is now complete and the owner is looking at developing a luxury apartment hotel on the upper floors to return that vacant space to productive use.

Southport Investment Strategy (SIS)

SBE is the thematic leader for Chapter 2 of the SIS, Town Centre Management. This group's work very closely related to Chapter 1, the Visitor Economy and the Chapter 3, the Natural and Built Environment.

One of the key priorities in the SIS is to deliver new additional retail floorspace that meets the needs of modern retailers and their customers.

Retail consultants White young Green have recently been appointed to identify potential sites for development and determine their suitability for meeting the demand for future floorspace. More information on this issue is included in the Sefton BVP report attached elsewhere on the Agenda.

It will be several months before a draft report will be produced and SBE will provide further updates at that time.

Former Woolworth's site-Chapel Street

As previously reported by SBE, it has now been confirmed that this site will be occupied by H&M and New Look in early 2010. H&M is a welcome new addition to Southport's retail offer, and New Look is moving from Marble Place

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to larger premises. SBE is currently determining as to what will happen to the vacancy created by New Look relocating.

MARKETING WORKING GROUP

Southport” Spring 2009 - Retailer Survey

SBE conducted a survey of the 40 retailers who participated in the “I Love Southport” prize draw promotion in Spring 2009.

Some key questions and retailers responses are listed below;

“I Love Southport” prize draw Survey.

Q. Were most of your customers aware of the prize draw?

Yes- 59%

No- 41%

Q. As a result of the draw, would you say your customer numbers:

Increased - 18%

Decreased - 0%

No change - 82%

Q. Would you say the impact of the £1000 prize draw was generally;

Positive – 59%

Negative – 0%

No change – 41%

Q. If possible, would you like to see other retail promotions of this type?

Yes – 88%

No - 12%

Q. Are there any specific promotions or campaign ideas you feel would be particularly effective?

Yes – 41%

No – 59%

If yes, please provide a brief description;

- Free parking available for a couple of hours each day.
- Loyalty scheme (book tokens) a voucher redeemable in participating stores if customers use the Park and Ride.
- General feeling, more free parking needed.
- Free lunch time parking (maybe a 2 hour period).
- Some form of loyalty card linking town centre businesses.
- Parking is always the subject of complaint; comparisons can be made to Liverpool 1, which has approx 3500 parking spaces in very close proximity to the shops.
- We are a tourist town we get more customers in the summer, maybe free summer Park and Ride.

Free Park & Ride Survey

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Q. Were most of your customers aware that Park & Ride was free on weekends between March and May?

Yes- 27%

No – 33%

Q. If yes, did your customers use the free Park & Ride facilities?

Yes - 20%

No – 80%

Q. If no, did your customers say why not:-

- “I would say that the majority of customers/visitors used the conventional car parks based on previous visits.”
- “Most customers drive in and use the pay and display.”
- “Need information to give to customers or a sign in the window.”
- “Most of our customers park nearer the centre of town as either old or families with young children.”
- “Didn't ask customers, if we had known we could have asked for you.”

Q. As a result of free weekend Park & Ride facilities would you say your customer numbers;

Increased - 12%

Decreased – 0%

No Change – 88%

Q. Would you say that the impact of having free weekend Park & Ride facilities was generally;

Positive – 71%

Negative - 29%

No change – 0%

Q. If possible, would you like to see special periods when Park & Ride facilities are free?

Yes – 100%

No - 0%

Other comments?

- “If there was better publicity about the free Park and Ride.”
- “Christmas time would be an ideal period.”

“I Love Southport at Christmas” Campaign

Based in part on previous research, the Marketing group felt that generally maintaining the “I Love Southport” theme would be effective as the earlier campaign was well-received by shoppers, retailers, restaurants, etc. The group felt the same campaign should run in the winter, with a twist on the original layout of the badges to give them a more festive feel i.e. printed with snow, holly, etc.

The cash draw prize was again donated by participating retailers and restaurants, and SBE provided the marketing materials. It was also decided to

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include some restaurants suggested that both catering and hospitality companies could also be included.

The overall aim is to continue awareness and support of “I Love Southport” to keep shoppers loyal. The marketing will be focused/distributed to targeted towns within the region e.g. Ormskirk, Chorley, St Helens, Warrington, specifically areas without big shopping centres.

There will be three segments to campaign as follows;

Marketing Period	Main theme/objective	Cost
October December	“I Love Southport at Christmas” prize draw	c. £5K marketing + £25 x 40 retailers & restaurants
November-December	“I Love Southport at Christmas” Marketing campaign	c. £10K
January-March	“I Love Southport” prize draw (repeat)	c. £5K marketing + £25 x 40 retailers & restaurants

Other campaign features are;

+ Local and regional Press ads (including prize draw contests using prizes, vouchers etc, donated by our retailers.)

+ Southport promotion posters to be placed in train stations and on trains in Merseyrail area.

+ Entertainment: - Festive entertainment will be provided in the town centre on selected weekend dates to add to the festive ambiance for shoppers. This is being produced by Sefton Performing Arts group, and includes professional and amateur entertainment. .

Parking Promotions at Christmas

To support further support the marketing campaign, SBE organised a meeting between all Southport business partnerships (Southport Partnership, Sefton Chamber, Southport Tourism Business Network) and Cllr John Fairclough, Cabinet Member, Technical Services, and Stuart Waldron, Asst. Director, Transportation and Development.

The purpose of the meeting was to identify practical parking enhancements that could be implemented for the Christmas period considering the current Council budget difficulties.

From these discussions it was agreed that, for any parking idea to work for all concerned parties, it has to fulfil several criteria;

- 1) Low implementation cost
- 2) Low income loss to Council

- 3) High positive impact to residents and visitors

From these principles the following Christmas season parking promotions were agreed in principle for the month of December.

- 1) A voucher will be distributed as part of the Southport Christmas promotion campaign to towns and villages in the wider Southport catchment areas. The voucher will permit parking after 3 00pm on the Southport Park and Ride Scheme on Thursdays and Fridays in December 2009.
- 2) Permits to be made available, from specific outlets (local newspaper offices/ retailers etc) that permit free parking for Southport residents after 3 00pm on Thursdays and Fridays in December 2009. Permits to be issued on production of proof of residence (ex. Drivers licence and utility bill).

SBE will be including these promotional items in its campaign material.

ENVIRONMENT AND SAFETY

A separate report by the SBAC Coordinator, Steve Booth, is elsewhere on the Agenda.

Chapel Street Management Group

Farmers Market Relocation

As previously reported SBE worked with our stakeholders, Market stallholders, Civic Buildings team, and relevant Chapel Street retailers, to move the market to Chapel Street with effect from 30th July.

This has been done and the Market is improving in its new location, which provides a more suitable environment and much higher footfall levels.

SBE is now working to grow the number of stallholders, but maintain the quality and variety of stallholders.

The longer term aim is to build up the quality and variety of the Farmers Market over the next year or two, and then return it to its original home, outside an enhanced Southport Market Hall.

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Birkdale Business Village Partnership

27th October 2009

TITLE OF REPORT

Birkdale Business Village Update

AUTHOR OF REPORT

Steve Booth - Birkdale Business Village Manager

PURPOSE OF REPORT

The purpose of this report is to provide the Sefton Business Village Partnership with an over view of Birkdale Business Village Partnership activities.

RECOMMENDATIONS

It is recommended that the Partnership

- Note the content of the report

Current Status:

Following on from the successful hanging basket initiative held in the summer, Birkdale village is a finalist in the Britain in Bloom competition and will expect a decision regarding awards in late October. This is significant achievement for the village, and the Partnership that took the role of taking this project forward. Not only the village centre looks pleasing, but it has also encouraged increased footfall and local pride.

The Partnership held an Arts and Crafts day on Saturday 19th September. This event attracted 12 traders who were each given the opportunity to rent a table at a cost of £10 per table. After disbursements this produced a net profit of £105 for the Partnership and was a success both for the Arts and Craft traders and the other local businesses that decided to stay open for the afternoon.

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A further event is planned for the spring. All the traders of the September event have confirmed attendance at the next one and will inform other Arts and Crafts traders, which should increase the number of traders for the next event.

The Christmas Light Switch event is now scheduled for Thursday December 3rd between 5:00pm and 9:00pm. The event will include fairground rides, Christmas related stalls, along with entertainment on a stage, including a children's storyteller dressed as a Christmas elf and the "Christmas Belles" who are a singing girl group.

There will also be the Christmas tree light switch-on, which will be undertaken by the winners of a drawing competition held in the local primary schools.

At the same time solar powered Christmas trees, which will be placed at the Waterloo Road/Hillside Road Junction and along Liverpool Road/Shafsbury Road junction will be illuminated. These trees will remain lit throughout the whole of the Christmas period.

Future Plans

As previously mentioned there is to be an Arts and Craft fair in the spring and hopefully another summer event, similar to the successful one held this year, The provisional date for this event is 17th July 2010.

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Formby Partnership

October 2009

Title of Report:

Formby Partnership - Progress Report No. 3

Author of Report:

Nicky Owen – Project Officer, Sefton MBC

Purpose of Report:

The purpose of this report is to advise the Sefton Business Village Partnership of the progress made to date by Formby Partnership.

Recommendations:

It is recommended that the Partnership:-

- **Note the content of the report**
- **Note the current progress of projects**

1. Partnership

This group consists of local traders, the Parish Council, the police and Sefton Council. The aim is to get some more traders and some more key partners onto this Group. The Partnership has been meeting monthly and this is likely to switch to bi-monthly from September, but will have task oriented Working Groups to develop and deliver activities. These Working Groups will report to the Partnership.

2. Events

Formby Live!: the first Formby Live! event was a huge success. All bars that participated were very busy for the Saturday night, and the Sunday attracted about 800 people. The event has been evaluated and it has been agreed to hold another event in June 2010.

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The first meeting for the 2010 event took place in early October. The aim is to make the event bigger and better than in 2009, with the potential of a full weekend event and possibly activities in the lead-in week. It is also hoped that more local bars will get involved and also that more local groups will be involved in the performances.

Christmas Event: the Partnership is working with the lights Committee to try and find a new Chair to take over the organisation of the event.

4. Communications

The partnership has been making good progress on a number of activities to improve sharing information across the area.

Formby First: the formbyfirst.info community blog is being developed by Sean Brady, Formby Parish Council's representative on the Partnership Board. The Partnership would like to develop a website to link to the blog.

Networking: Partnership Members attend both the Formby Business Forum and the Range Forum. Links with existing organisations e.g. Dickensian Day, are being strengthened.

Email: partners are using their own contact lists to distribute information electronically.

5. Other Issues

Mayors Charity: the Chair has organised a banner for the Mayor, free of charge through Ocean Creative.

Local Swimmer: the Chair is organising sponsorship for a local swimmer through local traders.

School Involvement: the Chair is contacting schools to try and get them more involved with the Partnership, particularly with youth activities and green issues.

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Formby Partnership
C/o The Investment Centre
375 Stanley Road
Bootle
L20 3EF

Date: 12th October 2009
Our Ref:
Your Ref:

Please contact: Nicky Owen
Contact Number: 0151 934 2691
Fax No: 0151 934 3480

Dear Manager,

Formby Partnership

As you will be aware the global economic downturn is having a major impact on businesses. Locally the impact of the recession is probably more visible in town centres, where there has been a significant increase in the number of vacant shop premises.

Recognising these problems The Formby Partnership, together with Sefton Council, and Formby Parish Council are working to encourage more footfall in Formby Village. One way that they have done this is by organising the Formby Live! music event that took place on Sunday 1st August.

Following the success of the Formby Live! event the Partnership is looking at look at future actions. For example can local traders get more involved with the Christmas lights? Should a Farmers/Continental Market take place in the Village? We also want more local businesses to get involved in the Partnership, to give you the opportunity to influence what happens in the Village.

To help us plan future activities in Formby I would be grateful if you could complete the attached questionnaire. Somebody will be back out to collect the questionnaires on **Tuesday 20th October**.

Formby Partnership is a not-for-profit organisation made up of Formby businesses, community groups, Parish Councillors the Police and Sefton MBC.

- The Partnership aims to:**
- **increase footfall into the Village**
 - **support local traders**
 - **encourage community spirit**

Should you require any further information please do not hesitate to contact me.

Yours sincerely,

Gill Fell
Chair, Formby Partnership

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Formby Partnership Questionnaire

Formby Live! Event

1	Were you aware that Formby Live!, a music festival, was on in the Village on 1 st /2 nd August?	Yes	No
2	Were most of your customers aware that Formby Live! event was on these dates?	Yes	No
3	Would you say that the impact of having Formby Live! was generally:-	Positive	Same Negative
4	If possible would you like to see more events in the village?	Yes	No
5	Are there any other comments that you would like to make about the Formby Live! event?		

Farmers/Continental Market

1	Would you like to have a Farmers/Continental in Formby Village?	Yes	No	Not sure
2	If yes, how often would you like the Market to be held?	Annually	Bi-annually	More Often
3	As part of the market would you want some external space for your business?	Yes	No	Not sure
4	Are there any other comments you would like to make about a market?			

Christmas Lights

1	Would you be interested in joining the Formby Christmas Lights Committee?	Yes	No	Not sure
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Formby Partnership

1	Would you be interested in joining the Formby Partnership?	Yes	No	Not Sure
2	What is the best time of day for you to attend Partnership meetings?	8.30am	5.30pm	Other (please specify)

If you are interested in joining the Formby Partnership the next meeting will take place on **Tuesday 20th October, 5.30pm, at The Gallery**. All traders are welcome to attend.

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Contact Details

Name:	Email Address:
Address:	
Phone Number:	

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Crosby Business Village Partnership

October 2009

Title of Report:

Crosby Village Traders Association - Progress Report No.32

Author of Report:

Nicky Owen – Project Officer, Sefton MBC

Purpose of Report:

The purpose of this report is to advise the Sefton Business Village Partnership of the progress made to date by Crosby Village Traders Association.

Recommendations:

It is recommended that the Partnership:-

- **Note the content of the report.**
- **Note the current progress of projects**

Partnership

There is a range of traders involved in the Partnership, along with officers and Councillors from Sefton MBC. The Traders Association meets bi-monthly.

Events

Crosby Summer Food and Fun Festival: this took place on Saturday 22nd August. There was a farmers market, children's rides, musical acts, a face painter and other activities. The Village was very busy for the event, with all stalls trading very successfully. Anecdotally the event was very positively received. However the questionnaire that was circulated to the Village traders did not generate a big response, so it was difficult to gauge feedback.

Christmas Event: this will take place on Friday 27th November. The Christmas lights will be switched on by Marina Dalglish and Dune FM will provide the

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entertainment. There will also be a farmers market, children's rides and other stalls. Following the response to the questionnaire for the summer event an alternative method for obtaining feedback from traders will be implemented.

Winter Classics: the Traders are looking at holding an event in early February 2010, with classical music, classic winter food and drink and art and craft activities.

Parking

The 12 weeks of free Saturday parking in Crosby was very successful. The questionnaire that was circulated to Traders had a good response rate. A summary of the questionnaire results is attached.

A new scheme for free parking, 'Free after 3', is being implemented in December. The scheme will enable Sefton residents, showing proof of residence and getting a permit from a designated outlet, to park for free on Thursdays and Fridays. However some Traders would prefer the renewal of the previous free Saturday parking scheme.

Other Activity

Children's Rides: There will be rides in the October half-term and for the Christmas lights switch-on. These provide a source of income for Partnership activities.

Hoardings/Vacant Units: the proposal to grass over the site cannot be taken forward as the Maghull Group will not give their permission. Cllr Jones has arranged for the hoardings to be painted and is organising a competition for local schools to exhibit artwork on the panels.

Sainsbury's: the next round of public consultation will take place in early November, dates to be confirmed.

Crosby Village Traders Association Questionnaire

Crosby Food and Fun Festival

1	Were you aware that the Crosby Food and Fun Festival was on in the Village on Saturday 22 nd August?	Yes 86%	No 14%	
2	Were most of your customers aware that the Crosby Food and Fun Festival was on this date?	Yes 71%	No 29%	
3	If yes did your customers attend the event?	Yes 75%	Not sure 25%	
4	If no did your customers say why not:- <ul style="list-style-type: none"> • Did not see it advertised. 			
5	As a result of the event would you say that your customer numbers:-	Increased 43%	Remained the same 14%	Decreased 43%
6	If increased, would you say these customers were from:-	Crosby 100%	Merseyside	Other areas
7	Would you say that the impact of having the Crosby Food and Fun Festival was generally:-	Positive 44%	Same 28%	Negative 28%
8	What aspects of the food and fun festival worked particularly well? <ul style="list-style-type: none"> • None that I am aware of. • Generating interest in the Village. • Seeing the Village alive again and bustling. • Great atmosphere, community spirit felt. • The farmers market down the centre of the Village worked well, instead of everything at the top end. • All as we all need food and choice and diversity is always appreciated. 			
9	Are there any aspects of the food and fun festival that you did not think worked particularly well? <ul style="list-style-type: none"> • None that I am aware of. • Not enough stands, limited to one end of the Village. • Our customers did complain of the expense of the stalls. • No. • Distracted shoppers from existing businesses. Music on rides too loud, drowned out live performances. Attendees weren't interested in shopping. 			
10	If possible would you like to see more events in the village?	Yes 100%	No	
11	Are there any other comments that you would like to make about the Crosby Food and Fun Festival? <ul style="list-style-type: none"> • Need more pro-active support and involvement from more of the traders for it to be successful. • We would like to see more events in the future. • More stalls should be added. • Maybe some more activities for children as there were lots of families. • Positioning of attractions didn't make sense. Kids rides were next to 2 adult clothes shops, 2 pubs and chemist? George (selling toys) may have been sited at the other end of the Village. Bakery stall opposite Satterthwaites. The gap behind stalls created an alley. 			

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Waterloo Business Village Partnership

27 October 2009

Title of Report:

Waterloo Business Village Partnership - Progress Report

Author of Report:

Derek Sarath – Project Officer, Sefton MBC

Purpose of Report:

The purpose of this report is to advise the Sefton Business Village Partnership of the progress made to date by Waterloo Business Village Partnership.

Recommendations:

It is recommended that the Partnership note the content of the report

Shop Waterloo Website

As previously reported the website went live on 13 July 2009. Approximately 160 businesses now have their details on the site. Traders have been asked for their comments on the web site and these have been favourable. The difficulty in finding the site, together with the relatively small number of hits onto the site, (this is approximately 1,000) has been identified as a cause for concern. The traders' group recently met and agreed to explore opportunities to promote the website; placing a link on their own web site, possible links with the Crosby Herald and The Journal are also being explored, together with promotion of the site around Christmas time.

Other Activity

Car Parking Survey: Traders report that car-parking problems, especially in the South Road area, as experienced by their customers is a significant factor deterring trade. The group has met and discussed this and a survey of traders asking for their views of car parking is to be undertaken shortly. The aim of the survey is to determine if there are common causes of concern and to then establish what can be done to improve the situation. Any possible solutions will be worked up through the Church Ward Forum. The survey form is attached below.

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Empty Shops: The group has discussed the proposed action to address the negative effect that empty shops have on town centres and the actions that can be taken to remediate these. A long list of “possible” ideas to assist using the DCLG resources has been circulated amongst group members and they have been asked to comment on these. At the time of writing these results of this consultation are not known. More information is provided in the Sefton Business Village Partnership report attached elsewhere on the Agenda.

Meetings: the Traders Group is now meeting on a six weekly basis with the next three meeting dates established into 2010. The meetings are reasonably well attended and lively. The group appears to be moving from one that receives presentations, to one that sees a role for itself.

Business Rates: The group has appointed a sub-group with a view to seeking how to change the rating valuation of the business premises in the St John’s Road/South Road area. The sub-group has been offered some assistance in this from the Federation of Small Businesses. Information is currently being gathered and assessed with a view to a possible challenge to the Valuation Office.

Cleansing: Phil Stirk (Street Services Manager) and Paul Hay (Waste Services Manager) for SMBC, recently made a presentation to the BVP. Traders have concerns about the cleanliness of the shopping environment.

Crime: The group has been unable to arrange the Neighbourhood Inspector, Mr Neil Turner to attend a meeting due to existing work commitments. However now that forward dates have been agreed it is hoped that one of these will prove suitable.

Events: Work has already started on planning the Christmas Event. Crosby Housing Association and another group take the lead on this but the traders are very supportive. It has been agreed to ask Traders to contribute to a fund which will allow the area to purchase and retain its own lights in the future in support of the Christmas event which it is recognised is good the area and the traders.

Church Ward Forum: The group has agreed to send a representative to the meeting of the Church Ward Forum.

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Waterloo Business Village is partnership between Sefton MBC and the traders of Waterloo

Janet Barnett
Chair
Waterloo Traders' Association
C/O Planning and Economic Regeneration
The Investment Centre
375 Stanley Road
Bootle
L20 3EF

Dear Trader

South Road, Waterloo - Car Parking Survey 2009

I write to you to ask for your support with the Waterloo Traders Association (WTA) Car Parking Survey 2009.

At recent meeting of the WTA concerns have been expressed about the loss of trade that they feel occurs in the South Road area due to problems faced by customers when parking. In line with this, the traders would like to undertake a survey of the South Road area to get a clear idea of the customer parking problems faced in the area. The aim would then be to work with the Council to see if some solutions can be found.

The WTA has prepared the enclosed survey form and I should be grateful if you would complete it and we will collect it from you in the next few days. I should be grateful if you would provide a response as the more information we have, the better our case will be for seeking improvements for parking.

I look forward to receiving your response.

If you have any questions regarding the survey please contact Derek Sarath on 934 4094.

Yours sincerely

Janet Barnett
Chair
Waterloo Traders
(Barnett Wholefoods, St John's Road).

South Road, Waterloo Car Parking Survey September 2009

Consultation		
1	Have you been consulted previously about car parking for customers in the South Road area?	<u>Yes / No</u>
<i>Your Business</i>		
2	What times of day are you open for business (Please circle as many as you feel to be appropriate)? Morning / Lunchtime / Afternoon / Evening	
<i>Your Own Customer Parking</i>		
3	Do you have customer parking spaces?	Yes / No
4	If yes, how many spaces is this for?	1-2 cars / 3-4 cars / 5-9 cars / 10+
<i>Your Own Customer Parking</i>		
5	Where else do your customers park? (Please circle as many as you feel to be appropriate). <u>On-Street / Civic Hall Car Park / Hougomont Avenue Car Park</u>	
<i>On-Street Car Parking</i>		
6	In terms of on-street parking, on which days of the week is it difficult for your customers to find a space? (Please circle as many as you feel to be appropriate). <u>Mon / Tues / Wed / Thurs / Fri / Sat / Sun</u>	
7	What times of day is it most difficult for your customers to find an on-street parking space? (Please circle as many as you feel to be appropriate). Morning / Lunchtime / Afternoon / Evening	

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<p>8</p>	<p>In your view which items cause problems for on-street parking? (Please circle as many as you feel to be appropriate).</p> <p>Maximum length of stay / Yellow lines / Enforcement / Lack of on- street spaces / Resident parking schemes / Taxi spaces / Bus stops / Illegal parking / Other (please specify)</p> <hr/> <p style="text-align: center;">-</p>
<p>9</p>	<p>If only one thing could be addressed to improve on-street parking for customers in the South Road area, what would that be? (Please tick circle just one item)</p> <p>Maximum length of stay / Yellow lines / Enforcement / Lack of on-street spaces / Residents parking / Taxi spaces / Bus stops / Illegal parking/ Other (please specify)</p>
<p><u>The Public Car Parks</u></p>	
<p><u>Hougoumont Avenue Car Park</u></p>	
<p>10</p>	<p>How easy is it for customers to find the Hougoumont Avenue Car park?</p> <p>Very easy / Easy / No opinion / Difficult / Very difficult</p>
<p>11</p>	<p>How easy is it for customers to find a parking space at Hougoumont Avenue?</p> <p>Very easy / Easy / No opinion / Difficult / Very difficult</p>
<p>12</p>	<p>How would you rate the convenience of the location to your business of the Hougoumont Avenue car park?</p> <p>Very good / Good / No opinion / Poor / Very Poor</p>
<p>13</p>	<p>How would you rate the comfort (clean, well maintained, secure, well-lit) of the Hougoumont Avenue car park?</p> <p>Very good / Good / No opinion / Poor / Very Poor</p>

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14	<p>If only one item could be addressed to improve customer parking in the Hougoumont Avenue car park, what would that be? (Please tick circle <u>one</u> item)</p> <p style="text-align: center;"> Improve Signage / Increase maximum length of stay / Reduce Commuter parking / Enforcement / Lack of parking spaces / Security / Other (please specify) </p> <hr style="border: 0; border-top: 1px solid black; margin: 10px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 10px 0;"/>
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The Public Car Parks	
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Civic Hall Car Park	
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15	<p>How easy is it for customers to find the Civic Hall car park?</p> <p style="text-align: center;">Very easy / Easy / No opinion / Difficult / Very difficult</p>
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16	<p>How easy is it for customers to find a parking space at the Civic Hall?</p> <p style="text-align: center;">Very easy / Easy / No opinion / Difficult / Very difficult</p>
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17	<p>How would you rate the convenience of the location to your business of the Civic Hall car park?</p> <p style="text-align: center;">Very good / Good / No opinion / Poor / Very Poor</p>
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18	<p>How would you rate the comfort (clean, well maintained, secure, well-lit) of the Civic Hall car park?</p> <p style="text-align: center;">Very good / Good / No opinion / Poor / Very Poor</p>
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19	<p>If only one item could be addressed to improve customer parking in the Civic Hall car park, what would that be? (Please tick circle one item)</p> <p style="text-align: center;"> Improve Signage / Increase maximum length of stay / Reduce Commuter parking / Enforcement / Lack of parking spaces / Security / Other (please specify) </p> <hr style="border: 0; border-top: 1px solid black; margin: 10px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 10px 0;"/>
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Public Transport	
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	<p>How many of your customers use public transport to access your business?</p>
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21	How satisfactory is the public transport services for shoppers to South Road? Very good / Good / No opinion / Poor / Very Poor
	<u>All / Most / Some/Hardly Any / None</u>

The Importance of Car Parking

22	How would you rate your agreement with the following statement? The current car parking arrangements for customers have a negative impact on the prosperity of my business. Strongly agree / Agree / Don't know / Disagree / Strongly disagree
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Car Parking Improvements

23	Other than what you have added above, what else could be done to improve car parking for customers in the South Road area? _____ _____ _____
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Survey Form No:
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October 2009

Title of Report

Bootle Town Centre Partnership Progress Report No. 6

Author of Report

Chris White Bootle Town Centre Manager

Purpose of Report

To advise the Sefton Business Village Partnerships of the progress made to date by Bootle Town Centre Partnership

1 Actions since last Meeting

1.1 www.shopbootle.com has been produced to a pilot stage. Businesses have signed up to use the web site to promote their goods and offer potential customers discounts with downloadable vouchers. The pilot has been demonstrated at the Chamber of Commerce Bootle Network lunch in September, and at the last South Sefton Business Forum. There was great interest from both businesses and potential end users. It is planned to go live with the website in time for the Christmas Rush.

1.2 Planning for the Bootle Festival has led to a wide range of events this year based around the Strand Shopping Centre. There has been a bigger involvement from local businesses than in previous years, which has enabled us to offer more to the customers. Activities will include, A Tea Dance and Dance Extravaganza sponsored by Sayers the Bakers. A Treasure Hunt around the Shopping Centre with prizes donated by Wilkinsons. A Wii Sports competition sponsored by Gamestation, and a rocket building competition delivered by Business Focus, as well as the usual live music and comedy, Face painting and children's entertainment. Dune FM will be present on both days and are hoping to do an OB from the venue. A full report on the event will be presented at the next BVP meeting.

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1.3 There will be a 3 page article on Bootle in the November issue of Lifestyle monthly magazine. It will focus on the Events and activities for Christmas and information on environmental activities and educational prospects in the town.

1.4 The Christmas Light switch on will be supported by a Jospice Santa Dash in North Park this year. We are hoping for 200 participants, who we hope will join us at the tree for the switch on with Real Radio's Ditchy and Salty. We will then embark on a groundbreaking Bluetooth treasure hunt around the Strand. There will also be a 15m Ski Slope in the Strand for 3 days from 26th November to 28th November.

2.0 Current Activity

2.1 Planning is underway to deliver a Spring event in the Town, incorporating a closure of Stanley road. It is planned to have a Market, Rides and activities across the town and the parks for the weekend

2.2 Plans for the Bootle all together Better Awards 2010 are under way.

2.3 I am working with other BVP members on the Vacant Spaces project.

2.4 The Town Centre Partnership is working up a proposal of Sponsorship packages to sell to business to help fund future projects.

3.0 Recommendations and Actions in next period

3.1 Report on Bootle Festival, Christmas events and feedback from Lifestyle Magazine.

3.2 www.shopbootle.com on line for Christmas rush.

3.3 Full implementation plan for spring event.

3.4 Continue senior contact meetings.

Altside Business Village Partnership

27th October 2009

Title of Report:

Altside Business Village - Progress Report No. 31

Author of Report:

John Keogh - Altside Business Village Manager

Purpose of Report:

The purpose of this report is to advise the Sefton Business Village Partnership of the progress made to date by Altside Business Village Partnership.

Recommendations:

It is recommended that the Partnership:-

Note the content of the report.

Note the current progress of projects

Note the proposals in the Delivery Plan for year 2009/10

1 Tourism

1.1 Camping & Caravanning Club site

Negotiations with the owners of Berrys Farm have not progressed any further, however the Camping & Caravan Club have contacted the agents of another local land owner following a positive onsite meeting with the tenant and representatives of the agent. This alternative plot of land appears to be a more attractive proposition and may qualify for a grant from the Heritage Tourism Fund, which is managed by the NWDA, the next round of which starts April 2010.

1.2 Marina

A second public consultation took place at St Gregor's Primary School in Lydiate on the 9th September showing changes made to the marina plans following feedback from members of the public gathered at previous events. The public were notified via the six notice boards of Lydiate Parish and Maghull Town Councils as well as Maghull Library and the local press. Around 40 members of the public attended with the majority in favour of the

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development. A draft planning application has already been submitted and a full application should have been submitted by the date of this meeting.

A report published by the British Marine Federation found that marinas contribute £155,000,000 to the UK GVA, this averages at £15.63 per berth per day. Based on this average a 135 berth marina at Lydiate would generate a total GVA of £770,168 per annum (*this includes marina income*). However, a comparison with Kingfisher Marina gives the following figures:

	Kingfisher Marina - 50 berths -	Lydiate Marina -135 berths -
Jobs created at marina & within local economy	8.5	23
GVA – Marina	£35,000	£94,500
GVA – Local economy	£109,500	£295,650
GVA – Total	£144,500	£390,150

1.3 Hornby Visitor Centre

An online pre-application has been submitted to the Heritage Lottery Fund and the manager met with Karen Ziesler from the Heritage Lottery Fund on 15th October to discuss the project further and determine whether it fits within Heritage Lottery criteria. A successful HLF needs to meet some if not all of the following:

1. Conservation – *is the collection worth conserving*
2. Learning – *engage with schools and community*
3. Participation – *need to demonstrate that there is support and involvement from other stakeholders*

She was particularly impressed that we have curator expertise amongst our members, that we are working to develop collection & conservation policies and that we have had two successful Hornby exhibitions supported by feedback and audience statistics.

- Until last year they had an annual budget of £17 million, because of the Olympic Games this has been reduced to £7 million

- 80% of applicants that pass stage 1 will probably receive funding

Key to a successful HLF bid is the acquisition of a collection, and a meeting of the Frank Hornby Trust was held on the 23rd September to discuss a strategy for developing one. The Trust has several major collectors within its membership and some of them have agreed to gift items to the Trust. Another important piece of work is the drafting of a set of policies covering acquisition, disposal and conservation of items donated, this is currently in hand and is being supported by Mike Stammers who is retired but was previously head curator of Merseyside Maritime Museum.

2 Community & Environment

2.1 Britain in Bloom

Members of the Maghull in Bloom group have been invited to join the Altside BVP and will be attending the next executive meeting to discuss ways in which the BVP can support next year's entry.

2.2 Central Square & Aintree Village Christmas Illuminations

The manager has received estimates for enhancing the Christmas illuminations at both Maghull Central Square and the three shopping parades in Aintree Village. A commitment for funding has been secured from Sefton East Parishes Area Committee, Sefton Tourism, the Bleasdale Group and the Maghull Group. The manager is also writing to the Aintree Village Parish Council for a contribution.

2.3 Art in Empty Spaces

Discussions are taking place with the Maghull Group and their agents regarding a retail unit on Westway, which has been empty for some time. There is an opportunity to use the unit for part of Sefton Leisure's Arts programme and to tap into a £52,000 fund aimed at revitalising local shopping centres.

3.1 Central Square

At a recent meeting the Maghull Group reiterated their wish to retake control of the car park so that they can put in place parking controls and reconfigure it making more efficient use of the space. One of the principle causes of parking problems in the square is the fact that shop owners and employees park in the square all day filling most of the parking space, they hope to alleviate this by using part of the corner of Westway and Liverpool road to provide parking space for this purpose. It is also intended to landscape the front of this plot to create a public space with seating and public toilets. They also informed the group that they intend to aggregate some of the smaller units to create some larger units within the square to attract larger retailers.

3.2 Aintree Racecourse Business & Retail Park

The opening of the Next and Marks & Spencer stores at the Racecourse Retail Park has greatly increased the level of traffic on Ormskirk Road causing tailbacks stretching over the bridge toward Aintree Village and Asda, the problem is particularly severe at weekends. Asda have contracted Sefton Technical Services to conduct a LINSIG traffic survey and it has been suggested that the problem could be alleviated through changes in road signage, the timings of the traffic lights and changes to traffic priorities. A meeting to discuss the findings of the traffic survey and possible solutions is taking place on 19th October.

3.3 Altside Business Club

The manager and chair of the Business Club working group recently attended a networking event run by Evolve West Lancs in Ormskirk. Discussions have taken place regarding the possibility of partnering with the company to share resources and jointly run events in both Maghull and Ormskirk.

3.4 Altsider Column

The Champion are not happy with the Altsider column in its current state as they feel it is simply advertising and should not be provided for free. As an alternative they have agreed to interview the manager and chair of the BVP every few months and write a piece on the BVPs activities.

3.5 Public Information Pillars

Public Information Pillars have agreed to absorb the cost of the business rates on any empty pillars, however this still means that the rates paid on poorly performing pillars can absorb all of the Town Centre Management share on more profitable pillars. The manager is speaking with PIPs regarding the removal of the pillars, which have not attracted any business and intends to progress re-negotiation of the contract.

4 Marketing

4.1 Information Card & Website

The websites and marketing material produced to promote Altside Business Village and the area are now several years old and largely out of date. Estimates are being sort to redesign a single Altside BVP website and small colour information card prior to a campaign to recruit more members.

4.2 Ringmaster

The ringmaster database is regularly updated when new members wish to join and is provided as a tangible benefit to Altside BVP membership.

4.3 Greenpages

The Greenpages document is regularly updated as and when new members join the Business Village and is sent out to all members every three months.

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Sefton Business Against Crime Partnership

27th October 2009

TITLE OF REPORT

Sefton Business Against Crime Update

AUTHOR OF REPORT

Steve Booth - Sefton Business Against Crime Manager

PURPOSE OF REPORT

The purpose of this report is to provide the Sefton Business Village Partnership with an over view of current Business Against Crime initiatives in Sefton

RECOMMENDATIONS

It is recommended that the Partnership

- Note the content of the report

Financial Implications (if any)

New membership for SBAC should raise approx £1300 p.a

Nighttime Radios should raise £1400

Total projected increase in revenue £2700 p.a.

Current Position

Since the last report there have been 6 new members joining the Southport BAC and 3 the Bootle BAC.

The next meetings of the two groups are schedule for November 3rd (Southport) and November 4th (Bootle) and will feature a presentation by Merseyside's police anti terrorism unit. The aim of this presentation is to raise awareness of terrorism in shopping centres and retail centres and to heighten alertness during the Christmas period.

Other plans include the sending of Christmas cards to the offender targets, selected over this period. The cards would be Merseyside Police in origin and have the phrase "Thinking of you" or similar printed on the inside. This has been proven to be a deterrent in other areas where it has been implemented

Other Activities

Graffiti

Various locations have been identified throughout Southport both by traders and by the Area Committee meetings and by working in partnership with the Community Payback Team, through the Community Safety Dept many of these areas are now being addressed.

This will be a long-term project as the team visit each of the wards on a 7week cycle and SBAC now has the necessary infrastructure in place to liaise with the team to address relevant concerns and will also work in other areas in which the Community Payback team operate.

Within Bootle, I now sit on the Town Centre Environmental and Safety group, which also looks at areas of concern, and have worked with this group to combat graffiti in Bootle

Bogus Charity collectors

This problem has decreased over the summer months, within Southport, the person who was initially identified as being the main person of interest has since been arrested and has seemed to have curtailed his activities. There have been one or two persons collecting for non charity purposes on Chapel Street, but these were student oriented and were not of a fraudulent nature.

Alley gates

The passageway between 275 -281 Lord Street has been gated and cleaned. There was a need to get the cleaning contractor back several times to complete the job to the satisfaction of all parties, however the finished

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alleyway was a huge improvement over its previous state, and a press release was issued earlier this month.

There is still an issue with the pigeons gaining access to the alleyway however this is now in hand and measures are currently being put in place to stop this.

The Community payback team is due to paint over the graffiti from the alleyway in their November visit to the town centre. There are still the occasional person using the alleyway for drinking alcohol, however this has declined significantly since the gates were erected.

Since the erection of this alleygate a further application for an alleygate between Hulme Streett and West Street has been undertaken, with the backing of Merseyside Police and is now awaiting funding.

Nightsafe Radios

There was a recent funding stream allocated to SBAC to purchase 19 radios through the CDRP for use within the night-time economy to combat night-time disorder and anti social behaviour. Although this problem is perceived to be far greater than it actually is, the radios will assist to enhance the visitor experience.

Environmental issues

SBAC has tried to implement a “badging “scheme which would try and bring some form of control and regulation to a problem that has been escalating; namely that of busking within Sefton. After an initial meeting and further research it was decided that SBAC /SBE were perhaps best suited as a partner agency rather than the lead agency in this initiative. However since that time SBAC have worked with the police and environmental services to help in this area and in other areas of Environmental concern within Southport.

Sefton Business Village Partnership

27th October 2009

Title of Report

Progress Report 32 on a number of Sefton BVP related issues.

Author of Report

Mo. Kundi

Purpose of Report

The aim of this report is provide Partnership Members of the current position with regard to Sefton Business Village related issues.

Recommendations

It is recommended that the Partnership:-

1. Note the content of the report.

Introduction

1. Lydiate Village Centre

Partnership members will be pleased to learn that the Legal Agreement between Sefton Council, and Lydiate Parish Council has now been concluded, thus enabling construction to start on site. The contractor J Armor Limited started construction of the £885,000 Lydiate Village Centre on 6th July 2009, and it is expected that the Centre will be open on 21st December 2009.

2. Southport Retail Study

Partnership Members may recall that Sefton Council's retained Consultants White Young Green (WYG), recently undertook a retail study, including an update on 'Health Checks For Southport And Bootle', which identified a number of issues that required action in order for town/local centres to remain competitive in the future. One of the actions was the need to provide additional retail space in Southport town centre. This need has been identified not only in WYG's study but has also been a recurring theme in other studies recently completed, including the Southport Investment Strategy, and the

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work currently being undertaken by LOCUM Consultants into 'Brand Evaluation and Market Appraisal Study.'

I am pleased to report that the importance of this issue has been recognised by a number of departments with interests in Southport Town Centre, and have agreed to contribute to the £20,000 budget required to engage external consultants. The main purpose of the retail study is to address the following:-

- The possibilities of longer term provision of additional comparison floorspace to meet the needs of North Sefton and in particular, Southport, and to enable the town to remain its competitive position as a retail destination
- Meeting the comparison retail needs of Southport is a sustainable way and where possible on sequentially superior sites within the existing Town Centre, thereby protecting its vitality and viability both now and in the future.

A brief is currently being prepared, and it is expected that Consultants would be appointed in November 2009. The study is anticipated to be completed by March 2010, the findings of which will be reported to the Partnership.

3. Supporting Town Centres

Partnership Members may recall that at their meeting on 28th April 2009, an item within the overarching Sefton BVP report referred to Looking After Town Centres. This was a document produced by the Communities and Local Government Department, which offered 'practical help in setting out how we can work together to make sure that our town centres reached their full potential, even in tough times, so that we can all enjoy, and be proud of, the centres of our great towns'.

On 19th August 2009, Sefton Council along with 57 other local authorities was informed that Department for Communities and Local Government (DCLG)

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had allocated £3 million funding package to support town centres, and that Sefton would receive £52,631.58 from this allocation.

In addition to the above funding, Arts Council England had made available additional funding of up to £500,000 to support artists and arts organisations that wish to develop projects, which animate spaces in town centres, including empty shops. The Arts Council would like this funding to target those areas in receipt of DCLG funding to help them carry out artistic activities. Local authorities that choose to use some of this funding to promote arts related uses in town centres are encouraged to work in partnership with artist and arts organisations that can apply for additional and complementary funding from the Arts Council.

Partnership Members are already aware of the successful projects and activities undertaken across the borough to tackle the impact of economic downturn in town and local retail centres. On the back of that success Partnership Members request to promote town/local centres by providing free parking after 3.00pm on Thursdays and Fridays during the month of December in Southport (on street pay and display zones), Crosby (off street car parks), and Bootle (the multi-story car park, and Bootle Leisure Centre car park), has been agreed by Sefton Council

In order to assist local Partnerships to market and promote the above as part of other complementary activities planned, such as Continental Markets, Farmers Markets, Live Music events, Christmas festivities etc. to increase footfall, Sefton Council is being requested to agree to the allocation of £500 to each of the following areas:-

- **Southport**
- **Birkdale**
- **Ainsdale**
- **Formby**
- **Crosby**
- **Waterloo**
- **Seaforth**
- **Bootle**
- **Maghull**

The total allocation for marketing and promotion identified above, would be £4,500

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Since the award of this fund by the DCLG, a number of meetings have been held with all the local Business Village Partnerships, and representatives from Neighbourhood Management, and Leisure Services to explore possible activities that could be undertaken to lessen the adverse impact of the recession on our town centres. In addition to the above quick win £500 fund suggestion for town/local centres, the group has also put forward a number of interesting ideas for further examination, including the use of empty shops by artists, Leisure Services related activities now that they are likely to be decamping from the Art Centre in Southport, and for start-up businesses. All these suggestions and ideas are included in the attached Annex A of this report.

Clearly most of the suggestions require a more detailed investigation, particularly where empty shop premises are involved. There is the opportunity to work with other Council departments and more critically with our partner organisations, such as Sefton Chamber of Commerce, STBN, Southport Partnership, SBE, and other local Business Village Partnerships etc. that would facilitate the draw down of other funds which if successful would add value to the work being undertaken, and provide a more coordinated approach to the development and delivery of key projects. It is therefore proposed that a further report be presented on those proposals that could be realistically delivered as soon as practically possible, together with their costing.

4. Merseyside Rural Economy Strategy and Action Plan

The consultants, Rural Innovation, who were appointed to develop the Rural Economy Action Plan have now completed their second draft of the strategy.

The strategy seeks to provide an over-arching approach to sustainable economic development across rural Merseyside. The potential of rural areas to support local partners in achieving their economic objectives is clear. Analysis of the value and volume of economic activity has shown that businesses and employers in the rural area accounted by 22% of Merseyside's total GVA. It has shown that GVA per worker is higher in the rural area than in urban Merseyside. It has shown how despite the difference in the scale of economic activity in rural and urban areas, and the natural constraints on economic development outside the urban core, growth in rural GVA (10.9%) virtually matched growth in urban GVA (12.3%) between 2003

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and 2006. The analysis also shows that between 2003 and 2006 growth in rural GVA exceeded growth in urban GVA in Knowsley, St.Helens and Wirral.

Beyond this single measure of economic output the “the green zone” provides a wide range of benefits. It attracts and hosts many of the highly skilled and talented people that drive the private, public and third sector delivering wealth, public services and social justice. It supports a thriving visitor economy, providing some of Merseyside’s strongest brands and visitor destinations – Sefton’s Natural Coast, Wirral Peninsula, Southport England’s Classic Resort, Knowsley Safari Park and England’s Golf Coast. Its farming and land based sector produce distinctive local food and maintain an extensive network of green infrastructure including the Merseyside Green Belt. Its towns and villages host a diverse and vibrant retail sector and provide services, which underpin the quality of life in the region of 400,000 people.

The challenging economic climate means that every opportunity should be taken to get “best value” from the sub-region’s economy, wherever it is located. This realism is clear within the opening sections of the new Planning Policy Guidance, which is based on a clear commitment to growth. It seeks to bring together policies on economic development in town and country into one policy statement, *“emphasising in the rural context what is taken for granted in urban contexts: that economic sustainability is a prerequisite for social and environmental sustainability.”* The policy statement acknowledges that there is no such thing as a separate ‘rural economy’ – the economies in rural and urban areas are similar, in terms of the mix of businesses and employment and are closely inter-related.

Alongside this push for growth however lies the need to address Climate Change. The Climate Change Act (2008) has set a binding target for an 80% cut in emissions of Greenhouse Gases by 2050. The first national “budget” for greenhouse gas emissions was published within the climate change white paper, *The UK Low Carbon Transition Plan* in July of this year. This, together with related strategies (economy and transport) makes it clear that by 2020 the ways in which we generate and use our energy, heat and power our homes and offices, and the access work services and leisure will be quite different to those we know today. Not only must the way we do things in the future change, but we have a significant and short term “correction” to make if we are to achieve the necessary cuts in emissions.

It is against this backdrop that the sustainable economic future of rural Merseyside must sit.

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Analysis in support of this strategy has shown that the rural area must do several things to support sustainable economic growth across Merseyside.

It must maximise the **productive capacity** of its farmland, providing the highest quality raw materials for the food, drink and renewable energy sectors.

It must maximise the **biodiversity** that it supports, enabling flora and fauna to thrive and providing the best possible natural environment and **green infrastructure** for residents, businesses and visitors.

It must ensure that its **countryside** and **green spaces** are **managed** in as sustainable way as possible, providing “ecosystem services” to urban neighbourhoods such as clean water, flood alleviation and waste management.

It must develop its businesses, increasing their **productivity** and creating **employment** and support the establishment of **new businesses** through the provision of premises, the development of visitor destinations and by attracting entrepreneurs.

It must develop its communities, ensuring that they are **functionally sustainable** and that they make their full contribution in the achievement of national, regional and sub-regional **greenhouse gas emissions reduction** targets.

If in 15 years, the rural area can successfully meet these challenges, then it will have achieved our collective vision:

Vision

By 2025 Rural Merseyside will be recognised as a valuable part of the Northwest’s low carbon economy, with a distinctive and high quality environment which is a rewarding place to live, work and to visit.

Application in Sefton

The Future of Land Use

Land use is particularly important in Sefton. Sefton’s geography is based around five urban areas, which are physically separated by open countryside. There are considerable differences in terms of socio economic and

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environmental factors between the north, centre and south of the Borough. The district is however “united” by the Sefton coast and countryside that separate and surround the key settlements.

The district has a range of landscape assets including the internationally important dune system and the native pine woodlands that fringe it. It also has nationally and internationally protected marine sites of its coast. This coast is low lying, and the likelihood of rising sea levels constitutes a particular threat to many of the districts settlements, which are in relatively close proximity to the shoreline.

The land to the north of the district is high in landscape value, but low in agricultural or horticultural value. North Sefton has access to locally grown vegetables and salad crops however as the high quality soils of Banks and Hesketh Bank in the neighbouring district of West Lancashire provide one of the leading growing areas in the country.

To the south and east of the district there is an extensive area of cultivated land. This is of high quality, particularly the pocket of Grade 1 soil on the floodplain of the River Alt to the north of Maghull. Farming in this area is a mix of arable, field scale vegetables, horticulture and grassland. This area of productive land provides the opportunity to develop a valuable food supply chain to serve the neighbouring centres of Southport and Liverpool.

This land is also important to Sefton for another reason. The area is low lying and there is an extensive area of flood risk through the centre of the district in areas close the River Alt. The countryside in this area provides an important catchment management and flood alleviation function.

The land to the south and east of the district (between Maghull and Knowsley) provides an important Green Belt function, maintaining open space between the urban area of Liverpool and the smaller urban centres of Maghull & Lydiate.

Sefton has the lowest per capita CO₂ emissions of all the Merseyside districts. Despite this however Sefton is one of the biggest emitters of CO₂ as a result of the consumption of electricity and gas for domestic purposes. It has the fifth highest emissions (in volume) of all local authorities in the Region. This is directly linked to the size of its population but note that per capita emissions in Sefton are above the regional average and second only to Wirral in the sub-region. The imperative to significantly reduce emissions is likely to require part of this energy to be “decarbonised”. The rural area is in a good position to support this process.

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Potential Actions:

1. Seek to engage growers and producers with the Rural Mersey Leader “Supporting Merseyside” programme which seeks to develop a cooperative food processing and supply business;
2. Engage land owners and managers with the Rural Mersey Leader “sustainable biomass” programme which seeks to develop a supplier and processor business for biomass;
3. Define a programme to support the collaborative development of biofuel production and farm-scale biogas plants; and
4. Work with land owners and managers in the flood risk areas to maximise the value of land as a preventative asset, prevent excess run off of surface water and consider opportunities for “re-wetting” of riverside land.

Role of Rural Settlements in a Low Carbon City Region

Sefton has a “policy centric” settlement pattern. Its urban areas are separated by open countryside. Its major urban areas are situated at the far north and far south of the district. There are a number of smaller, rural settlements within the district: Formby, Hightown, Ince Blundell, Melling, Thornton and Sefton. These settlements are generally net suppliers of labour and have limited economic functionality (although Formby retains a thriving neighbourhood centre). They are set with the Green Belt and significantly affected (with the possible exclusion of Melling) by an area of flood risk. Options for further development to support enhanced service centre functionality are therefore very limited. Notwithstanding these constraints, actions and policy, which would improve the retention of economically active people within the communities would improve their sustainability.

The settlements of Maghull and Lydiate are found to the south east of the district. These are larger than the other rural settlements and to the east, development is less constrained by flood risk. Both settlements have good access to the transport network and are strategically located for businesses seeking premises in the outer fringe of the Liverpool City Region. The emerging Core Strategy for Sefton seeks to make Maghull a more balanced community by providing more local employment, reduce outward commuting and meet affordable housing needs.

Potential Actions:

1. Define policy and actions which will help to reduce car borne commuting from the smaller rural settlements; and
2. Support development of an Area Action Plan for Maghull , Lydiate and the adjoining East Parishes.

Maximising Productivity and Competitive Business

Sefton has in the region of 3700 workplace units in its rural area, equating to 42% of its total stock. They are evenly spread across industrial sectors although the Property, Business Services and Finance sector is dominant (27% of workplace units). The businesses and agencies operating from these workplaces contributed 28% of district GVA in 2006, considerably below the proportion that they represent of total workplaces. Productivity (GVA per worker) was lower in the rural areas at £32,753 per worker compared to £34,873 in the urban area. Growth in GVA (2003 to 2006) in Sefton was below the sub-regional average, with growth in the rural area slightly lower than that achieved in the urban area. Growth in productivity (GVA per worker) was slightly higher in the rural than in the urban area however.

This analysis shows that economic activity is widely distributed across the different spatial areas of the district, but that the main economic output comes from the urban areas. The geography and natural environment of the district makes it difficult to promote economic development of any scale outside the urban areas. There is plenty of economic activity within the rural area however and it is important that it is as effective and productive as possible.

Potential Actions:

1. Investigate the differential in GVA per worker between rural and urban areas and if appropriate, define a programme to “close the gap”;
2. Identify existing economic actors in the rural area with potential for sustainable economic growth, research barriers to growth and intervene to address these as appropriate;
3. Engage the rural business sector within mainstream business support, networks and initiatives; and
4. Facilitate a dialogue between rural businesses and the planning team in order to maximise sustainable economic development and “head off” unsuitable and inappropriate proposals.

Rural Destinations

Sefton has a well developed “natural tourism” offer. It is a key component of “England’s Golf Coast” and promotes “Sefton’s Natural Coast” alongside the

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resort of Southport. These natural tourism assets rely upon smaller destinations to provide supporting facilities and infrastructure. There is potential for businesses in the rural area to support the coastal offer with low key provision. It will be important however that any development respects the Green Belt and mitigates its impact.

To the east of the district there are also opportunities based around inland waterways and the equine sector. The Leeds & Liverpool Canal runs through the eastern parishes, bisecting Lydiate and Maghull en route to Liverpool. This is an important tourism asset and offers potential for the development of small scale rural destinations related to it. Aintree Racecourse is within easy reach of Maghull and Lydiate and there are a number of equine facilities within the district. The proximity of the city centre, “Anthony Gormley’s Another Place” and the “Natural Coast” and the transport network also creates opportunities for small scale and perhaps high quality accommodation providers.

Potential Actions:

1. Identify the need for facilities and infrastructure to support access and quiet enjoyment to Sefton’s Natural Coast; consider how these might be best delivered and accessed via sustainable transport;
2. Review the potential for new destinations, attractions and accommodation at the eastern end of the district; and
3. Consider collaborative marketing for rural destinations building on the Council’s coast and countryside promotion and activity.

Estates as Partners

Sefton does not have any dominant private sector estates. There are however a number of informed stakeholders that are fully engaged with the management of the natural environment and landscape in the district. These include the local authority, RSPB, Natural England, The National Trust, The Wildlife Trust, the Environment Agency and local land owners and occupiers.

Potential Actions:

1. Form a landscape partnership and define a vision and action plans for different areas of the district; for example the Natural Coast, the Alt catchment and the eastern territory; and
2. Engage with the NFU and CLA to develop a working relationship with a group of landowners to promote sustainable land management.

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Consultants undertaking the above study have been requested to present their findings to Sefton, and if any Partnership Member is interested in attending please let me know.

6. New Funding Opportunity

The attached Annexes B and C below provide an update on the various funding streams, and for which Expressions of Interest have either been submitted or are pending.

ANNEX A

No	Idea/Suggestion	Location	Potential Deliverer Identified	SMBC Costs	SMBC Staff Role	Arts Service Involved	Risks	Done elsewhere
1	Community Group Space Invite community groups to make use of a space on the shopping street (might be an empty shop) for a limited period for whatever purpose they want. It's got to be interesting though. We give them a grant to facilitate it.	In shops	Community groups	Grants to Comm. Groups	Opening and closing premises	N/A	Community groups might not be interested	Coventry/ Wakefield
2	The Puzzle Display in shop windows a clue in a larger puzzle. To get the rest of the clues you have to visit all the other shops. You then post your answers in. Only needs to be in the corner of an empty window. It does not require an empty shop. (It could be simply letters from an anagram, or parts of a catchphrase, or parts of a mosaic).	Shop windows	N/A	Devising and installing puzzle. Cost of prize.	Devising and installing puzzle.	N/A	Must not breach competition rules	No
3	Waterloo has the X Factor We use an empty shop to allow local people to enter a singing competition by recording their entry on film in a local shop. We then show the filmed entries in the shop windows on a rolling tape by putting a tv screen in the window. People can stand	In shops	N/A	Cost of staff and equipment. Prize	Opening and closing. Hosting the event. Putting performances on dvd.	N/A	No one enters	No

	outside and watch them selves/others and vote for the best. The idea could be repeated across other areas.				Counting votes			
4	<p><u>The Sefton Grand Prix</u></p> <p>We construct an oval scalextric track in a local shop (or other space). We allow people to enter a time trial. This could be for a couple of weeks. The fastest person wins a prize. There could then be a Sefton championship with the winners from all the other areas (Crosby, Bootle etc) competing.</p>	In shops	N/A	Cost of staff and equipment Prizes	Opening and closing. Hosting the event.	N/A	No one enters	No
5	<p><u>Health</u></p> <p>Ask Sefton NHS to take a space to promote an activity ie smoking cessation. If it was healthy eating it could be based upon recipes using goods from local shops.</p>	In shops	NHS	No	Opening and closing	N/A	If NHS does not want to do it	Dewsbury
6	<p><u>Toy Displays</u></p> <p><u>1) Hornby Centre</u></p> <p>Allow the Hornby Centre to put up a display for a couple of months, and using it to promote the Hornby Centre. The display could be trains or meccano.</p>	In shops	Hornby Trust	None	Opening and closing.	N/A	H Trust may not want to do it	No
	<p><u>2) Others.</u></p> <p>Invite collectors of Barbie/Bratz/Top</p>	In shops	Suitable	None	Opening and	N/A	Collectors may not want to do	No

	Trumps/card collectors etc to display.		collectors t		closing.		it	
7	<p><u>Band/Artist Performance Rehearsal Space</u></p> <p>Use premises to allow bands etc to practice or to perform. Might have to be after 5pm.</p>	In shops	N/A	Cost of staff	Opening and closing. Taking bookings Hosting the event.		Youth issues. No bands are interested. Complaints about the noise. Could be unplugged.	No
8	<p><u>Animal Displays</u></p> <p>Ask animal groups to bring along their pets and animals for people to see and hold.</p>	In shops and on street	Animal handlers	Cost of staff	Opening and closing. Hosting event	N/A	Animal groups may not be interested	

9	<p><u>Craft Displays</u></p> <p>We invite local shops/traders to do demonstrations in the shop for an hour at a time. This could be cake making/pizza making/ clothes making/makeup demonstration/floristry etc.</p>	In shops	Need to id interested cake makers etc	Cost of staff	Opening and closing. Taking bookings Hosting the event.	N/A	Might not get anyone wishing to display.	No
10	<p><u>Incubation Space</u></p> <p>We use a small shop in a good location to allow small fledging traders to display their goods. They would staff the shop. We could also allow small traders from quieter locations to display in order to promote their wares.</p>	In shops	Need to id very small potential traders	Cost of staff.	Opening and closing.	N/A	No small traders can be found	Chorley
11	<p><u>Mini Plaza (1)</u></p> <p>We invite the plaza to show films in a local empty shop. This might be better if it was a local history type film rather than a feature film. The display could be in the shop window or inside the shop.</p> <p>Plaza could also display the giant film posters and cardboard displays.</p>	In shops	The Plaza	Cost of staff	Opening and closing. .		Plaza might not be interested.	No
12	<p><u>Mini Plaza (2)</u></p>							

13	<u>Sefton Youth Orchestra/Bootle Pipe Band/Seaforth Steel Drum/Waterloo Judo Club etc</u> Use premises to allow bands etc to practice or to perform. Might have to be after 5pm. Might be on the street.	In shops	Youth Bands etc	Cost of staff	Opening and closing. Hosting event		Bands may not be interested	Yes
	The Plaza could be invited to assist local community groups to make short films about themselves, their community or their area. All the films could be shown on a big screen at the front of an empty shop. The best could be shown at the Plaza for one day/week before a feature film.	In shops	The Plaza and community groups. SMBC Communication s staff make short films for the web site	Cost of equipment	N/A Possible role for Comms Staff		If Plaza cannot do it/Community groups not interested	Yes
14	<u>Shop Decorators (1)</u> Decorate/paint the outside of local shops (in a way that is removable). Paint faces/murals/messages. Could be done by community groups	In shops	Community groups	Cost of materials and equipment	N/A		Community groups my not be interested /some landlords might not like it	Croyden
15	<u>Street Decorators (2)</u> We invite community groups to						Community groups may not	

	decorate public area/trees etc using a shop as workshop.	N/A	Community groups	Cost of materials and equipment	N/A		be interested. Planning type concerns.	Yes
16	<u>Halloween Workshop</u> A craft workshop where young people can bring their pumpkin to decorate/ do colouring/make banners etc.	In shops	Community groups	Cost of materials and equipment	N/A		Community groups not interested. Miss the Halloween date.	Yes - for other reasons than Halloween
17	<u>Art Workshops</u> As above but general art work.	In shops	Community groups	Cost of materials and equipment	N/A		Community groups not interested.	Yes
19	<u>Shop Window Display Classes</u> Bring professional shop display people to Waterloo. Hugh Baird Students do this. Let them put a shop display in a window and offer to work with all the other shops in the area offering tips on how to improve their displays.	In shops	Hugh Baird display students?	Staff costs	Opening and closing		HB don't want to do it	Yes
20	<u>Photographer</u> Let someone (not a professional photographer) take photos of local people who come into the shop who want their picture taken. The photos could then be displayed on a giant TV	In shops and on street	Photographer, does not need to be professional	Cost of photographer and equipment/ materials	Opening and closing.		Photographer not found	No

	screen in the shop window on a rolling basis. People might stand outside waiting for their picture. Photos could be serious/fun/group/individual.							
21	<p><u>The Iron Man on Tour/ Tea with an Iron Man</u></p> <p>We put one of the Iron Men not used on Crosby Beach (some were removed some time ago) into an empty shop and you can have your photo taken with it.</p> <p>We take the Iron Man to other areas for the same purpose. There must be people who cannot access Crosby beach to get close to an Iron Man, this would be their chance. Perhaps you could have tea in the shop with the Iron Man.</p>	In shops	N/A	Staff costs Camera equipment	Opening and closing Taking photographs		Iron man cannot be sourced. A. Gormley does not agree	No
22	<p><u>Pantomime</u></p> <p>Invite Sefton Youth Theatre to perform sections of famous pantos in shops or shop windows.</p>	In shops, outside shops	Youth/amateur theatre groups	Staff costs	Opening and closing Hosting the event		Theatre groups don't want to be involved	No
23	<u>Farmers Market/Fairtrade event</u>	In Shops	Market Traders	Staff costs	Setting up/opening and closing	N/A	Traders not interested	Lincoln
24	<p><u>Wii Ten Pin Bowling</u></p> <p>We could put a large screen in a shop window that is linked to a Wii computer</p>	In and outside	N/A	Staff costs and	Setting up/opening	N/A	Will the equipment	No

	player. And use the remotes outside in the street to play computer games such as ten pin bowling/tennis/baseball/etc	shops		equipment	and closing. Hosting		work through shop window glass	
25	<u>Training Provider Displays</u> Ask Hugh Baird and others to put on a display of what they offer as a showcase of their provision in order to increase the participation in the training.	In Shops	Hugh Baird display students?	Staff costs	Opening and closing		HB don't want to do it	Yes
26	<u>School Enterprise Worksop</u> To take a shop for a short period to allow local schools to display and sell the things they have made in their enterprise activities. It could be turned into an extension of their studies.	Inside shops	Schools	Staff costs	Opening and closing	N/A	Schools may not want to do it	No
27	<u>Fashion Show</u> To take a shop for a short period to allow local college students to put on a fashion show displaying their designs. Could also be used in some neighbourhoods to promote participation in training.	In Shops	Hugh Baird display students?	Staff costs	Opening and closing		HB don't want to do it	Yes
28	<u>Area Committee Meetings</u> Hold committee meetings inside a local shop.	Inside shops	SMBC	Staff costs	Opening and closing and hosting	N/A	A suitable shop may not be found. Public access issues.	No
29	<u>Films about shops</u>	In shops		Cost of	N/A		Can	No

				equipment	Possible role for Comms Staff		appropriate technical support be found?	
	Provide funding to support local business communities to make short films about themselves and their trading area. All the films could be shown on a big screen at the front of an empty shop. The best could be shown at the Plaza for one day/week before a feature film.							
30	<u>Secret Art Galleries</u> Use the windows of empty shops to display art works	In shops		None	N/A		Might not find suitable artist although schools and others could display.	Morecambe/Oswestry (Lincoln – schools)
31	<u>Guerrilla Galleries</u> Renting a unit for a short period to stage a graffiti art exhibition.	In shops		Cost of equipment Staff costs	Opening and closing and hosting			Bristol
32	<u>Community Museum</u> A short term museum with the contents changing monthly, rotating exhibitions are based entirely on community submissions.	In shops		Cost of equipment Staff costs	Opening and closing and hosting		Might not find suitable displays	
33	<u>Promotional posters</u>	In shops		Cost of posters	Opening and closing		N/A	

	Display of poster promoting the town and its services in shop windows.							
34	<p><u>Clued/Murder Mystery</u></p> <p>We use an amateur dramatic group to perform a “murder mystery” in a vacant shop for a couple of days. People can drop in any time and ask the characters questions. At the end of their visit to the shop they can make an entry as to who really did the crime.</p>	In shops	Need to find interested drama group	Cost of staff.	Opening and closing. Hosting the event.		No drama group can be found	No

Annex B**Financial Details of Expression of Interest Submitted.**

Expressions of Interest Submitted to date	Fund Type	Total Project Cost £	ERDF/RDA Funding Sought £	Other External Funding Source £	Contribution from Sefton			Comments
					LTP Budget £	Capital Programme £	Others £	
Dunningsbridge Road Corridor	Public Realm (ERDF/RDA)	1,200,000	600,000 (ERDF) 200,000 (RDA)				400,000	Fuller Development and Appraisal to be submitted by October 2009
South Sefton Development Trust	Managed Workspace (ERDF)	£100,000	£45,000 (ERDF)	£55,000				Still under consideration by the RDA
SEND		£200,000	£90,000 (ERDF)	£110,000				Concept Proposal to be submitted
SAFE Productions Ltd	Managed Workspace (ERDF)	£1,000,000	£450,000 (ERDF)	£550,000				Concept Proposal to be submitted
Peerless Site, Bootle	Land acquisition and remediation	£12,500,000	£12,500,000 (RDA)					EOI submitted 14 th August 2009
Demolition of Balliol House and (Connley House)	Demolition and remediation works	£1,415,000	£707,500 (ERDF)			£707,500		EOI submitted 14 th August 2009
Southport Commerce Park	Land remediation, spine road, and linear park	£3,578,858	£1,789,429(ERDF)	£905,429		£884,000		EOI submitted 14 th August 2009

Sefton Producers	Support to Rural Food Producing businesses	£540,000	£270,000 (ERDF)				£270,000	EOI submitted 10 th August 2009
Frank Hornby Trust	Big Lottery – Heritage Grant	£175,000 - £200,000	-		£175,000 - £200,000 (Big Lottery)	-	£5,000 (WNF)	Initial EOI Lodged on 21 st July 2009

ANNEX C

CURRENT FUNDING OPPORTUNITIES

Page 87	Funding Name	Funding Body	Amount Available	Deadline for EOI Submission	Date by which project must start	Date by which project must finish	Key Criteria
	Visitor Attraction Fund (VAF)	NWDA	Eligible larger or medium projects £5m or £1m Smaller grants £250,000 (Total £15m)	1 st May 2009	VAF Available during three years 2009/10, 2010/11 and 2011/12, and must be spend during this period	VAF Available during three years 2009/10, 2010/11 and 2011/12, and must be spend during this period	<ul style="list-style-type: none"> • Match funding • Permission required before project can start • Regional signature project • Transformational in impact • Appeal to international and Staying visitors • Generate higher levels of spend • Improve the profile of the location • Supported by Tourist Board, Sub-regional Partnership, and be in the Destination Management Plan
	'Public	NWDA/E	Total available	8 th May 2009	ASAP	Completed by	<ul style="list-style-type: none"> • Match Funding

Realm' Projects (3.2 & 4.3)	RDF	£10m			December 2010	<ul style="list-style-type: none"> • Located within Strategic Sites • Benefit the local economy (directly or indirectly) • Positive Environmental Impact • Planning permission
'Low Carbon Economy' (1.3)	NWDA/E RDF	Maximum RDA/ERDF available limited to EU500,000 (Total available £5m)	1 st September 2009	ASAP	Financial completion 2015	<ul style="list-style-type: none"> • Feasibility Study required as part of EOI • Match Funding (up to 50%) • Capital and revenue eligible • Showcase low carbon and/or low resource usage on multi-SME employment sites (e.g. Business Park) • Retail facilities & housing development ineligible <p>Must demonstrate Replicability, Scale, Integration, Distribution, Leverage, Strategic Fit, Deliverability, Value for Money, and Innovation.</p>
Heritage Tourism Improvement Scheme (HTIS)	NWDA (Contact Andrew Backhouse 07914 871 859)	Up to £40,000 (Total available £500,000 plus English Heritage £75,000)	21 st May, 22 nd June and 24 th September 2009			<ul style="list-style-type: none"> • Historic houses, gardens, and buildings open to public • Physical improvements that enhances the visitors experience including car parking educational activities, disabled facilities, and interpretation

Action Area 4.3 Development of sites	RDA/ER DF	Total Budget for the sub-region £20m Intervention rate up to 50%	By 12.00 noon 19 th June 09 Decision on 7 th August 09	ASAP		<ul style="list-style-type: none"> • Supporting development of sites • Creating employment for residents of targeted areas • Focus on entrepreneurship & community development e.g. managed workspace & incubation units for businesses • Not eligible provision of training, training facilities, or to help reduce worklessness
Action Areas 3.2 & 3 – Land Remediation and Site Servicing	RDA/ER DF	Total Budget for the sub-region £XX Intervention rate up to 50%	By Friday 14 th August 2009. Decision by 14 th September 2009	ASAP	December 2010	<ul style="list-style-type: none"> • Located within Strategic Sites • Demonstrate positive economic impact • Enables or enhances other ERDF Projects • Partners and Planning permission in place • Can deliver by December 2010 • Demonstrate match in place
Rural Development Programme	National/ European Grant	Total Budget for the sub-region £2m	On going	ASAP		<ul style="list-style-type: none"> • A range Interventions, including Farm diversification, Rural tourism, supporting rural economy, access etc.

Action Area 1.2	RDA/ER DF	Total Budget for the sub-region £XX Intervention rate up to 50%	By 10 th Monday August 2009	ASAP	December 2010	EOIs are sought from the following sectors:- <ul style="list-style-type: none"> • Biomedical • Energy & Environmental Technologies • Advanced Engineering & Materials • Food & Drink • Digital & Creative Industries • Business & Professional Services
Empty shops revival fund	CLG Dept.	£52,632 for Sefton's town centers and shops.	N/A	N/A	N/A	<ul style="list-style-type: none"> • To reduce the negative impact of empty shops on town centres
Green Bus Fund (Low Carbon Buses)	DfT	£30m for England	4 th November 2009	N/A	N/A	<ul style="list-style-type: none"> • To encourage a shift to low carbon transport • To improve air quality in Town and cities. • To stimulate green technology • Open to Bus Operators and Council's to bid towards additional upfront cost of buying low carbon buses

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Heritage Grants	Big Lottery	£50,000 to over £5m	Any time	N/A	N/A	<ul style="list-style-type: none"> To conserve and enhance nation's diverse heritage To encourage more people to be involved in their heritage
Future Jobs Fund	Dept. for Works and Pensions	£1.0 billion	Any time	N/A	N/A	<ul style="list-style-type: none"> To create 150,000 new jobs Looking for Partnership bids Must be linked to locally agreed work and skills strategies
Access To Nature	Big Lottery	Total Budget £25m, and grants available between £50,000, and £500,000 (Can be more if project nationally significant) Intervention rate between 70% and 90%	Stage 1 closes 1 st February 2010, and stage 2 closes 4 th May 2010	N/A	N/A	Access to Nature aims to encourage more people to enjoy the outdoors, particularly those who face social exclusion or those that currently have little or no contact with the natural environment - perhaps because they lack the confidence to get out and enjoy natural places or have few opportunities to do so.
Arts in Empty Spaces	Arts Council England	Total Budget £500,000	Starts from 1 st April 2010	N/A	N/A	Priority given to those local authorities in receipt of Empty Shops Revival Fund, which Sefton is.

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Low Carbon Communities Challenge Fund 2010-12	Carbon Investment Fund	Up to £500,000	Phase 1 by 28 th October, and Phase 2 by 30 th December 2009	N/A	N/A	This is national competition to support communities of approx. 1,000-20,000 population across England, Wales, and Northern Ireland to link infrastructure and behavioural change in a tow year locality plan for reducing carbon emissions, accompanied by a rigorous national evaluation programme.
Action Area 1.3 Energy Efficiency & Renewable Energies in Social & Low Income Housing	RDA/ER DF	£22m for Merseyside sub-region, and expecting no more than two projects	9 th November 2009	N/A	N/A	Retrofitting of low carbon technologies to existing to existing hard to treat properties Development of area-wide low carbon power generation and heating schemes for existing and new social housing Demonstration projects which exemplify innovation and best practise based on above

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REPORT TO: Cabinet Member – Environmental
Cabinet Member – Regeneration
Cabinet Member – Technical Services
Cabinet

DATE: 18th November 2009
18th November 2009
23rd November 2009
25th November 2009

SUBJECT: The Development of Low Carbon Economy in response to Climate Change

WARDS AFFECTED: All

REPORT OF: Alan Moore - Strategic Director of Regeneration and Environmental Services
Andy Wallis - Planning and Economic Regeneration Director

CONTACT OFFICER: Mark Long - 3471
Dave Packard - 2100
Mo Kundi - 3447
Neil Ash – 3473

**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:

To advise Members of the likely impact of current and planned climate change legislation and regulations, the implications of developing a low carbon economy in Sefton, and make recommendations for the strategic management of change.

REASON WHY DECISION REQUIRED:

Current and planned climate change legislation will impose requirements on local authorities, which requires a pro-active and co-ordinated approach to tackle climate change, which can only be achieved by changing current modus operandi across almost all economic sectors and moving to the development of a low carbon economy.

RECOMMENDATION(S):

That Cabinet Members for Environmental, Regeneration and Technical Services :-

1. Note the report, and that

Cabinet:-

2. Recommend to Sefton Borough Partnership that the coordinated response to the Climate Change and Low Carbon Economy agenda is made a highest level community strategy objective in the drafting of the required Sustainable Community Strategy, and is practically delivered through the Economic Development and Sustainability Thematic Group of the Sefton Borough Partnership
3. That the low carbon economy development objective is asserted in the next revision of the Council's Corporate Plan
4. Nominate the Cabinet Member - Regeneration as the Low Carbon Economy Champion
5. Reconfirm the Cabinet Member - Environmental as the Climate Change (Adaptation)

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Champion

6. Nominate the Cabinet Member - Technical Services as the Corporate and Community Energy Champion
7. Recommend that the Economic Development and Sustainability Thematic Group of the Sefton Borough Partnership be a focus of coordinating wider community activity
8. Recommend that progress on developing and delivering a comprehensive Climate Change Response Strategy and Action Plan be overseen by the Cabinet Member Performance through the Council's performance management procedures
9. Request further progress reports

KEY DECISION: No

FORWARD PLAN: N/a

IMPLEMENTATION DATE: After the call in period

ALTERNATIVE OPTIONS:

Central Government legislation will impose a statutory duty on local authorities to take action to address the adverse impact of climate change. Not to act would result in Sefton being in breach of that statutory duty. In addition taking a pro-active and co-ordinated approach would enable Sefton to develop a low carbon economic base, thereby creating new job opportunities.

IMPLICATIONS:

Budget/Policy Framework:

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

<u>CAPITAL EXPENDITURE</u>	2006/ 2007 £	2007/ 2008 £	2008/ 2009 £	2009/ 2010 £
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	When?			
How will the service be funded post expiry?				

Legal: N/A

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Risk Assessment: N/A

Asset Management: N/A

CONSULTATION UNDERTAKEN/VIEWS

Technical Services, Environmental Services, Leisure and Tourism, Legal

FD212 – The Finance and IS Director has been consulted, and his comments have been incorporated in this report.

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

'Actions with regard to Climate Change within Sefton' – Cabinet Member Environmental, 17th December 2008

'Actions towards compliance with National Indicator 188 – Adaptation to Climate Change' – 8th May 2009

'Adaptation to Climate Change on the Sefton Coast' – Cabinet Member Environmental, 29th July 2009; Cabinet, 6th August 2009

'The Economic Impact of EU and UK Climate Change legislation on Liverpool and the Liverpool City Region' – TMP/Regeneris Consulting, June 2009

'The UK Low Carbon Industrial Strategy' – DBIS/DECC, July 2009

'Changing Work in a Changing Climate: Adaptation to climate change in the UK – new research on implications for employment' – TUC, April 2009

'Creating Green Jobs: developing local low-carbon economies' – LGA, January 2009

'Low Carbon Economy: exploring low carbon projects throughout the region' – NWDA, November 2008

'Final Impact Assessment on the Order to implement the CRC Energy Efficiency Scheme', - DECC, October 2009

'Consumer Power: How the public thinks lower-carbon behaviour could be made mainstream' – IPPR, September 2009

Position paper for SBP Board – Climate Change, October 2009

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1.0 Background

- 1.1 There is mounting concern in government that targets for reducing CO₂ emissions are not being met.
- 1.2 The UK government is committed to reducing carbon emissions, establishing the Department of Energy and Climate Change (DECC) in October 2008 to co-ordinate the commitments, and passing the Climate Change Act in November 2008, which set out a framework for moving the UK to a low carbon economy and established legally binding targets to reduce carbon emissions by 80% on 1990 levels by 2050, and 34% by 2020.
- 1.3 DECC and the Department for Business Innovation & Skills (DBIS) launched the UK Low Carbon Industrial Strategy and the Low Carbon Transition Plan in July 2009. A quote from the Strategy puts the task into perspective:

“To meet Britain’s climate change targets – to reduce greenhouse gas emissions by at least 80% below 1990 levels by 2050 – each unit of economic output in Britain will need to be produced using on average one tenth of the carbon dioxide emitted today. This simple but compelling fact is going to transform our whole economy. It will change our industrial landscape, the supply chains of our businesses and the way we all live and work.”

- 1.4 Local authorities will be expected to play a major role in tackling climate change by introducing low carbon policies and practices in housing, transport, regeneration, environmental protection, planning and other key services, as well as through day-to-day activities. Local authorities are also expected to play an important role in raising awareness and influencing behaviour change more widely by working with its partners and stakeholders.
- 1.6 This report sets out the legal and policy framework impacting Sefton, then identifies priorities for action to minimise the transition costs to a low carbon economy, and to maximise the benefits. A briefing note on the background to climate change legislation is included as Appendix A for members who want to refresh their knowledge on current and forthcoming requirements.

2.0 The Impact of Climate Change Legislation on Merseyside

- 2.1 In June 2009 The Mersey Partnership commissioned a report from Regeneris Consulting called ‘The Economic Impact of EU and UK Climate Change Legislation on Liverpool and the Liverpool City Region’.
- 2.2 The report highlighted the facts that the LCR currently has below national and regional average CO₂ emissions, and does not have too much heavy industry that needs major structural change to adapt. It does have considerable natural assets for renewable energy generation, already having several on-shore and off-shore wind turbines, and having undertaken research to harness the power from the tidal ranges of the Mersey and Dee estuaries.
- 2.3 There is a thriving environmental technologies sector (ETS) employing over 9,000 people (1.5% of total employment), generating wealth in excess of £1.1 billion. The TMP report states there could be a further 6,000 to 15,000 ETS jobs available to the LCR by 2015. Of the estimated 400 firms in the LCR engaged in ETS the most significant opportunities are in –
 - ❑ Waste Management and Recycling (currently 3,800 jobs in 210 firms) – scope to diversify into Energy from Waste.
 - ❑ Renewable Energy (800 jobs in 41 firms) – scope to specialise in servicing off-shore wind and future tidal energy schemes.

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- ❑ Energy Management (800 jobs in 22 firms) – combined heat and power installation, energy efficient lighting, and insulation are all likely to benefit from need to be more energy efficient across all sectors.
- ❑ Microgeneration – 6 identified installers of microgeneration systems in the LCR, 2 of whom manufacture units. Not particularly well placed in this sector, although it is felt that opportunities lay in the installation of solar thermal and ground source heat pumps.

2.4 Sectors identified where it is expected to see employment growth when moving to a low carbon economy include:–

- ❑ Professional Services – architects, consultants and planners in relation to building design, specialist finance and legal skills.
- ❑ Management and Administration – billing, procurement and customer service for renewable energy and low carbon products and services.
- ❑ Construction and Maintenance – old building conversion and upgrading to meet new energy efficiency standards, and maintenance of renewable energy systems.
- ❑ Manufacturing – existing manufacturing base in products that reduce carbon emissions such as glazing, insulation and building control systems.
- ❑ Transport – sustainable transport systems will provide potential employment growth.
- ❑ Research & Development Skills – opportunities in pure and applied research that cut through limitations placed on change by current technology.

2.5 The report also identified 15 potential intervention areas:

- ❑ Tidal Energy Centre of Excellence
- ❑ Innovation & Technology Transfer
- ❑ Develop Off-Shore Wind Supply Chain
- ❑ Sector Development for Environmental Technologies
- ❑ Skills Capacity in Sustainable Construction
- ❑ Plan to achieve sustainable construction standards at low cost
- ❑ Energy efficiency in social rented housing
- ❑ Energy efficiency in private housing
- ❑ Expanded business support for energy efficiency
- ❑ Expand on-shore wind installations
- ❑ Expand use of biomass and energy from waste
- ❑ Low carbon transport city
- ❑ Low carbon port
- ❑ Low carbon airport
- ❑ Communication of report

2.6 The report proposed that local authorities work closely with businesses to ensure that the economic and employment potential of carbon reduction is fully encouraged, placing Merseyside at the forefront of low carbon market development.

2.7 On the basis of this report and the acceptance of its principal recommendations, the Merseyside local authorities and their public, private and voluntary sector partners signed up to a Multi-Area Agreement (MAA) in September 2009. Within the Economy policy of the MAA, Low Carbon Economy is named as one of four transformational actions with the strategic potential to drive the city region's economic renaissance.

3.0 Implications for Sefton

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- 3.1 Responding to climate change is both an urgent and an important policy for all tiers of government. Central government can lead through the creation of a legislative and policy environment in which decarbonisation becomes more attractive to carbon emitters. Sefton Council has a specific additional responsibility to lead by example, and to facilitate change where it is best placed to act:
- ❑ To raise awareness of the carbon reduction targets in the wider community
 - ❑ To reduce carbon emissions in its own estate
 - ❑ To facilitate low carbon solutions in service areas for which it is responsible
 - ❑ To provide incentives and support for individuals, communities, businesses and organisations to tackle their carbon footprint
 - ❑ To co-ordinate local area-based initiatives and maximise their effectiveness
 - ❑ To ensure synergy with other key policies for housing, transport, regeneration and sustainable communities.
- 3.2 Action is also needed to minimise the costs of climate change, in particular the cost of meeting the Carbon Reduction Commitment and Landfill Tax.
- 3.3 The Carbon Reduction Commitment Energy Efficiency Scheme (CRC) is a new cap and trade scheme to be introduced from April 2010 that draws into an emissions trading scheme private and public sector organisations whose energy consumption is not as large as those covered by the EU's Energy Trading Scheme, and that fall outside the Climate Change Agreements. Local authorities will fall under the CRC.
- 3.4 The CRC will have a three-year transition phase during which allowances to emit CO₂ will be purchased via a simple auction at a fixed price of £12/tCO₂. The price of carbon is only likely to rise with the true price, based on the polluter pays principle, being £28 per tonne. Sefton will have to purchase allowances in the first year based on an energy bill (including water). The impact of the CRC will be very significant, the scale of which is currently being assessed. Parallels can be drawn with Landfill Tax, which was introduced initially at a low level, but over the years has increased significantly.
- 3.5 Other avoidable costs include the rising cost of energy. Indications are that both gas and electricity bills will increase by between 15 and 25% over the next ten years. Significant interventions will be needed to increase energy efficiency in homes and workplaces, in schools and public buildings, to restrain heating costs.
- 3.6 Sefton is already doing some excellent work in the areas of recycling and waste management, coastal and habitat protection, environmental education work with young people, and energy efficiency advice. However, given the scale of the challenge facing us, this is not sufficient. More needs to be done.

4.0 Actions Required to move towards a Low Carbon Economy

- 4.1 Additional activity is needed in the short, medium and long term:
- ❑ Short term – more research & intelligence; awareness raising & engagement; prepare for the CRC; policy; energy efficiency programme; skills development and employment; supply chain development; business support; and community engagement
 - ❑ Medium/long term – sustainable transport infrastructure; critical mass of demonstration projects; integration and co-ordination

Research & Intelligence

- 4.2 Sefton needs to fully assess the likely areas of opportunity and risk presented by transition to a low carbon economy. The forthcoming Local Economic Assessment provides a structured method for documenting the carbon footprint of Sefton's economy, and identifying priorities for action.

Awareness Raising and Engagement

- 4.3 Individuals are responsible for almost 50% of emissions. It is, therefore, not possible to cope with the impact of climate change if people are not convinced of the soundness of measures which will affect their cultural habits and perceived quality of life. Fostering education at all levels and raising awareness campaigns become essential. The key challenge is to change individual behaviour, which will require extensive social marketing and attitude shift in school, the community, at work and at home.

Policy

- 4.4 There is an ever increasing range of EU and UK legislation. Our MAA and LAA now have climate change targets incorporated into them. National Indicator 185 relates to reporting on CO₂ reductions in the local authority's own emissions; NI 186 to CO₂ reductions per capita in the community; and NI 188 aims to incorporate into local government services the management of climate change risks and opportunities, which must be assessed and prioritised, and an action plan created.
- 4.5 The Supplement to Planning Policy Statement 1 (planning and climate change), and PPS 3 & 22 provide the framework to allow climate change issues to be fully taken into account in planning policy. Sefton's Local Development Framework Core Strategy will have energy policies that form the basis of energy planning frameworks.
- 4.6 All new buildings will have to be carbon neutral by 2016, and currently stamp duty is waived for zero-carbon homes. However, zero-carbon homes are presently virtually non-existent, but there will be many homes built between now and 2016. The LGA would like to see councils to require Code for Sustainable Homes level 3 in all new housing from 2010 as an interim measure to raise standards.

Carbon Reduction

- 4.7 The Carbon Reduction Commitment must lead to a reduction in CO₂ from buildings within the Council, workplaces, and the domestic housing stock across social and private rented sector plus owner occupied.
- 4.8 Energy efficiency measures will be extremely important as they can account for up to 40% of the required CO₂ reduction targets. If just home energy efficiency programmes are included there is currently £7 billion available between 2008-11 in the UK for programmes. These include:
- Energy supplier/generator obligations of the Carbon Emissions Reduction Target (£2.8 billion)
 - Community Energy Saving Programme (£350 million)
 - Additional Energy Efficiency Obligation (£560 million)
 - Warm Front (£874 million)
 - Decent Homes (£2.2 billion)
 - Social Housing Energy Saving Programme (£84 million)
 - Winter Fuel Payments for older people (£2.7 billion per year).
- 4.9 Sefton's Energy Team, Housing and Renewal, OneVision, Social Housing sector and others have been pro-active in developing an energy reduction plan that is attractive to funders. Currently, Sefton is a partner in a sub-regional bid to NW Operational Programme for a £22 million energy efficiency project. Sefton's contribution is likely to involve the installation of solar water heating systems. Efforts are being made to link this project with the utilities schemes under the Community Energy Saving Programme, reported to Cabinet on 29th November 2009. More information will be provided as part of the 'Funding Opportunities' report update to Cabinet Member for Regeneration.

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Skills development and local employment

- 4.10 Delivering major energy efficiency programmes runs the risk of being frustrated by the lack of skills and businesses in the Sefton area to undertake the volume of work. The development of a new skills base for a low carbon economy is therefore crucial. Without them contracts will be lost to outside businesses and there will not be opportunities for local people to get local jobs. Practical installation, maintenance, and repair skills will be needed for such activities as –
- ❑ domestic insulation and micro generation systems
 - ❑ small commercial and retail systems
 - ❑ ground source heat pump installations
 - ❑ combined heat & power installations
- 4.11 There is an important skills and recruitment gap which Sefton will address through its Employment & Skills Strategy, and sub-regionally through the Employment & Skills Board.
- 4.12 Sefton also has the expertise to engage with the local construction sector and promote adaptation to the new requirements in the marketplace. Action on construction supply chains will remove a significant obstacle to the roll-out of energy efficiency investments.

Supply Chains

- 4.13 The offshore and onshore wind energy industry will need a wide range of skills and firms to undertake the huge expansion of servicing and repair required. The supply chains involved with the maintenance and repair of wind farms is regarded by the TMP report as an area where Merseyside has an advantage. This should be the immediate focus of activity. Sefton led the Merseyside response to the discovery of oil and gas in Liverpool Bay fifteen years ago. Sefton can be amongst the leaders once again as it applies its supplier development expertise to the task of attracting fabricators and their first and second tier suppliers to a Merseyside onshore base.
- 4.14 Low carbon supply chains and sustainable procurement will become more and more important within both the Council and the wider economy. Basically, final price will be much more sensitive to distance travelled as distribution costs increase to reflect the true cost of carbon. At the same time, quality and specification will be more critical as legislation and regulations become more stringent.

Business support

- 4.15 Businesses need help and support to switch out their carbon fuels and find renewable alternatives; they also need help to minimise waste and make the best use of natural resources. Their markets will also change as customers become more demanding, and purchasers cascade more stringent environmental standards down the supply chain. Some work has already been undertaken with businesses on environmental management systems and meeting environmental standards. Much more remains to be done. The NWDA has recently renewed ENWORK's contract to supply support and advice to local companies, and Business Link has a key diagnostic and brokerage role. Officers are also investigating whether there is a need for additional complementary services better geared up to capturing local demand and delivering integrated solutions.

Community involvement

- 4.16 The most direct involvement of communities in the low carbon economy is when individuals and neighbourhoods take an active part in altering their energy use. The Low Carbon Communities Challenge fund 2010 – 2012, offers £10 million for up to 20 communities spread across the country. It is an action research fund designed to provide data for central government on how much local communities will actually be able to contribute towards the CO₂ reduction targets set

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for 2020 and 2050. Council officers are currently working up a potential bid with Formby Parish Council to be submitted towards the end of December.

Transport

- 4.17 Transport technologies, transport networks, transport management and user travel behaviour will all need to change to meet carbon reduction targets. Two policy choices mentioned in the TMP report are balancing the needs of freight with those of communities, and raising the profile of the logistics sector within local communities to make it more attractive for recruitment and skills.
- 4.18 The TMP report highlights development of a low carbon transport city, a low carbon port, and a low carbon airport, in all of which Sefton has an interest and a role. The report suggests in the medium term a breakthrough will be achieved in the production of electric vehicles with sufficient speed and distance between charges to make them more marketable. If this proves to be the case, then charging points in convenient locations must be provided.

Internal Council structures to co-ordinate and ensure delivery

- 4.19 The low carbon economy agenda cuts across departmental responsibilities, making it important that coordination of efforts takes place. Regeneration, environmental protection, technical services, education, health, communities, housing renewal and planning all have crucial roles to play. The agenda needs to be embedded in the LSP as a major strand of the Sustainable Communities Strategy, and as a major component of the new Local Economic Assessment requirement. In order to ensure that this agenda can be successfully delivered, it is proposed that:-
- ❑ The coordinated response to the Climate Change and Low Carbon Economy agenda is made a top level community strategy objective in the drafting of the required Sustainable Community Strategy and is practically delivered through the Economic Development and Sustainability thematic group of the Sefton Borough Partnership.
 - ❑ The low carbon economy development objective is asserted in the next revision of the Councils Corporate plan
 - ❑ The Cabinet Member Regeneration be nominated as the Low Carbon Economy Champion
 - ❑ The Cabinet Member Environmental be reconfirmed as the Climate Change (Adaptation) Champion
 - ❑ The Cabinet Member Technical Services be nominated as the Corporate and Community Energy Use Reduction Champion.
 - ❑ The Economic Development and Sustainability Group of Sefton Borough Partnership (on which the three Cabinet Members above participate) be a focus of coordinating wider community activity

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Appendix A – Background to UK policy on Low Carbon Economy

Why low carbon?

- A.1 The excessive emission of greenhouse gases into the atmosphere causes global warming. Carbon, in the form of carbon dioxide (CO₂), accounts for approximately 76% of total global emissions from the six greenhouse gases, with methane and nitrous oxide accounting for almost all of the remainder. The three main sources of CO₂ in all developed economies are emissions from power production, transport and buildings. Global CO₂ emissions are currently around 47 billion tonnes of carbon-dioxide-equivalent, but without the current global economic slowdown these were anticipated to exceed 50 billion tonnes. By 2020, it is expected that under normal economic growth conditions emissions will rise to between 55 and 60 billion tonnes. Current international proposals are planned to reduce emissions to around 49 billion tonnes.
- A.2 The most important study, the Stern Review 2006, on the Economics of Climate Change concluded that the costs of tackling climate change were around 1% of global GDP. This amounts to approximately £200 million for the Liverpool City Region (LCR). Not taking action could result in an average loss of between 5% and 10% of global GDP every year. To have a reasonable chance of cost-effectively limiting any rise in global average temperature to no more than 2°C, above which scientists regard as too dangerous to go, annual emissions should be reduced to below 44 billion tonnes by 2020, to well below 35 billion tonnes in 2030, and well below 20 billion tonnes by 2050.
- A.3 In terms of per capita CO₂ emissions, today's global average is around 7 tonnes of carbon-dioxide-equivalent per capita, but with big variations between countries. For example, the USA emits about 24 tonnes per capita, while India is below 2 tonnes per capita. By 2050, global population is projected to rise to 9 billion, so to meet the 2050 emission targets, average per capita emissions would have to be around 2 tonnes per capita.
- A.4 In the Liverpool City Region (LCR), CO₂ accounts for approximately 96% of greenhouse gas emissions. The industrial and commercial sectors account for almost half of total emissions, the domestic sector for a third, and transport the remaining fifth. The carbon footprint of the LCR in 2006 was 11.2 million tonnes of CO₂ or 7.6 tonnes per capita. Sefton, Liverpool and Wirral have CO₂ emissions of between 6 and 7 tonnes per capita, whereas Knowsley, St. Helens and particularly Halton have emissions of between 8 and 16 tonnes per capita.
- A.5 This differential is explained by the location of major industrial sites. Ineos Chlor (chemicals) and Pilkington (glass) in St. Helens, together with associated power suppliers account for 14% of emissions of the whole LCR, with Ineos Chlor in Runcorn using a similar amount of energy in its manufacturing processes to that of the whole of Liverpool. Public and private investment in a £400 million Energy from Waste plant, to be operational in 2013, will produce 20% of Ineos Chlor's energy needs from renewable sources, while reducing the need for landfill.
- A.6 Overall, the LCR has relatively low emission levels compared to the regional (8.6 tonnes per capita) and UK (8.7 tonnes per capita) average. This is largely explained by the relatively low economic activity rate within the LCR, having 7% fewer residents in employment than the UK average, indicating the close link between increased economic activity and increased emissions, a link that needs to be broken (decoupled) as an essential part of a low carbon economy.
- A.7 Amongst the key findings of the first annual report (October 2009) to Parliament by the Committee on Climate Change was that a step change in the pace of CO₂ reductions was needed. In the 5 years between 2003 and 2007 reductions averaged 0.5 %, but annual reductions of 2-3% would be required in the future. Economic recession is likely to have cut emissions in 2008 by 2%, but recession induced reductions must not be confused with underlying progress. Progress had to be made in 3 main areas – electricity generation,

commercial and residential buildings, and road transport.

What does a low carbon economy mean?

- A.8 A low carbon economy relates to both a local geographical economy where adaptation and mitigation measures counteracting climate change have both been undertaken successfully by all sections of the community, and to the economic sector for low carbon products and services that forms part of overall GDP or GVA.
- A.9 A local geographical low carbon economy is one where the manufacture, delivery and consumption of products and services are undertaken in ways that reduces net CO₂ emissions to the minimum possible. Consideration of net CO₂ emissions is important because it relates to the overall carbon footprint of products and services, where sourcing materials, purchasing, and transportation components are taken into account. It is vitally important that the local geographical economy also restructures to ensure that the economic infrastructure is in place to allow for the expansion of market share in low carbon products, services, and jobs, sometimes termed 'green jobs'.
- A.10 Transition to a low carbon economy raises significant challenges to the industrial workforce and their families. The Department for Business Innovation & Skills has stated that, "As with previous structural changes to the economy, the move to a low carbon economy will affect each business, worker and family differently. Previous economic structural shifts have had huge social impacts, with some workers and communities being left behind as industries are restructured by change."
- A.11 The Low Carbon Industrial Strategy has 3 basic principles –
- Long term strategic approach e.g. commitment to nuclear and renewable energy
 - Intervention to accelerate transition e.g. support for R & D in new low carbon technologies
 - Ensure companies and people are equipped to compete for the new demand created by climate change policies e.g. skills development, and supporting the development of supply chains
- A.12 The strategy also recognises the need to build on local and regional strengths in order to make the most of the future economic benefits. For this reason the strategy introduces the concept of 'low carbon economic areas'. The first of these will be located in the South-West of England focusing on the development of marine energy demonstration, servicing and manufacture. It will have a Wave Hub with up to £60 million funding attached.
- A.13 To meet government's energy generation targets of 15% from renewable sources by 2020 will require a massive increase in renewable electricity generation from the current 5% level to 30% in 2020. Offshore wind is expected to make up a large part of this increase. An increase of this size would bring economic opportunities. The Carbon Trust has calculated that the UK offshore wind industry alone will generate net economic benefit of £65 billion and create 220,000 jobs over the next 40 years. The Institute of Public Policy Research (IPPR) believe that with strong government support up to 70,000 long-term jobs could be created in the UK offshore wind industry.
- A.14 One of the reasons estimates vary so much is that it is not yet clear how many supply chain jobs will be located in the UK. Currently most components for the UK's off-shore wind farms are imported, with the only manufacturing done in the UK at Skykon's tower plant in Scotland. In 2008, Germany employed more people in the renewable electricity generation sector than in conventional carbon-intensive electricity generation, and has the engineering infrastructure, including the skills base, to immediately respond to both current and future demand. It is recognised amongst potential investors in this sector that the UK does not necessarily have the skills base, and other gearing, to attract the investment into any really significant manufacturing of components. This will make it more important to ensure jobs growth in those areas of the supply chain where we might have competitive advantage. These include consultancy, installation, operation, maintenance, legal and financial services.

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A.15 The transition to a low carbon economy is likely to mean –

- The creation of more jobs than are lost
- New markets for low carbon technology and therefore new jobs
- Markets created in one country will create jobs in other countries
- A stronger policy response makes net benefits more likely
- Low Carbon employment increases might be short-lived if not based on comparative advantage
- Many low carbon jobs will be created outside of manufacturing sectors

A.16 There is clearly a very significant prize at stake for economies that can move into low carbon products and services and one, which presents benefits for early movers.

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REPORT TO: CABINET
CABINET MEMBER – REGENERATION

DATE: 25th NOVEMBER 2009 - CABINET
23rd NOVEMBER 2009 - CABINET MEMBER - REGENERATION

SUBJECT: MERSEYSIDE LANDLORD ACCREDITATION SCHEME

WARDS AFFECTED: All

REPORT OF: Alan Lunt – Housing Market Renewal Director

CONTACT OFFICERS: Jim Ohren
Principal Manager (Housing Strategy)
☎ 0151 934 3619

Clare Taylor
Principal Environmental Health Officer
☎ 0151 934 2273

**EXEMPT/
CONFIDENTIAL:**

This report contains	Yes	No
CONFIDENTIAL Information/		√
EXEMPT information by virtue of paragraph 3 of Part 1 of Schedule 12A to the Local Government Act, 1972		√

PURPOSE/SUMMARY:

To seek endorsement of Sefton Council's active participation in the proposed Merseyside Landlord Accreditation Scheme.

REASON WHY DECISION REQUIRED:

To ensure that the Merseyside Landlord Accreditation Scheme has the official involvement of Sefton Council as a partner with other Merseyside local authorities and that Sefton's funding contribution to the scheme is agreed.

RECOMMENDATION(S):

That:

- (i) Cabinet Member – Regeneration notes this report, and
- (ii) Cabinet agrees to Sefton's active participation in the Merseyside Landlord Accreditation Scheme at an annual cost of up to £12,521 per annum for 2009/10 – 2010/11 funded entirely from the Migration Impacts Fund and/or Housing Market Renewal Budget.

KEY DECISION:	No
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FORWARD PLAN:	No
IMPLEMENTATION DATE:	Following expiry of the call in period for the minutes of this meeting
ALTERNATIVE OPTIONS:	
<p>The alternative course of action would be to not pursue an accreditation scheme. However, this would result in a lack of regulation in conditions in the private rented housing sector which is becoming an increasingly important element of local housing markets and result in disparity between Sefton and other Merseyside Local Authorities</p>	

IMPLICATIONS:

Budget/Policy Framework: None

Financial: The annual cost to Sefton of participation in this scheme is estimated at up to £12,521 during each of the next two years. The costs will be funded either from the Migration Impacts Fund or Housing Market Renewal budget, or a combination thereof. Beyond 2010/2011, it is hoped that fee income will cover the cost of the accreditation scheme.

<u>CAPITAL EXPENDITURE</u>	2008/ 2009 £	2009/ 2010 £	2010/ 2011 £	2011/ 2012
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources:HMRI				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources		£12,521	£12,521	
Does the External Funding have an expiry date? Y/N	When? 2011			
How will the service be funded post expiry?	Via accreditation fees			

Legal: N/A

Risk Assessment: N/A

Asset Management: N/A

CONSULTATION UNDERTAKEN/VIEWS

FD 225 - The Finance and Information Services Director has been consulted and has no comments on this report
Environmental Protection Director; Housing Market Renewal Director; Finance and IT Director

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

Merseyside Landlord Accreditation Scheme Feasibility Study – Michael Howard Associates (2009).

MERSEYSIDE LANDLORD ACCREDITATION SCHEME

1.0 PURPOSE OF REPORT

1.1 The purpose of this report is to seek endorsement of Sefton Council’s active participation in the proposed Merseyside Landlord Accreditation Scheme.

2.0 BACKGROUND

2.1 The private rented sector has an important role in providing accommodation for a diverse

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range of households. As part of a strategic approach many local authorities are seeking to work with residential landlords and give them a stake in decisions that affect them. This is being done in a number of ways. For example, by offering landlords information that helps them to manage their properties better, by arranging meetings or forums where landlords can exchange views with local authority officers and, increasingly, by setting up voluntary accreditation schemes that recognise and reward landlords who manage their properties to a good standard.

2.2 Briefly, the aims of a Landlord Accreditation Scheme are:

- To promote good physical conditions of properties and good management practices.
- To create and maintain a stock of private rented accommodation to an accredited standard and which meets the legal requirements.
- To give public recognition to those landlords who provide housing that meets or exceeds the accredited standard.
- To give prospective tenants the choice of renting a good standard of accommodation.

2.3 Currently there is no Landlord Accreditation Scheme operating in Sefton. The Council did operate a scheme in the Southport area, funded under a past Single Regeneration Budget programme, which has since come to an end. A lasting legacy of this scheme is a Landlords Forum, which is facilitated by the independent Southport Housing Advice Centre.

2.4 One of the action points in the Council's Housing Strategy 2009 – 2013 is to devise a Landlord Accreditation Scheme, possibly in partnership with other Merseyside authorities, by March 2010.

2.5 Across Merseyside, two Landlord Accreditation Schemes have been established for some time, in Liverpool and Wirral, while others are in various stages of development.

2.6 Liverpool's Scheme began with a pilot scheme in Kensington in Sept 2003 and was rolled out Citywide in November 2004. Incentives include:

- Discount on HMO licensing fees
- Dedicated liaison officer
- Free promotion on the Council's web- site
- Newsletter
- Signposting to training
- Access to a list of businesses offering preferential rates
- Free advice seminars on housing, legal and other related matters
- Small grants in regeneration areas

2.7 Where Liverpool City Council offers contracts for housing provision in the private rented sector, accredited landlords and their properties are given priority. The scheme is funded through and sits within Housing Market Renewal and to date 860 properties have been accredited and 140 landlords have joined the free scheme.

2.8 Wirral's scheme began as a six-month pilot scheme in the HMRI areas in December 2003 and is now Borough-wide. The team consists of a Manager, an Administrative Assistant and two Urban Renewal Officers who undertake property inspections.

2.9 Wirral run a hybrid scheme, accrediting both landlords and the properties concerned with

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a certificate being awarded for each property which meets the standards and star rating available for properties that exceed the standard. 100% inspection takes place. Wirral also runs a Managing Agent Accreditation Scheme with managing agents being assessed against management standards criteria and are asked to encourage their landlords to submit their properties for accreditation. By July 2009 the Scheme had inspected and accredited in the region of 1,400 properties, with a considerable number of these properties being submitted by managing agents. Approximately 430 landlords have been accredited under the scheme.

- 2.10 A feasibility study has recently been carried out on a pan Merseyside scheme by Michael Howard Associates Ltd. The study concluded that the potential exists for the private rented sector in Merseyside to make a positive contribution to meeting household growth and housing and economic needs. However, there is ongoing concern about the quality of some of the existing private rented sector accommodation both in terms of dwelling condition and management practices. A common accreditation scheme could help address concerns about quality and help better 'connect' the private rented sector with the meeting of needs and the smooth functioning of housing markets.
- 2.11 The final report of the feasibility study recommends that a common Merseyside Scheme be embarked upon. There is broad support for a common accreditation scheme from both local authority housing practitioners and from landlords themselves. As the scheme is to be voluntary it is important that the scheme be a genuine service for the landlords that delivers improved standards for tenants through value for money benefits for landlords.
- 2.12 It is proposed that the scheme will have the following features:
- It will be a hybrid scheme focusing on the accreditation of landlords and properties
 - It will proactively reach out to private landlords and build relationship in an informed and engaged manner
 - It will seek to inspect all properties and work alongside landlords to ensure that they meet agreed standards
 - It will not be in competition with other schemes but will work in partnership to complement them.
- 2.13 In the initial stages the work will need to be co-ordinated by a special individual appointed to lead and champion the scheme. A commitment from each Merseyside local authority to part fund this co-ordinator post is necessary. The post is a fixed term for two years at an approximate cost of £12,521 per local authority, to cover salary and other scheme costs. (N.B. At the time of writing this report the costs are under review and it may be possible to reduce them to around £60,000, which would represent a cost to each local authority of approximately £10,000 p.a.). Once this person is appointed the scheme should progress and develop with common standards which are over and above the minimum standards, common branding and its own website, etc. Ultimately the scheme aims to become self financing by way of accreditation fees.
- 2.14 The Liverpool City Region Housing and Spatial Planning Board received a presentation on the scheme at its meeting on 29th September 2009. The Board endorsed the scheme. A copy of the costs associated with the scheme is attached at **Appendix A**.
- 2.15 It is possible for Sefton to meet the annual funding contribution of up to £12,521 from the Migration Impacts Fund and/or the Housing Market Renewal Budget, as their aims coincide with the objective of the scheme to raise standards in the private rented sector.

3.0 CONCLUSION

Agenda Item 7

- 3.1 The private rented sector has been and will become an increasingly large and important element of local housing markets in future years as the availability of mortgages recovers in light of the credit crunch, and as people decide not to risk owner occupation given existing economic circumstances. It is vitally important that insofar as is possible, standards are maintained in the sector. The accreditation scheme will assist to ensure minimum standards are maintained as well as enabling enforcement services to be focussed upon those landlords who do not participate in the accreditation scheme and who therefore operate conditions which in some cases would be unacceptable.

Appendix A

LCR MAA Housing and Spatial Planning Board

Report on Private Rented Sector in the Liverpool City Region

September 2009

Costs Associated with LCR Landlord Accreditation Co-ordinator

The following outline costs have been identified to provide some tentative costs associated with recruiting a LCR Landlord Accreditation Co-ordinator for a two year fixed term contract to allow Board Members to make a more considered decision about approving this appointment.

The H & SP Co-ordinating Group recommend that this post sits within Newheartlands to enhance and support work already underway as part of the recently established LCR Private Rented Sector Working Group. Newheartlands have agreed in principle to manage this post if funding is made available and will absorb all office overheads associated with this post as their contribution to the project.

The two year timescale will allow for a common accreditation scheme to be developed in association with the 6 LCR authorities, carry out consultation with stakeholders, commission training, organise events and forums and be responsible for publicity and marketing including the launch of the scheme within the two year period. Staff in LA's which don't currently operate a scheme will be given additional support to enable them to deliver the scheme at a local level. (NB Authorities relying on increased flexibilities in the use of Capital resources to be able to establish local schemes or sustain schemes beyond HMRI).

Salary Costs	£35,079
With on costs @ 25.8% (Wirral calc)	£44,129
Office Accommodation (NH agreed to accommodate this post)	-
IT	£2,000
Marketing	£10,000
Forums, Launch, PR Material	£10,000
Training	£5,000
Travel	£4,000
Total Costs	£75,129

Agenda Item 7

JOB DESCRIPTION

[newheartlands logo]

DESIGNATION OF POST	LCR LANDLORD ACCREDITATION SCHEME COORDINATOR	GRADE scp42 PO10 (Wirral) P04 (Liverpool)	POST NO
RESPONSIBLE TO	? NEWHEARTLANDS TO CONFIRM		
IMMEDIATE SUBORDINATES	? NEWHEARTLANDS TO CONFIRM		
<p>Description of Duties</p> <ol style="list-style-type: none"> 1. To be responsible for co-ordinating the development of a common landlord accreditation scheme across all six LCR authorities including the alignment of codes of standards, negotiation of common benefits and incentives and agreement of how the scheme should be implemented. 2. To be responsible for devising and delivering a co-ordinated marketing and publicity plan for the scheme to raise the profile of the scheme locally, regionally and nationally. 3. To liaise with a range of agencies including ANUK, GONW, 4NW, national landlords associations, RSLs,, Merseyside Police, Merseyside Fire & Rescue Service and all other relevant bodies 4. To set up performance management system, identify indicators, agree targets and milestones and submit quarterly monitoring reports to the Housing & Spatial Planning Board to demonstrate the impact of the scheme in each LA area. 5. To produce additional reports to the Housing & Spatial Planning Board, Newheartlands Board and other bodies and give presentations about the scheme at events and forums as required. 6. To contribute towards all relevant LCR programmes initiatives and projects including Newheartlands Housing Market Renewal Initiative and the proposed LCR Choice Based Lettings Scheme. 7. To contribute to LCR Housing Strategy updates and any strategic documents, research projects and reports relating to the private rented sector as required. 8. To organise forums, commission and deliver training events and seminars and other events for landlords, stakeholders and professionals working in the private rented sector. 9. To co-ordinate data collection and intelligence to better understand the private rented sector in Merseyside in partnership with the Liverpool City Region 			

Private Rented Sector Working Group and contribute to GIS mapping exercises as required.

10. Research into best practice relating to landlord engagement and accreditation and ensure LCR accreditation scheme has strong links with homelessness strategies, empty property strategies, regeneration initiatives and City Region Development Programme priorities.
11. Investigate how the LCR LAS could support landlord / tenant relations by investigating the benefits of implementing a good tenant scheme, tenant referencing, support with tenant issues such as ASB, bond schemes and other initiatives.
12. Undertake an Equality Impact Assessment to ensure that the scheme does not have an adverse impact on any equalities group
13. Carry out all other duties as required by your line manager

DRAFT

Employee Specification Form

Post Number	
Job Title	LCR LANDLORD ACCREDITATION CO-ORDINATOR
Department	REGENERATION
Prepared by and date	ESF September 2009

Important - Study "Explanatory Notes" printed overleaf before completing form

Essential Personal Attributes	Stage Identified	Desirable Personal Attributes	Stage Identified
Qualifications		<ul style="list-style-type: none"> Environmental Health Qualification Housing, Building or Regeneration Qualification Supervisory Qualification 	App App App
Experience <ul style="list-style-type: none"> Working in the field of assessing and improving housing standards Contributing towards strategies and policies relating to housing standards Managing housing and regeneration projects Working in multi-agency groups and partnerships Experience of contributing to sub-regional / regional initiatives and projects. Handling complaints effectively 	App App App App App App	<ul style="list-style-type: none"> Previous experience of managing or supervising staff Developing initiatives to improve housing standards Specialist experience in a project area of housing standards such as Landlord Accreditation, HMOs, empty homes Multi-agency working across public, private and voluntary sector Application of HHSRS and delivering enforcement Managing complex caseloads 	App/Int App/Int App/Int App/Int App/Int App/Int
Knowledge and skills <ul style="list-style-type: none"> Knowledge of housing standards legislation and initiatives Knowledge of financial assistance products to improve housing standards Willingness to learn new areas of work relating to housing standards Knowledge of the contribution which housing standards makes to wider regeneration Excellent communication and interpersonal skills Excellent negotiation skills 	App App App App App	<ul style="list-style-type: none"> Ability to produce performance management information Ability to produce financial and written reports Awareness of equality and diversity Ability to represent the City Region at sub-regional and national events 	App/Int App/Int App/Int App/Int App/Int
Special Requirements		<ul style="list-style-type: none"> Willingness to work occasionally outside of normal office hours Ability to travel to attend meetings within and outside the city region 	App/Int App/Int

Employee Specification Form

These notes should be studied carefully before completing the form overleaf.

List the personal attributes required to fulfil the duties listed in the job description.

They must be:

- set at a level appropriate to the work to be done and *not* higher than necessary
- stated clearly and specifically
- entirely job related

Essential or Desirable

- Essential

Those requirements without which a candidate would be simply unable to do the job.

Any candidate who does not meet the essential requirements must be rejected.

Examples could be the possession of current driving licence or relevant qualification.

- Desirable

Those requirements which are desirable, but not essential.

A candidate should not be rejected for failing to meet any single desirable requirement.

Examples for certain jobs could be local government experience or knowledge of new technology.

Personal Attributes

- Qualifications

What qualifications, if any, should the postholder possess?

To what level

- Experience

What experience, if any, is relevant?

- Knowledge and Skills

Is there any knowledge (other than that covered by qualifications listed) or skills which are relevant? What should the postholder be able to do?

Do not list attributes which cannot be measured, eg “pleasant personality”, “flexible outlook”. Identify only what the postholder needs to do that requires him/her to be pleasant and flexible. Is it that the person needs to communicate effectively with callers (pleasant) or will need to work flexible hours (flexible).

Try to specify the levels of skills that are required, eg if numeracy is specified as a requirement, you should indicate the levels of skill, ie keeping records of petty cash or able to control and monitor substantial budgets.

- Special Requirements

Are there any conditions of service which differ from the norm and with which the postholder must comply? Eg live-in requirements, flexible working hours, weekend working.

Stage Identified

Indicate at which stage in the selection process the personal attribute is to be identified, eg application form, interview, tests, references, etc

By virtue of paragraph(s) 3, 5 of Part 1 of Schedule 12A of the Local Government Act 1972.

Document is Restricted

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