

Public Document Pack

MEETING: OVERVIEW AND SCRUTINY COMMITTEE
(REGENERATION AND ENVIRONMENTAL SERVICES)

DATE: Tuesday 20 January 2015

TIME: 6.30 pm

VENUE: Town Hall, Southport

Member

Councillor
Councillor McKinley (Chair)
Councillor John Kelly (Vice-Chair)
Councillor Atkinson
Councillor Gatherer
Councillor Hartill
Councillor Lappin
Councillor P. Maguire
Councillor S. McGuire
Councillor O'Brien
Councillor Weavers

Substitute

Councillor
Councillor Webster
Councillor Bradshaw
Councillor Roche
Councillor Dams
Councillor Jones
Councillor Murphy
Councillor Thompson
Councillor Jo Barton
Councillor McGinnity
Councillor Booth

COMMITTEE OFFICER: Ruth Harrison Senior Democratic Services Officer
Telephone: 0151 934 2042
Fax: 0151 934 2034
E-mail: ruth.harrison@sefton.gov.uk

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

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A G E N D A

1. **Apologies for Absence**
2. **Declarations of Interest**

Members are requested to give notice of any disclosable pecuniary interest, which is not already included in their Register of Members' Interests and the nature of that interest, relating to any item on the agenda in accordance with the Members Code of Conduct, before leaving the meeting room during the discussion on that particular item.
3. **Minutes** (Pages 5 - 14)

Minutes of the meeting held on 9 December 2014.
4. **Merseyside Waste Disposable Authority - Annual Report** (Pages 15 - 18)

To receive a presentation from Stuart Donaldson, Merseyside Waste Disposal Authority.

Report of the Director of Built Environment
5. **Public Health - Impact on Regeneration and Wider Determinants**

Presentation from the Director of Public Health
6. **Flood and Coastal Erosion Risk Management** (Pages 19 - 28)

Report of the Director of Built Environment
7. **Employment Development Action Plan** (Pages 29 - 160)

Report of the Director of Built Environment
8. **Town Centres Working Group - Final Report** (Pages 161 - 222)

Report of the Director of Corporate Services
9. **Cabinet Member Reports** (Pages 223 - 250)

Report of the Director of Corporate Services.
10. **Work Programme Key Decision Forward Plan** (Pages 251 - 272)

Report of the Director of Corporate Services.

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

OVERVIEW AND SCRUTINY COMMITTEE (REGENERATION AND ENVIRONMENTAL SERVICES)

MEETING HELD AT THE TOWN HALL, BOOTLE
ON TUESDAY 9TH DECEMBER, 2014

Overview
& Scrutiny



PRESENT: Councillor McKinley (in the Chair)

Councillors Atkinson, Gatherer, Hartill, Lappin,
P. Maguire, S. McGuire, Weavers and Bradshaw

Also Present: Cllr Maria Bennett
Cllr Tony Robertson

13. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor Kelly and Councillor O'Brien.

14. DECLARATIONS OF INTEREST

No declarations of pecuniary interest were received.

15. MINUTES

RESOLVED:

That the minutes of the meeting held on 16 September 2014, be confirmed as a correct record.

16. INFRASTRUCTURE WORKING GROUP FINAL REPORT

The Committee considered the report of the Director of Corporate Services in relation to the Infrastructure Working Groups' Final Report.

The Lead Member of the Working Group, Councillor Weavers introduced and presented the Final Report to the Committee and reported that the purpose of the review was to investigate and consider infrastructure issues arising from the preparation of the draft Local Plan.

Councillor Weavers took the opportunity to commend all the Members, Officers and the Senior Democratic Services Officer, Mr. Paul Fraser for all their hard work in carrying out the review, investigating all the issues set out in the scoping document and the writing of the Final Report.

RESOLVED:

That the Overview and Scrutiny Committee (Regeneration and Environmental Services) supports the contents of the Infrastructure Working Group Final Report and recommends the Cabinet to agree the recommendations as set out in paragraph 5 of the report.

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17. LOCAL PLAN FOR SEFTON: PUBLICATION DRAFT PLAN

The Committee considered the report of the Head of Planning Services in relation to the Local Plan for Sefton. The report presented the Publication Draft Plan, a key stage in the preparation of Sefton's Local Plan. The Plan set out issues and challenges facing Sefton that included:

- a vision for Sefton looking ahead to 2030
- a strategy for how Sefton's housing, business and other development needs can be met
- development management policies to help guide development and provide a policy framework for making decisions on planning applications
- detailed site allocations showing how needs can be met
- details of the Publication period and next stages.

It was reported that the Publication Draft Plan is an important corporate strategy document which is being developed within the statutory planning framework.

The Chair reported that two public petitions had been submitted for consideration at the meeting.

The Committee heard representations from Ms. Patricia O'Hanlon of the Maghull and Lydiate Action Group on behalf of a deputation who had submitted a petition containing the signatures of 26 residents of the Borough which stated:-

"Sefton's Local Plan continues to encroach on our beautiful high grade agriculture/green belt land. With a falling population, why have you increased the numbers of houses? Maghull and Lydiate does not have the infrastructure in place to cater for any additional capacity, roads are already badly congested, schools oversubscribed, traffic and parking is a major problem and we are already experiencing significant flooding problems.

We, the undersigned, urge the Overview and Scrutiny Committee (Regeneration and Environmental Services) to listen to the community, to re-examine and vote for building on brownfield sites only and not on green belt and high grade agricultural land, this is now possible due to a sharp fall in housing need."

Members sought a point of clarification in relation to Ms. O'Hanlon's representation in relation to the area of land East of Maghull being the area of specific concern.

Ms. Patricia O'Hanlon stated that it was the land East of Maghull where the proposal was to build 1400 houses, the land behind Mortons Dairy where the proposal was to build 295 houses and the Bells Lane site where the proposal was to build 40 houses.

The Committee then heard representations from Mr. Bob McCann of Formby Residents Action Group Opposition from Formby on behalf of a deputation who had submitted a petition containing the signatures of 25 residents of the Borough which stated:-

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“The recently published Draft Local Plan shows Green belt loss up from 3% to 3.6%, despite new figures from the ONS suggesting that the population is likely to be significantly less than previously projected. The assumptions and guess work used to inform the plan has moved significantly, this manipulation of data demonstrates that it is not an exact science and there is scope for interpretation and counter argument.

We the undersigned urge the Overview and Scrutiny Committee (Regeneration and Environmental Services) to scrutinise this plan fully to give yourselves the time to study it at length, to cross examine it and challenge the data and assumptions within.”

Members raised the following questions, observations and comments:-

Question/Observation/Comment	Response
<p>What work has been undertaken to ascertain flood risk within the development sites identified in the Local Plan?</p>	<p>Extensive work has been undertaken including flood risk assessments for sites where there is a risk of flooding. This has been undertaken in consultation with the Environment Agency and Sefton’s Flood Risk Team. They are satisfied that the identified sites within the Local Plan can be satisfactorily drained and comply with Government’s guidance; the policy is to ensure that any flood risk to development sites built on Greenbelt land should not increase, and the rate of surface water run-off should also not increase. A 20% improvement in the rate of surface water run-off is required from development on Brownfield sites.</p>
<p>The report refers to “The Consequences Study that evaluated the environmental impacts and concluded that under the proposed option they could often be mitigated or compensated for and, where this was not possible, on balance the benefits of development outweighed the harm”. Harm to whom?</p>	<p>The Consequences Study which was commissioned before the Preferred Option stage evaluated the social, economic and environmental consequences of each of three Options on the Borough, and adjoining boroughs, and it was concluded that the positives of the Preferred Option outweighed the negatives. The National Planning Policy Framework requires Local Authorities to promote sustainable development. This includes the benefits of providing homes to meet the needs of the local Community.</p>

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Question/Observation/Comment	Response
<p>We are anticipating that sea levels will rise by 54 cm; there is no mention in the report of how this will be addressed.</p>	<p>The Environment Agency is satisfied with the development sites proposed through the Local Plan in terms of flood risk arising from the rise in sea levels.</p>
<p>Is it correct that Government are re-considering the position of Sustainable Drainage Systems (SuDS)? Will this result in a financial implication to the Local Authority?</p>	<p>There has been recent consultation with regards to SuDS. This has resulted in a delay in the regime being implemented and no final view has been expressed by Government. However, it is likely that the overall responsibility for the management of SuDS will fall to the Local Authority which will inherit the regulatory role. There could be financial implications; it's currently too early to know.</p>
<p>What requirement is there to provide affordable housing on the development sites identified in the Local Plan.</p>	<p>The Strategic Housing Market Assessment indicates that by 2030 the Local Plan should deliver over 7,000 affordable houses. The areas of highest demand are deemed to be Southport, Maghull, Lydiate and Formby.</p>
<p>The Keppie Massie viability study indicates that the site east of Maghull will not deliver 30% affordable housing.</p>	<p>We are aware that viability issues on some sites, and especially urban brownfield sites, may mean in some instances there will be failure to meet the 30% target of delivering affordable housing. The majority of Greenbelt sites are expected to provide 30% affordable housing, although one or two may fall below this threshold.</p>
<p>Is there a risk of affordable housing not being provided? The Keppie Massey viability study states apartments would be unviable.</p>	<p>The risk is at the margins. Most sites will deliver the target figure of 30% of affordable housing. All sites will be the subject of a viability assessment at the planning application stage where they propose to deliver less than the policy requirement. There is a risk with some sites not delivering 30% affordable housing; however we are reasonably confident that many of the sites will deliver affordable housing.</p>

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Question/Observation/Comment	Response
<p>How will the target figure of 30% be delivered? Wasn't the question will the 7500 affordable housing units required be delivered?</p>	<p>There are various mechanisms of achieving the delivery of affordable housing. In addition to seeking 30% affordable housing through the planning application process through legal agreement, significant additional provision will be delivered through the private rented sector. The Council also liaises with the Homes and Communities Agency and Registered Social Landlords who also provide affordable houses through different funding mechanisms .</p>
<p>What is the definition of "Affordable Housing"?</p>	<p>This comprises social rented housing or affordable rented housing or intermediate housing. Our policy position strongly prefers social rented and affordable rented housing as these do more to meet affordable housing needs than the latter.</p>
<p>Review of Nathaniel Lichfield and Partners – we have referred to their methodology as being sound, is their work still to be trusted? What is the impact of the Inspector's recommendations during the Cheshire East Local Plan examination, do we need to make any changes as a result of this? Non-specialists find the housing calculation methodology difficult to understand, eg population shrinking and housing needs increasing.</p>	<p>We are confident that the figure of 615 quoted for Sefton is broadly of the correct order. Nathaniel Lichfield and Partners are independent consultants who have a very good track record of defending their housing requirement studies at examination, both for Local Authorities and for private clients. The Inspector's comments to Cheshire East related to the need to carry out an objective assessment of housing need according to Government's guidance.</p>

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Question/Observation/Comment	Response
Reference Paragraph 5.14 to the report – There is a desperate need in Southport for affordable homes and housing for the elderly. The Local Plan does not address this; the identified sites do not achieve the 30% target figure.	The Planning Inspectorate examine the Local Plan and aim to be satisfied that the Local Plan is doing what it can and is going as far as it can in meeting affordable housing requirements . When we package all the possible ways of providing affordable housing together we would hope to get close to the affordable housing target , albeit most local plan inspectors, including in the West Lancs local plan inquiry, accept that not all affordable needs can or should be met. This will be debated at the Local Plan examination.
How are empty properties calculated, how are they factored into the requirements of the Local Plan?	Empty properties are calculated by adding the vacancy rate (4.34) to the second homes rate (0.29%) which gives a figure of 4.63%.
Empty Properties – assumption that this will remain the same at 4.63% (4.34% vacants and 0.29% second homes rate). 18 months ago at Preferred Option stage this was 4% - why has the figure changed?	The figure of 4% did not take account of almost 0.3% second homes rate. Other factors have also led to a slight increase in the vacancy and second homes figure we are currently using.
The provision of affordable homes depends on viability and it seems that the odds are in favour of the developer, what can we do to even the imbalance?	The viability appraisal will address this issue. There are challenges because both landowner and developer are expected to receive a reasonable return. We will try to secure as much affordable housing as possible, consistent with government guidance, as long as the development remains viable.
Viability: Concerns over the provision of infrastructure and the Community Infrastructure Levy (CIL). There is no guarantee infrastructure needs can be met through CIL, so is there a risk that community needs will not be met.	Discussions and negotiation with developers would take place site by site and as much of the relevant infrastructure achieved as possible.

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Question/Observation/Comment	Response
20 Hectares business park at land east of Maghull – what uses would be allowed? Where will business park be located within the site?	Uses: light industrial, offices, research and development (B1), general industrial (B2) & warehousing and distribution uses (B8) – as in other business parks too. The business park use will be located in a linear strip to the east of the site, with links to M58 junction 1.
Traffic access to the Port and improvement to the eastern approach to Southport is vague in the Local Plan.	There is not a firm proposal yet with regards Port access. Modelling has taken place with regards the eastern approach to Southport and any improvements which may be required could be the subject of a bid to the Local Growth Fund.
The proposal of 1400 homes at land east of Maghull will have an impact on traffic, what traffic assessment has been carried out?	The developers have carried out traffic assessments for this site and, in addition, traffic modelling of the cumulative impact of development will be carried out as part of a business case for the new slip roads which would also consider trips generated to and from Kirkby.
Reference Page 122, paragraph 3 (a) reference to the timing of Maghull North station not being operational before 500 dwellings are completed, this does not give enough opportunity for individuals to develop travel patterns other than use of car.	The new rail station is programmed to be in place by 2018 - the policy sets out the worst case scenario.
Traffic flow - what is the “tipping point” for increase in traffic and at what stage do highway improvements become essential? What happens if traffic flows reach a point where mitigation is not possible?	There is no “tipping point”; there would be regular assessments of the flow of traffic, and of the implications for the highway network undertaken by Sefton’s Highways Team.
Concerns about traffic movement and the lack of public transport provision. National Planning Policy Framework constantly talks about sustainability but Government should restrict developments based on cars.	Noted.

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Question/Observation/Comment	Response
<p>How can we be sure 3rd party infrastructure providers will be able to provide infrastructure when required? Some are privately owned companies. There is a risk.</p>	<p>There will always be a certain element of risk. However, we have regular discussions with those who have infrastructure responsibilities to check their ability to provide the appropriate infrastructure at the right time. We receive regular assurances that the proposed level and pattern of development is not likely to cause any problems.</p>
<p>How do we address the proposed concentration of development on Dunningsbridge Corridor with a commitment to improve air quality and pollution issues in this area; what level of health impact is undertaken?</p>	<p>A Health Impact Assessment of the overall Plan would be undertaken as part of the Sustainability Appraisal. Local Authorities are required to carry out a review and assessment of air quality in their areas. Air Quality Management Areas are monitored closely and measures proposed to improve air quality and reduce pollution.</p>
<p>How can we resist developers building solely 3+ bedroom houses?</p>	<p>A new 'housing mix' policy (Policy HC2) is proposed to secure a better mix.</p>
<p>Will the Council have the resources to monitor compliance with planning conditions given the ongoing reduction in resources?</p>	<p>This is something for the Council to decide in allocating resources.</p>
<p>No reference in the Local Plan of a vision regarding Education and the importance of education and retaining students within the Borough.</p>	<p>Noted.</p>
<p>What provision in Catholic Schools will be provided for those at land east of Maghull? Concerns regarding access to St. George's school which is via a single track wooden bridge over the canal.</p>	<p>There are three possible schools that could be accessed from this site. School places are assessed each year. If a particular school is popular then provision is closely monitored. The rate of development is relatively slow giving ample time to assess and address school provision issues. The highways authority has responsibility for monitoring the highway network and suggesting improvements as necessary.</p>

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Question/Observation/Comment	Response
Concerns raised regarding secondary school provision and the ability to meet Southport's needs given the closure of schools in Southport.	Unlikely to be more pupils over the plan period – some children may have to travel further to secondary schools than now.
Can you confirm that the area of search for wind farms at Ince Blundell is no longer proposed?	Yes – this is no longer proposed.
What proportion of agricultural land is taken up by development allocations in both Formby and Maghull?	Unsure at present, we will make this calculation.
Sub-regional review - review of land – would it be appropriate to include safeguarded land as part of this future review?	The local authority must provide for a certain amount of safeguarded land within the Local Plan, otherwise the Authority could be challenged at examination.
How do we ensure that our various plans are synchronised with other neighbouring Authorities and link into the Combined Authority, Liverpool City Region.	The Local Authority has good relationships with neighbouring authorities. Consistency of Plans across Districts can be a challenge because of different timetables. Officers attend regular meetings to discuss issues and comment as and when appropriate.
Are there any examples of Inspectors' reports where the conclusion was too much land was being released for housing?	No, not come across any reports where the conclusion has been too much land being released for housing. The consistent benchmark applied by planning inspectors is what is required to meet assessed housing needs, but if any have departed from this we would be interested to hear examples.
Reference paragraph 9.33 – request to amend the following wording: “The main opportunities for large scale renewable energy within Sefton are in the Greenbelt”.	We will examine this request further.
Request that wherever possible affordable housing is provided in Town Centres to boost regeneration.	We will endeavour to encourage Town Centre residential development wherever possible, but there are many difficulties in achieving this.

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Question/Observation/Comment	Response
The National Planning Policy Framework definition of sustainable development and viability places greater emphasis on the requirements of developers and landowners than on the needs of communities who may be affected.	Viability is as defined within the Framework and this is what we have to work with. The National Planning Policy Framework defines sustainable development as having three dimensions – economic, social and environmental. The challenge is for the Plan to achieve these together.

The Chair, Councillor McKinley thanked Members of the Committee, Officers and Petitioners for all their contributions during the meeting. He reported that the Senior Democratic Services Officer had recorded all questions, comments and observations and as proposed in the report, comments would be referred to the Cabinet and the Council.

RESOLVED:

That the content, approach and conclusions of the Publication Draft Plan be noted and the above questions, observations and comments, together with the responses given, be referred to the Council for consideration.

Report to: Regeneration and Environmental Services Overview and Scrutiny Committee

Date of Meeting: 20th January 2015

Subject: Review of progress against the Joint Municipal Waste Management Strategy

Report of: Director of Built Environment
Is this a Key Decision? No

Wards Affected: All
Is it included in the Forward Plan? No

Exempt/Confidential No

Purpose: To review the progress of the Merseyside Waste Partnership against the delivery of the objectives of the Joint municipal Waste Management Strategy.

Recommendation(s)

To note the 2013/14 annual Waste Partnership report and consider the adequacy of collective Merseyside Waste Partnership progress against the objectives of the Joint Municipal Waste Management Strategy.

How does the decision contribute to the Council’s Corporate Objectives?

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

Reasons for the Recommendation:

Annual progress report requested by the Committee

What will it cost and how will it be financed?

(A) Revenue Costs

None

(B) Capital Costs

None

Implications:

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The following implications of this proposal have been considered and where there are specific implications, these are set out below:

Legal: Sefton Council has a statutory obligation to have a Joint Municipal Waste Management Strategy under Section 32 of the Waste and Emissions Trading Act 2003		
Human Resources: none		
Equality		
1.	No Equality Implication	<input checked="" type="checkbox"/>
2.	Equality Implications identified and mitigated	<input type="checkbox"/>
3.	Equality Implication identified and risk remains	<input type="checkbox"/>

Impact on Service Delivery:

None.

What consultations have taken place on the proposals and when?

The Head of Corporate Legal Services (LD 2654/14/) has been consulted and has no comments to add.

The Head of Finance and ICT has been consulted (FD 3362/14) and notes the report indicates no direct financial implications for the Council.

Are there any other options available for consideration?

N/A

Implementation Date for the Decision

20th January 2015

Contact Officer: David Packard

Tel: 0151 934 4016

Email: david.packard@sefton.gov.uk

Background Papers:

Merseyside Joint Municipal Waste Management Strategy "Resources Merseyside"

<http://www.merseysidewda.gov.uk/waste-strategy/resources-merseyside-2011-2041/>

Background

1. Sefton Council is obliged to have a Joint Municipal Waste Management Strategy with the other Merseyside District Councils and Merseyside Recycling and Waste Authority under the Waste and Emissions Trading Act 2003 and its related statutory guidance.

2. All Merseyside Authorities have ratified the 30 year Joint Municipal Waste Management Strategy “Resources Merseyside” that was developed following comprehensive resident and industry consultation. The strategy is designed to meet and support relevant European and national statutory drivers for resource (waste) management, climate change and low carbon economy aspirations.

3. The aim of RESOURCES MERSEYSIDE is to deliver sustainable waste management within the context of wider resource management and climate change by:

- Recognising waste as a valuable resource
- Minimising the environmental impact of waste management
- Preventing the creation of waste on Merseyside in the first place
- Increasing re-use, recycling, composting and the recovery of energy from waste
- Reducing the amount of waste land filled
- Raising awareness and promoting education in resource efficiency making it easier for everyone to contribute to sustainable waste management activities
- Consuming less but producing more
- Tackling climate change by the reduction of carbon emissions from waste management and support for our Low Carbon economy
- Protecting and enhancing our environment
- Using and generating renewable energy and fuels

The full Strategy can be seen at

<http://www.merseysidewda.gov.uk/wastestrategy/resources-merseyside-2011-2041/>

4. The Regeneration and Environmental Services Overview and Scrutiny Committee have requested an annual update on progress against the strategy. Sefton Council is unable to deliver the objectives of the strategy on its own and collective action is required by all Merseyside Waste partners if the objectives of the strategy are to be met in the most economic manner and future direct financial and environmental liabilities are to be minimised. All partners have signed a memorandum of understanding to work together for the best mutual interest and this bolsters the statutory based joint working relationships. A Waste Directors Group, Senior Officer Group and operational task and finish groups meet periodically to progress work streams and projects to deliver the strategy.

5. A review of the performance of the Merseyside Waste Partnership in 2013/14 has been undertaken by the Merseyside Waste and Recycling Authority. The review forms the basis for Overview and Scrutiny Committee to consider joint progress against the joint waste strategy objectives. The annual review will be presented at the meeting.

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Report to: Overview and Scrutiny
(Regeneration and Environmental Services)

Date of Meeting: 20 January 2015

Subject: Flood and Coastal Erosion Risk Management – Annual Report

Report of: Alan Lunt – Director of Built Environment

Wards Affected: All

Is this a Key Decision? No
Is it included in the Forward Plan? No
Exempt/Confidential No

Purpose/Summary

The Flood and Water Management Act 2010 requires that arrangements be made to review and scrutinise the exercise by the Council as a Lead Local Flood Risk Authority of its flood risk management functions and coastal erosion risk management functions. This annual report satisfies that requirement.

Recommendation(s)

That Overview and Scrutiny (Regeneration and Environmental Services);

1. Review the report
2. That any comments from this committee be referred to the Cabinet Member (Communities and Environment) for consideration.

How does the decision contribute to the Council's Corporate Objectives?

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

Reasons for the Recommendation:

To comply with the requirements of the Flood and Water Management Act 2010 that requires Lead Local Flood Risk Authorities to report on progress on an annual basis to their Overview and Scrutiny Committees.

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What will it cost and how will it be financed?

There are no direct financial implications arising from this report as all costs associated with flood and coastal erosion risk management and staffing are contained within existing budgets. The scope of future activity will be influenced by both the level of available external funding and also by the capacity of the Council to harness this funding. Initial indications, based on indicative allocations from DEFRA over the next six financial years, would suggest that there is no guarantee that planned schemes can be fully funded. It must therefore be assumed at this stage that future schemes remain, to some extent, aspirational.

Implications:

The following implications of this proposal have been considered and where there are specific implications, these are set out below:

Legal: None	
Human Resources None	
Equality	
1. No Equality Implication	<input checked="" type="checkbox"/>
2. Equality Implications identified and mitigated	<input type="checkbox"/>
3. Equality Implication identified and risk remains	<input type="checkbox"/>

Impact on Service Delivery:

None at the moment

What consultations have taken place on the proposals and when?

The Head of Corporate Finance and ICT Strategy (FD 3261/14) has been consulted and would comment that there are no costs arising from this report but any future costs associated with flood and coastal erosion risk management through the forward plan will need to be contained within the existing budgets for these services. It is also noted (based on current plans and strategies) the Council have submitted a number of schemes for grant aid (details in appendix D)

The Head of Legal Services has been consulted and has no comments. (LD 2553/14)

Are there any other options available for consideration?

The Council could choose not to undertake its duties as set out in the Flood Risk Management Act 2010. This would reduce the Councils ability to manage flood risk in the Borough and may result in sanctions from Government for failing to delivery statutory functions.

Implementation Date for the Decision

Following the expiry of the “call-in” period for the Minutes of the Cabinet/Cabinet Member Meeting

Contact Officer: Graham Lymbery

Tel: 0151 934 2960

Email: graham.lymbery@sefton.gov.uk

Background Papers:

Flood and Coastal Erosion Risk Management – Forward Plan 2011-12

Report to Overview and Scrutiny (Regeneration) 20th September 2011

<http://sb1msgov1:9070/documents/s34250/FD%20-%2020955%20Way%20Forward%20Report%202011%202.pdf>

Flood and Coastal Erosion Risk Management

Report to Cabinet 14th April 2011

<http://sb1msgov1:9070/documents/s16013/11%20FD%20714%20-%20Flood%20Risk%20Management%20Coastal%20Protection%20final.pdf>

Flood and Coastal Erosion Risk Management – Annual Report

Report to Overview and Scrutiny (Regeneration) 18th September 2012

<http://sb1msgov1:9070/documents/s41324/0912%20OSRE%20-%20FCERM%20annual%20report%202012.pdf>

Flood and Coastal Erosion Risk Management – Annual Report

Report to Overview and Scrutiny (Regeneration) 17th September 2013

<http://sb1msgov1:9070/documents/s48431/Flood%20and%20Coastal%20Erosion%20Risk%20Management%20-%20Annual%20Report.pdf>

Agenda Item 6

1. Introduction/Background

- 1.1 The Flood and Water Management Act 2010 (subsequently referred to as the Act) has placed a number of new duties on the Council as the Lead Local Flood Risk Authority; these have been previously presented to the committee. One of these is the requirement to make arrangements for Overview and Scrutiny Committee to review the Council's progress and it was agreed that this would be achieved through the provision of an annual report.
- 1.2 This report sets out progress that has been made in the last year, highlights key issues and sets out priorities for the coming years.

2.0 Progress

- 2.1 Activities within Flood and Coastal Erosion Risk Management (FCERM) can be broadly split into the following outcomes:
- Understanding Risk to our communities – Work that seeks to improve our understanding of flood and coastal erosion risk
 - Avoiding increase of risk to our communities – controlling actions that may increase the risk or impact of flooding or coastal erosion
 - Reducing risk to our communities – maintenance and improvement of our infrastructure
 - Reducing consequences to our communities – Preparing for flood or coastal erosion events and working with our communities to increase their resilience

These outcomes have been used in the draft Local Flood and Coastal Erosion Risk Management Strategy and supporting documents – Service Plan and Investment Plan. These are attached to this report (appendices A, B and C) and discussed in more detail later but since they contain the detail of the outcomes for this service area and the activities that are required to deliver these that will not be duplicated in this report.

Outcome	Activity	Actions to October 2014
Understanding risk to our communities	Identify and review flood and coastal erosion risk	<ul style="list-style-type: none">• Monitoring of coastal change and storm events• Updated modelling for Surface Water Flood Risk

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Outcome	Activity	Actions to October 2014
	Develop plans that set out and prioritise our actions based on our understanding of risk	<ul style="list-style-type: none"> • Developed a Local Strategy that satisfies the Council's requirement to develop a Local Flood Risk Strategy and a Flood Risk Management Plan • Started to discuss options for Crosby Coastal Protection with key partners
	Inform the development of plans where flood and coastal erosion risk is a factor	<ul style="list-style-type: none"> • Supported the development of the Local Plan • Participated in discussions on the management of water levels in the Alt Crossens catchment where the Environment Agency is reviewing the operation of a number of pumping stations
	Inspect and record our assets and where necessary 3rd party assets	<ul style="list-style-type: none"> • Officers have refreshed their training on inspection of coastal defence and fluvial assets • Undertaken asset inspections on the coast • Undertaken cctv inspection of a number of piped watercourses
Avoiding increase of risk to our communities	Work via the planning process	<ul style="list-style-type: none"> • We are still waiting for the Government to decide on how it would like surface water drainage schemes for new developments to be managed • We have commented on 96 planning applications • We are reviewing procedures for

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Outcome	Activity	Actions to October 2014
		<p>providing advice on planning applications</p>
	<p>Administer powers in relation to consenting for ordinary watercourses, coast protection act and bylaws</p>	<ul style="list-style-type: none"> • Whilst this area of work needs to be developed it cannot be at present due to limited resources. Limited consents have been requested during this period
	<p>Advising 3rd parties of their maintenance responsibilities and where necessary intervene</p>	<ul style="list-style-type: none"> • Advised at a number of locations on riparian issues
Reducing risk to our communities	<p>Develop and implement a prioritised maintenance programme</p>	<ul style="list-style-type: none"> • We will be reviewing our prioritised work programme next year • Key maintenance works this year have been to Derby Road where manholes were failing and the Coast Road in Southport which flooded in 2012/13
	<p>Develop a programme of improvement works</p>	<ul style="list-style-type: none"> • Works were identified and submitted for grant aid and the indicative settlement is set out in appendix D
	<p>Undertake reactive maintenance</p>	<ul style="list-style-type: none"> • Reactive maintenance has been undertaken including repairs as a result of winter storms on the coast

Agenda Item 6

Outcome	Activity	Actions to October 2014
Reducing consequences to our communities	Work in partnership with our communities to increase their resilience	<ul style="list-style-type: none"> • A 'Flood Ready' web site has been developed with support from partners and the Regional Flood and Coastal Committee to support our communities understanding of what they can do – it can be viewed at www.floodready.co.uk • A leaflet has been jointly developed with partners so that we have a shared approach to the advice provided to our communities – copies will be available at the meeting for reference or can be viewed on the Sefton Council website • A joint project with Public Health colleagues has been commissioned to look at the health impacts of flooding and consider what our priorities should be in reducing these impacts • Funding has been secured to review flood risk in Formby and Maghull and engage with the communities. This work will be undertaken in partnership with United Utilities and the Environment Agency

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Outcome	Activity	Actions to October 2014
	Develop and implement plans for Council actions in the event of flooding occurring	<ul style="list-style-type: none">• The emergency plan has been reviewed and updated• As a result of reviewing procedures a High Tide response group has been established to better plan and co-ordinate any responses required

7.1 Flood Insurance

Last year we reported that:

The Government have consulted on a new approach to flood insurance which would see additional costs on premiums and excesses capped. This approach would see those at flood risk paying some of the cost of the risk but still having access to insurance with the balance of the cost spread across all home insurance premiums. This would not apply to homes built after 2009 that are at significant risk of flooding.

They have now undertaken further consultation (closed September 2014) on detailed elements of the scheme. The only additional aspect to draw to Members attention is that *'Flood Re will provide transitional support to households at flood risk over a 25 year period as part of a gradual transition towards more risk-reflective prices; this will provide time for choices to be made and risk management action to be taken.'* (quote taken from the consultation). A short summary of the scheme is included in appendix E.

7.2 Future funding

Where previously indicative grant allocations were set on an annual basis DEFRA have promoted the setting of a six year indicative allocation to promote better forward planning. However, the overall funding available still falls far short of demand and as such the settlement for Merseyside is disappointing. This indicative settlement is included in appendix D

7.3 Regional Flood and Coastal Committee (RFCC)

Sefton is represented at RFCC by two representatives from the Merseyside Strategic Flood and Coastal Risk Management Partnership. There are two key issues to report back from RFCC:

Local Levy – at a recent meeting of RFCC (24th October 2014) the level of the Local Levy was considered and it was decided to increase it by 2%.

The Merseyside Partnership has been leading on the development of Strategic level reporting to RFCC with a view to a new approach being adopted by April 2015.

8.0 Recommendations

8.1 Review the report

8.2 That any comments from this committee be referred to the Cabinet Member (Communities and Environment) for consideration.

Please follow the links below to access the following appendices:-

Appendix A – Local Flood and Coastal Erosion Risk Management Strategy

<http://modgov.sefton.gov.uk/moderngov/documents/s57260/OSRES20.1.2015%20-%20Appendix%20A%20-%20Flood%20Coastal%20Erosion%20Risk%20Management%20Strategy%202014-2017.pdf>

Appendix B – Local Flood and Coastal Erosion Risk Management Service Plan

<http://modgov.sefton.gov.uk/moderngov/documents/s57261/OSRES20.1.2015%20-%20Appendix%20B%20-%20Flood%20Coastal%20Erosion%20Risk%20Management%20Service%20Delivery%20Plan.pdf>

Appendix C – Local Flood and Coastal Erosion Risk Management Investment Plan

<http://modgov.sefton.gov.uk/moderngov/documents/s57262/OSRES20.1.2015%20-%20Appendix%20C%20-%20Flood%20Coastal%20Erosion%20Risk%20Management%20Investment%20Plan.pdf>

Appendix D - Grant-in-Aid Indicative 6 year Settlement

<http://modgov.sefton.gov.uk/moderngov/documents/s57265/OSRES20.1.2015%20-%20Appendix%20D%20-%20Indicative%20Grant%20in%20Aid%20six%20Year%20Programme.pdf>

Appendix E – Summary of Flood Re

<http://modgov.sefton.gov.uk/moderngov/documents/s57266/OSRES20.1.2015%20-%20Appendix%20E%20-%20A%20Short%20Guide%20to%20Flood%20Re.pdf>

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Report to: Overview & Scrutiny (Regeneration & Environmental Services)

Date of Report: 20th January 2015

Subject: Action Plan for Employment

Report of: Director of Built Environment **Wards Affected:** All

Is this a Key Decision? No **Is it included in the Forward Plan?** No

Exempt/Confidential: No

Purpose/Summary

In line with the Cabinet decision of 5th December 2013, to provide a periodic update on implementation of the recommendations contained in the Final Report of the Overview & Scrutiny working party on Employment Policy..

Recommendations

That this report is noted.

How does the decision contribute to the Council’s Corporate Objectives?

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

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Reasons for the Recommendation(s):

To comply with a decision of Cabinet for an Action Plan.

What will it cost and how will it be financed?

There are no financial implications arising from this report.

Implications:

The following implications of this proposal have been considered and where there are specific implications, these are set out below:

Legal	None
Human Resources	None
Equality	
1. No Equality Implication	<input checked="" type="checkbox"/>
2. Equality Implications identified and mitigated	<input type="checkbox"/>
3. Equality Implication identified and risk remains	<input type="checkbox"/>

Impact on Service Delivery:

Not applicable.

What consultations have taken place on the proposals and when?

The Head of Corporate Finance and ICT (FD3155/14) has been consulted and notes the report indicates no direct financial implications for the Council

The Head of Corporate Legal Services (LD 2447/14) has been consulted and has no comments on the report.

Are there any other options available for consideration?

Not applicable.

Implementation Date for the Decision

Following the expiry of the "call-in" period for the Minutes of the Cabinet/Cabinet Member Meeting

Contact Officer: Mark Long
Tel: 0151 934 3471
Email: mark.long@sefton.gov.uk
Introduction

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1. Cabinet approved on 5th December 2013 a set of recommendations produced by the Overview & Scrutiny (Regeneration & Environmental Services) committee in relation to Employment Policy.
2. It was resolved that the Cabinet Member for Regeneration and Tourism be requested to develop an action/implementation plan for each of the agreed recommendations, including timescales and milestones for completion.
3. An Action Plan was subsequently agreed by the Cabinet Member – Regeneration at his meeting of 10th April 2014. It summarises activity across his portfolio, also identifying initiatives undertaken with other portfolio holders.
4. Overview & Scrutiny subsequently met the Cabinet Member – Regeneration on 29th October and requested additional information and clarifications. The attached documentation is intended to meet these requests.
5. Further update reports on the Action Plan will be brought back to Overview & Scrutiny as requested.

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Sefton MBC – Action Plan for Employment 2014/15

Recommendation from Overview & Scrutiny Review of Employment, with progress notes:

- (1) **Actively supports and confirms the value of the proposed Member Reference Group for Economy, and requests that update reports on the work of the Member Reference Group are submitted to the Overview and Scrutiny Committee (Regeneration and Environmental Services)**

Summary Progress Report on Member Reference Group to be forwarded to Overview & Scrutiny (Regeneration) twice a year.

- (2) **Welcomes a holistic, authority-wide high-level strategy/policy that enables all Council assets to be organised in an effective way to contribute to regeneration and reduce the potential for ‘silo working’, thereby identifying regeneration as a cross-cutting theme across all Council activity, and requests the Director of Built Environment to bring forward a Place-Based Regeneration policy for members to consider**

A draft policy, entitled “**Shared Prosperity – A Draft Policy**” is attached – Annex 1 – for pre-scrutiny, with comments and opinions to be supplied to Cabinet Member – Regeneration.

It should also be noted that Cabinet (27th March 2014) approved an **Asset Disposal Policy**, including development principles guiding disposal and investment. “In considering the timing and nature of the disposal the Council will seek to ensure that its asset disposals complement the objectives for the economic development and regeneration of an area.”

- (3) **Director of Built Environment and the Director of Corporate Services are requested to develop a Social Value Policy, underpinning the exercise of all the Council’s powers including procurement, regulation and employment which would authorise specific obligations to be placed on providers relating to local jobs, skills and supply, and work toward publishing a set of ethical business statements that demonstrate the Council’s commitment**

The LCR Employment & Skills Board approved a **Charter for Jobs & Skills through Procurement** in May 2013.

The latest version of the Charter and the first **annual review** of the implementation of the Charter are attached, with case studies and a progress report for each district – Annex 2.

Sefton Council adopted a new **Procurement Strategy** in July 2014 which adopted the principles of the LCR Charter, and included new objectives including “To support the local economy, business and voluntary sector through transparency of opportunity, support and education” - see

<http://modern.gov/documents/s54459/Enc.%20for%20Procurement%20Strategy.pdf>

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Outcomes for the Strategy include:

- “Delivering a strong range of engagement with SME’s to show we are ‘Open for Business’ in order to encourage and support businesses leading to successful contract awards”
- “Social Value consideration being placed at the heart of our procurement planning as we aim to gain added value from procurement through securing employment, learning and skills outcomes as well as local supply chain engagement by our larger contractors”.

A more detailed **Social Value** policy statement is in preparation and will show how these outcomes can be achieved using the purchasing, investment, planning and other powers of the local authority, while remaining compliant with UK and European competition law.

In the meantime, the Council’s **Economy & Tourism Service** (through InvestSefton) has taken a proactive approach to targeting new opportunities at local suppliers, and helping them improve their offer the Council:

- Analysing existing corporate spend to better understand the balance of local and non-local supply
- Monitoring the new corporate Contract Register to alert local suppliers to upcoming requests for quotations
- Supporting companies who are not yet doing business with the Council or who have tried and been rejected for any reason, to become “fit to bid”.

Recent events include:

- Four 'Doing Business with Sefton' events in September 2014, organised between InvestSefton and the Council’s Central Procurement Unit.
- Two more held after Sefton Economic Forum on 25th November at Aintree Conference Centre.

The events are designed to encourage local businesses to bid, particularly small and micro businesses. We are also raising awareness of the move to risk-based sourcing, which is less onerous for suppliers in terms of paperwork and process (tender threshold at £70k increased to £172K for goods and services). We have targeted iProc suppliers and Sefton businesses registered on the Chest, in addition to an e-mail to 1,700 Sefton companies.

We are also using some recent tendering opportunities to engage with Sefton businesses:

- Merseytravel have asked for assistance with promoting a broader supply base £250M+ framework of consultancy opportunities including Project Management, PR campaigning, Engineering and Safety Environment
- Halton Council has asked for assistance in promoting a £250M+ framework for Specialist Transport services to the Sefton transport operators we worked with on the Sefton framework
- InvestSefton and Sefton@Work advisors are following up businesses who attended the September Doing Business events. About half of the 84 delegates had not previously sought assistance with public procurement
- Two PC-based workshops are scheduled for 11 December, because 55 of the Doing Business delegates asked for training in how to use The Chest.

This is an ongoing programme of work and further reports will be made to the Cabinet Member – Regeneration in due course.

- (4) **The Director of Built Environment is requested to include a high-level employment, skills and local supply objective within the Local Plan to provide justification for specific conditions and policies relating to the maximisation of local benefit from proposals for development and change of use**

The Draft Local Plan for Sefton includes these over-arching policies – (emphasis added):

Policy SD2 (Principles of Sustainable Development):

- Objective 3 – To promote **economic growth, tourism and jobs creation** and support new and existing businesses
- Objective 4 – To **meet** the diverse **needs** for homes, jobs, services and facilities, **as close to where they arise as possible**
- Objective 6 – To make the most of the value of **the Port** to the local economy and jobs, while making sure that the impact on the environment and local communities is mitigated
- Objective 8 – To improve **access to services, facilities and jobs**

Policy MN2 (Housing, Employment and Mixed Use Allocations) includes a policy on Strategic Employment Locations, which are sites along Dunnings Bridge Road, land east of Maghull, land north and south of Formby, and extension to Southport Business Park:

- Development of the Strategic Employment Locations must provide high quality business parks. In particular, new developments should maximise **job outputs (including job opportunities for local people)**, and incorporate high quality design and layout.

Policy ED1 (The Port and Maritime Zone) includes a policy on Port Expansion requiring planning permission:

- Planning conditions and/or legal agreements will be used to ensure appropriate compensation, mitigation, infrastructure and appropriate local **economic, environment and community** benefits are secured and provided.

A number of other policies are supportive of job creation and local economic growth, for example, for town centres, the coast and for infrastructure.

- (5) **The Director of Built Environment is requested to undertake a detailed investigation (with external expert assistance as necessary) on how to embed detailed obligations and operational targets and compliance regimes, proportional to the task, within planning consents and development agreements**

Heads of Economic Development and Planning are having ongoing discussion as to how to secure this objective within the planning system. The National Planning Policy Framework is in this respect more restrictive than in previous years, and reduces the scope for linkage between employment objectives and the normal operation of the planning system.

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As regards the use of local labour by contractors, there are inherent difficulties in stipulating the use of local unemployed people in contracts because both UK government and the European Union may regard it as anti-competitive and a restrictive practice. However, the Council has had some success (through Sefton@Work) in negotiating voluntary employment agreements with investors, and placing obligations on planning applicants via planning conditions or s106 agreements. An example from an ongoing negotiation with a retailer (identity withheld) is attached as [Annex 3](#)

- (6) The Director of Built Environment is requested to work through the Sefton Employment and Skills Partners Group to align all partners' employer engagement to ensure that all businesses across the Borough are given comparable opportunities to achieve our shared Employment, Education and Training objective**

Sefton Employment & Skills Partners Group continues to meet six-weekly. Its membership comprises Sefton MBC, Skills Funding Agency, Jobcentre Plus, Hugh Baird College, and Sefton Training Providers Network. The Partners Group has a rolling work plan.

The principle focus for the Group in the last year is preparing for **port-related expansion**:

- BE Group have been commissioned by the Council to produce a Business Survey of the Maritime Cluster to profile demand and generate leads. Data on nearly 800 companies has been collected by structured telephone interviews, covering the Port estate, companies in the Maritime Cluster, and geographically across south, mid and north Sefton. This will create a valuable database of employers intentions, allowing for better informed business engagement.
- Joint action to develop a single joined-up offer to companies in the Maritime Cluster. The Partners signing the data Sharing Protocol will design a Prospectus promoting a wide range of investment, business, employment and skills support, and target that offer precisely on the needs of the Maritime Cluster.
- The Survey, Business Engagement, Prospectus and associated awareness-raising activity with jobseekers and young people is spelled out in the latest version of the Maritime Action Plan – attached as [Annex 4](#).

- (7) The Council, a representative of Hugh Baird College, Southport College and other Further Education providers within the Borough is invited to update the Overview and Scrutiny Committee (Regeneration and Environmental Services) annually on the progress of their proactive work in reducing NEETs in the Borough, including the use of all available evidence to identify NEET hotspots, preparation of intervention targets to reduce numbers in these areas, together with agreed robust systems for monitoring and evaluating the impact of joint interventions; and progress with other prevention/diversion measures including studio schools**

Update provided to Overview & Scrutiny (Regeneration & Environmental Services) on 18th March 2014 with a detailed report on young people Not in Education, Employment or Training.

- 8) The Sefton Employment and Skills Partners Group is invited to develop a holistic approach to the education, training and employment needs of young people in**

transition from school to work, and bring forward a strategy and plan for tackling youth disengagement and long-term youth unemployment

Partners are working across Liverpool City Region as well as in Sefton to improve opportunities for young people:

- LCR Employment & Skills Board has secured £5.9m of Youth Contract Underspend to deliver a Youth Employment Gateway. Sefton@Work will deliver this contract in Sefton. Summary of Gateway attached as [Annex 5](#).
- Further youth employment funding will be available via the new ESF programme for the city region, and the EU's Youth Employment Initiative, which are match-funded to years 2 and 3 of the Gateway.
- In Sefton, there has been a joint appointment to the new post of Post-14 Education Training & Employment Officer. His role is to develop and implement policies for NEETs, and help with the transition of school-leavers to adult labour markets.

(9) The Director of Older People, in consultation with the Director of Built Environment, is requested to advise the Overview and Scrutiny Committee (Regeneration and Environmental Services) how Adult Community Learning can help to extend Digital Inclusion to hard-to-reach groups and to maximising opportunities for individuals to be trained up, ready for employment

(10) The Head of Corporate Finance and ICT is requested to develop an integrated Strategy for Digital Inclusion

One of the principal elements of the Welfare Reform changes has been the move from manual face-to-face applications for benefits to a Digital by Default model. Partners have sought to be accommodating to this area of need by opening access to IT facilities. This has been accompanied by a range of training in Information Communication Technology (ICT) competencies by 3TC, a Sefton based charity aiming to offer access to ICT, Sefton@Work and various community organisations. Indeed a number of public sector bodies have extended access, such as One Vision Housing who offer ICT training to their tenants.

In addition the Universal Credit Delivery Partnership Agreement between the Council and DWP involves our partner organisations Arvato and CAB providing support to benefit claimants on how to access services online. The DWP's Digital by Default approach will continue, particularly as the roll out of Universal Credit gathers pace, so it is important we continue to ensure that access is available across the Borough. There will be a dedicated partner workshop, facilitated by 3TC, to be held in the next couple of months to review access to ICT. This will also feed into a broader digital inclusion strategy by Sefton Council, which is likely to propose the adoption of the national framework, GO-ON, announced earlier this year. This will be a holistic approach focussed around key areas:- the Council internally; residents as customers; work with partners; work with communities and community organisations, and the economy and business sector. The area relating to economy and business will be key to accessing funding opportunities through GO-ON and other funding bodies.

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Sefton@Work, along with a number of other partners in the Borough has provided Digital Inclusion support in response to demands from residents needs assistance to cope with the rapid digitisation of processes affecting benefit claims and dealing with enquiries or problems related to benefits. For many people on low incomes who have no broadband connection or PC at home, the conversion of such services to a completely digital interface presents huge challenges.

Not only is there a significant group of people in Sefton who have no digital access at home and therefore rely on public provision but it also raises basic and functional skills challenges to people unused to engaging with the world in this way. In addition, to help with instigating benefit claims, the digital inclusion training on offer through Sefton@Work covers applying for a bank account, personal security while online, using the internet to make savings, online application techniques and social media used by employers.

- (11) The Employment Development and Development of Local Town Centres and Economies Working Group recognises the excellent work already being undertaken by the “Family Comes First” Team in Sefton and that an annual report be submitted to the Overview and Scrutiny Committee (Regeneration and Environmental Services) to provide an update on the Team’s progress in supporting Sefton’s families**

A recent performance report on Families Come First is attached – [Annex 6](#). It details Sefton@Work’s role in supporting a multi-agency delivery plan to help more adults into work and programmes to build up their employability skills.

- (12) The Sefton Employment and Skills Partners Group is requested to maximise employment opportunities in relation to future and emerging growth sectors such as the SuperPort, Visitor Economy, Knowledge Economy and Low Carbon Economy**

Overall performance on Sefton’s Economic Strategy is reported in a twice-yearly Performance Monitoring Report. The draft & unpublished April-September 2014 Report is attached as [Annex 7](#). This summarises action on investment, jobs and international trade for the LCR growth sectors in Sefton:

- **SuperPort** – business engagement underway with maritime cluster (see rec. 6 above). Employment Potential Study commissioned.
- **Low Carbon** – REECH programme extended, with additional REECH into Business programme engaging with 40 businesses. Support for local supply chain to access RSL build contracts via Fusion 21.
- **Tourism** – successful ballot for Southport Business Improvement District, to be underpinned by offer of business support, recruitment & training services to the 800 BID members. Coastal Communities Fund Round 3 application in preparation for additional investment including apprenticeships/waged placements in BID employers

- **Knowledge Economy** – plans for Professional Sefton network to engage with our Professional & Financial Service sector.

(13) The Liverpool City Region Local Enterprise Partnership is requested to customise its employment and skill forecasts to match Sefton’s specific needs and to inform the work of the Sefton Employment and Skills partners

The LCR Employment & Skills Board has appointed a **Labour Market Intelligence Team**, which is engaged in producing Skills for Growth Agreements for ten sectors of the local economy. These include forecasts of supply and demand for jobs and skills. The LMI Team is available for bespoke analyses, and Sefton officers will continue to make ad hoc use of their capability. See <http://www.lcrskillsforgrowth.org.uk>

(14) The Employment Development and Development of Local Town Centres and Economies Working Group commends the excellent work undertaken by Sefton@Work and InvestSefton in attracting new business to Sefton, supporting existing businesses already operating in Sefton and the day-to-day guidance, support and advice available to the residents of Sefton

Sefton@work has subsequently achieved the Cabinet Office Customer Service Excellence Award, and all InvestSefton advisors are now accredited to the SFEDI National Occupational Standard For service-level activities and outputs, see the Performance Monitoring Report ([Annex 7](#)).

(15) The Director of Built Environment is requested to submit a six-monthly Performance Monitoring report to the Overview and Scrutiny (Regeneration and Environmental Services) Committee, reporting progress made against each of the recommendations set out in the report

A Performance Monitoring Report on the Council’s Economic Strategy is submitted to the Cabinet Member – Regeneration every six months. The Cabinet Member has agreed that the Report should in future go to Overview & Scrutiny (Regeneration) for pre-scrutiny, and to provide comments and feedback to the Cabinet Member. The recommendations contained in this Employment Action Plan will be referenced to the appropriate part of the Performance Monitoring Report.

(16) The Cabinet Member for Regeneration and Tourism is requested to develop an action/implementation plan for each of the agreed recommendations, including timescales and milestones for completion

This document.

(17) The Head of Corporate Commissioning and Neighbourhood Co-ordination is requested to submit six monthly monitoring reports to the Overview and Scrutiny Committee (Performance and Corporate Services) and the Overview and Scrutiny Committee (Regeneration and Environmental Services) in relation to the impact on Sefton’s Community of Welfare Reform

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A report on the cumulative impact of Welfare Reform on Sefton was received by Cabinet on 9th October 2014. Monitoring Reports will be submitted to Overview & Scrutiny for pre-scrutiny.

ML/9.1.15

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Annexes

1. Shared Prosperity – A Draft Policy, Head of Economy & Tourism, January 2015
3. Charter for Jobs & Skills through Procurement – First Annual Review, June 2014
4. Sample s106 Employment Agreement
5. Maritime Action Plan, Sefton Employment & Skills Partners Group, June 2014
6. Youth Employment Gateway – Summary
7. Families Come First – Performance Report, Director of Children’s Services, 2014
8. Draft Fourth Performance Monitoring Report (April-September 2014), Director for Built Environment

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LIVERPOOL CITY REGION COMBINED AUTHORITY

To: Liverpool City Region Employment and Skills Steering Group

Meeting: 25 November 2014

Authority/Authorities Affected: All

EXEMPT/CONFIDENTIAL ITEM: No

REPORT OF THE CITY REGION EMPLOYMENT AND SKILLS TEAM

CHARTER FOR JOBS AND SKILLS THROUGH PROCUREMENT

1. PURPOSE

- 1.1 The purpose of this report is to provide an update to the Employment and Skills Steering Group on the Charter for Jobs and Skills through Procurement signed up to by the six constituent local authorities and Merseytravel in May 2013 and propose a revised Charter for consideration.

2. RECOMMENDATIONS

- 2.1 The Employment and Skills Steering Group are recommended to:
- (a) Welcome the good work being done in the six constituent local authorities and Merseytravel on securing jobs and skills through procurement and including local business opportunities and social value;
 - (b) Note the key findings from the informal review and data collection work to date on the Charter;
 - (c) Review the next steps included at Section 6;
 - (d) Review the revised Charter as attached at Appendix Five; and
 - (e) Request that this informal review be finalised and submitted to the Employment and Skills Board for their consideration.

3. BACKGROUND

- 3.1 At its 10 May 2013 meeting the Employment and Skills Board submitted a Charter for Jobs and Skills through Procurement for adoption by the City Region Cabinet. The Charter was developed by procurement managers (through Merseyside Procurement Partnership, MPP for short) in conjunction with the Employment and Skills Steering Group and support from employer networks to ensure:

- procurement activity includes a focus on delivering jobs and skills
- local businesses are 'tender ready' and aware of the opportunities that become available

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- work with businesses and promote the value of engaging to deliver the City Region's aspirations

3.2 The Charter sets out a number of goals and commitments and a four step approach to achieving them (see Appendix Three for details). Specific actions the group set itself for 2013-14 were:

- Make more suppliers aware of our opportunities.
- Share best practice in wider procurement matters in order to support employment and skills.
- Support and improve economic, social and environmental well-being in the region.
- Engage with the local business community to promote the procurement process.
- Signpost our suppliers to access support and funding that may be available to help them recruit and train their workforce.
- Promote and encourage sub-contracting and supply chain opportunities within the region, where appropriate.

3.3 At a performance management level, the MPP set out the following annual monitoring to the Employment and Skills Board:

- Measure the number of suppliers registered on the Chest
- Measure the number of opportunities published via the Chest
- Measure the number of businesses that we engage with and through what mechanism

4. TERMS OF CURRENT REVIEW

4.1 The purpose of the review is to ascertain the current position regarding the use of the Charter and more broadly how organisations are embedding the principles of securing wider social benefits (focused on jobs and skills) through procurement.

4.2 The review has been conducted by a secondee from the Local Enterprise Partnership (LEP). The methodology used combined:

- Desk based research of procurement documents/strategies published by the six constituent local authorities and Merseytravel
- Interviews with heads of procurement in each local authority who could field somebody to speak to the researcher during the time period (5, plus Merseytravel)
- A validation process following each interview, to enable the interviewee to check the accuracy of the interview transcript and supply/clarify data to demonstrate progress against the 3 measures listed in 3.3

4.3 This report will consider the key findings from the review, recommend a way forward and identify the timeline for this work.

5. KEY FINDINGS

5.1 Feedback from the review indicated the following findings:

5.2 Charter

- Although there were varying levels of awareness and formal adoption of the Charter, it is clear that the principles of the Charter have been embedded
- This embedding process has differed in each organisation, reflecting differing awareness, local circumstances and opportunities/challenges
- For example, Halton and Sefton have embedded the actual Charter document into their Corporate Procurement Strategy 2013-2016
- Beyond the 3 measures set out in the Charter, a number of organisations measure additional information at a corporate level e.g. contracts awarded to SMEs and percentage of local spend
- Some consultees were unclear how the Charter was being promoted or aligned to other strategies

5.3 Chest

- All the six constituent local authorities and Merseytravel use the Chest, starting at different financial minimum threshold levels
- Different approaches have been adopted for use of Request For Quotation and Pre Qualification Questionnaires
- Generally the system is easy to use. It was recognised that the Chest will need to reflect new EU procurement changes (effective by 2015)
- Consultees were unaware of any feature on the Chest which enabled reports to be easily run off to capture the Charter measures
- The Chest is currently being re-procured
- The majority of consultees stated that they had previously conducted local business training and awareness sessions on how to use the Chest to tender
- Acknowledgement from some consultees that another series of business training and awareness events would be beneficial (especially given likely changes to the Chest)
- Some consultees have developed new business training and awareness events e.g. Liverpool Council have a one day Meet the Buyer each month where they set aside half an hour for each interested local business

5.4 Merseyside Procurement Partnership

- The partnership hasn't met for some time and this was thought to be reflective of personnel and resource changes
- Some consultees identified that the different organisations were in different places in the procurement delivery spectrum
- However, there is still a range of collaborations taking place between different groups of members having signed up to the Charter
- There are also opportunities to access other collaboration frameworks e.g. Crown Commercial Services (including what was the Office for Government Commerce)

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5.5 Social Value

The six constituent local authorities and Merseytravel are at different stages of developing corporate approaches to social value. Some consultees have developed a mix of the following:

- Social Value Outcomes Framework
- Social Value Charter
- Social Value Think Tank
- Social Value Policy / Statement
- Social Value Indicators
- Social Value Procurement Framework
- Fairness Charter

5.6 Examples of Best Practice collected as part of this review have been attached as Appendix Two.

6. NEXT STEPS

6.1 Based on the work so far, the following issues/actions would seem appropriate for consideration by the Employment and Skills Board:

- **Review the Charter to reflect the current progress made on adopting The Public Services (Social Value) Act 2012 by the six constituent local authorities and Merseytravel and incorporate other key City Region strategies.** The Charter is being re-drafted to reflect the Public Services (Social Value) Act 2012 and the need to have a wider impact on local supply and economic development: the revised proposal is attached as Appendix Five. It is proposed that the measures be broadened out to include additional measures for reporting from 2015-16. The procurement approach will be proportionate and pragmatic to what is being procured.
- **Clarify the contractual agreement in regard to the Chest and any potential to influence future reporting mechanisms to ensure that they are easy to use.** The Chest is currently being re-procured and is anticipated to be issued on 30th November. The draft specification is currently with the 46 members for consultation. Some of the items that are included in the new specification are:
 - a. A section on reporting, available from 2015/16.
 - b. The ability for a winning bidder to subcontract in the local area using the Chest (at no charge to them).
 - c. Ability for companies to identify if they are an SME or not (and companies will need to self update information).

In addition the LEP are currently drafting an Invitation to Tender for a Liverpool City Region (LCR) Local Business Opportunities Portal. The objective is to provide a single access system to support all businesses (public, private and the Third Sector) in Liverpool City Region to source new business opportunities and secure local supply chains via an online portal. This will link to existing portals such as The Chest and also to business support functions such as Advice Finder.

- **Gain an understanding of the future role and appetite for Merseyside Procurement Partnership to collaborate with others (include the Employment and Skills Board) on Jobs and Skills.** There is an appetite

to collaborate, which is being progressed with the Chief Executives through the Combined Authority Implementation Group.

- **Use partnership working at a City Region level to keep abreast of best practice in social value and procurement and how to evaluate and monitor this without undue burdens being placed on procurement functions.** There is an appetite to share case studies, both qualitative and quantitative. This should be via the collaboration route linked to the above.
- **Examining how to ensure procurement officials are aware of key City Region employment and skills strategies that can have a bearing on tender opportunities e.g. Liverpool City Region Skills for Growth including Apprenticeships and the Apprenticeship Hub.** Local linkages should be made between employment and skills and procurement teams. All LCR documentation to be more widely circulated to include procurement colleagues.

6.2 The Employment and Skills Steering Group are asked to consider the proposed actions set out in section 6.1.

7. RESOURCE IMPLICATIONS

7.1 Financial

There are no immediate financial implications associated with the recommendations in this report.

7.2 Human Resources

There are no direct issues as a result of the recommendations set out within this report.

7.3 Physical Assets

The recommendations within this report have no bearing upon any land/buildings/other physical assets owned by the Combined Authority or its constituent Councils.

7.4 Information Technology

The recommendations in this report will not have any direct impact upon the use of IT, or need for IT support.

8. RISKS AND MITIGATION

8.1 There is a risk that partners do not feel consistently engaged with the Charter and that it could lead to duplication of activity/reporting. This will need to be mitigated by ensuring that no undue burdens are placed on Charter members and that the relevant officers perceive value from the Charter being in place.

9. EQUALITY AND DIVERSITY IMPLICATIONS

9.1 There are no direct issues as a result of the recommendations set out within this report.

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10. COMMUNICATION ISSUES

- 10.1 It is clear that further internal communications work is needed amongst key stakeholders within the Combined Authority and its constituent Councils to ensure that people are aware of the Charter and buy-in to this approach.

11. CONCLUSION

- 11.1 The purpose of this report is to provide an update to the Employment and Skills Board on its review and propose a way forward.

Previous reports to Employment and Skills Steering Group
Charter for Jobs and Skills through Procurement,

Contact Officers:

Rob Tabb, Knowsley Council (0151 443 3054)

Claire Cottingham, Liverpool City Region LEP (0151 237 3955)

Appendices:

Appendix One - Progress against measures set out in the Charter

Appendix Two - Examples of Best Practice

Appendix Three - The current Charter for Jobs and Skills through Procurement

Appendix Four - Notes of task and finish group held on 4 November 2014

Appendix Five - Proposed Charter for Social Value through Procurement

Appendix One – Progress against measures set out in the Charter

Measure	Merseytravel	Halton Council	Liverpool City Council	Knowsley Council	Sefton Council	St Helens Council	Wirral Council
Measure the number of suppliers registered on the Chest	Awaiting Data	Up to July 2014: 818 (279 to 650 from July 2010 to May 2013, Oct 749, March 2014 787)	Back to April 2014 8500	Awaiting Data	Up to October 2014 645	Awaiting Data	6930
Measure the number opportunities published via the Chest	April 2013 – March 2014 RFQ 36 ITTs 31 PQQs 30	Apr - July 2014: 16 ITT 10 PQQ 44 RFQ (Apr 2013 – Mar 2014 is 32 ITT, 17 PQQ and 207 RFQ) RFQ Activity as at May 2013: 50 – as at Oct 2013: 119 - as at Mar 14: 234 RFQ Awards as at May 2013: 22 – as at Oct 2013: 46 - as at Mar 14: 123	In the last 12 months (low and high value) RFQ 148 PQQ 7 ITT 32	April 2013 – March 2014 RFQ 201 ITTs 19 PQQs 4	April 2013 – March 2014 PQQ's 5 RFQ's 55 ITT's 29	2014 43 to date since January 2013 50 2012 46 2011 24 2010 15 2009 4	2013 /14 : 176

Measure	Merseytravel	Halton Council	Liverpool City Council	Knowsley Council	Sefton Council	St Helens Council	Wirral Council
<p>Measure the number of businesses that we engage with and through what mechanism</p>	<p>Awaiting Data</p>	<p>(From November 2010 to May 2013 400+ businesses attended Procurement workshops) Target May 14 (SME's and CV Sector):</p> <ul style="list-style-type: none"> • Increase number of events/attendance - % • Increase Chest Registration - % • Increase procurement activity - % • Increase award of contracts - % <p>May 15 & 16: review improvement and set new targets</p> <p>As part of our Procurement strategy we will report on these biannually to members</p> <ul style="list-style-type: none"> • Lorraine Cox did sessions with businesses on “New Ways of doing business with Halton” in 2011 on the council procurement rule/ process changes and use of the Chest. 	<p>Run a variety of meetings including meet the buyer sessions every month, which results in engaging with hundreds of suppliers (actual number not known).</p>	<p>1 How to Tender for Knowsley event - Tues 20th May 2014 am or pm session</p> <p>2 Meet the Buyer events</p> <ul style="list-style-type: none"> - 15th October 2013 - 16th October 2013 <p>Opportunity to inform local businesses of improved opportunities to quote/tender for KMBC business. Businesses also be informed of how they can register their company on the e-tendering portal “The Chest”.</p>	<p><u>InvestSefton Tendering Workshops Programme: 2013-14:</u> <u>Sefton Council Specialist Transport Supplier Day (December 2013)</u> <u>The Chest – PC based Training Session for Businesses (April 2013)</u> <u>Workshop 1 - Should I Tender? (21 November)</u> <u>Workshop 2 - Identifying Tender Opportunities (December 2013)</u> <u>Workshop 3 - Writing Winning Tenders (January 2014)</u> <u>Workshop 4 – Tendering for Public and Private Sector Contracts (July 2014)</u> <u>Meet the Buyers : International Festival for Business: (July and August 2014)</u> <u>Selling to the NHS (August 2014)</u> <u>New Ways of Doing Business with Sefton Council (24 & 25 September 2014)</u></p>	<p>We have a number of Mechanisms i.e. Primarily the Chest, Then YPO via their contracts, CCS, Espo, Nepo, NHS contractual framework arrangements, our own approved lists for construction etc and the St Helens Chamber.</p>	<p>Businesswirral.com is an online inter-trading platform for Wirral-based organisations and currently has 3,100 members, representing 2,700 organisations that cover all sectors and size of business. The majority of members are SMEs.</p>

Measure	Merseytravel	Halton Council	Liverpool City Council	Knowsley Council	Sefton Council	St Helens Council	Wirral Council
		<ul style="list-style-type: none"> The Council are looking to do more training for businesses to use the Chest system 			<p><u>New Ways of Doing Business with Sefton Council</u> (25 November 2014) <u>The Chest – PC based Training Session for Businesses</u> (December 2014)</p>		

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Appendix Two - Examples of Best Practice

Halton Council - The use of Voluntary Clauses to achieve Social Value through the Highways Term Maintenance Procurement Process Jointly Procured with Warrington Borough Council

The contract delivers measurable social benefits. Targeted employment and training is included, delivering measurable employment apprenticeships and training opportunities both through the contract and via support for the local supply chain.

The question asked was: 'Halton and Warrington Councils would like to realise the potential for a contract of this type to add social value and community benefit and would like to establish a voluntary agreement and measure any benefit through the application of key performance indicators. What are your company's proposals for this contract in respect of the above?'

Scoring within the Quality section included:

- Proposals for Supply Chain Management and Engaging SME's – 4%
- Added Social Value and Community Benefits – 4%

The required standard stated: 'Tenderers proposals identify measures which indicate their approach to:

- Partnering with organisations such as The Halton Employment Partnership and Warrington Employment, Learning and Skills Partnership to address issues of worklessness, and the development of construction skills in the workforce
- Interaction with schools, colleges and training providers to provide work experience, work placements and training opportunities
- The promotion of trade apprenticeships and training opportunities for adults, school leavers, and young people and their retention in employment following training
- The development of trade skills and ongoing training within existing workforce
- Measuring and reporting on the above issues'

Halton Council – Mersey Gateway

Procurement of the new Mersey Gateway bridge included asking contractors how they will engage with Halton Employment Partnership (HEP). Each bidder handled it differently.

The preferred bidder (Merseylink) met HEP and ran bootcamps 'what would you like to see (not just the bridge)'. HEP were involved and able to influence what went into the bid (e.g. volunteering, timebank, suite of KPIs). Merseylink established an Employment and Skills Governance Board (ESGB) to oversee the progress of KPIs, which The Council sits on.

The ESGB reports into the main Merseylink Board, which reports through to the Council via the Mersey Gateway Crossings Board (separate Council Team). Merseylink also employ an Employment and Skills Coordinator to drive forward progress against the KPIs.

For example Merseylink have a KPI to run an annual cluster workshop to support SMEs in clustering for packages, which in their own right, they wouldn't be able to bid for due to the size of the packages. The first workshop for this is in October 2014. It will be a half day workshop and will bring in colleagues from ERDF Business support and other agencies to support capacity building within the SMEs.

The Council and HEP have supported Merseylink with their 2 Meet the Buyer events (23rd September 2013 and 22nd May 2014). The Council procurement team were there to help people register with the Chest.

Knowsley Council – Framework for the provision of tree and woodland maintenance works and tree related emergency incidents

Social Value was included in the evaluation criteria at 5%. One of successful suppliers included:

- Opportunities for increased local employment: apprentices.
- Use strong links with the Construction Youth Trust (CYT) to establish a partnering programme which will specifically target local objectives and requirements.
- Work with Knowsley's existing network of learning providers to identify, engage and prepare young people to start their career journey.
- Honour any commitments to Not For Profit Organisations which have been made by the incumbent contractor and will work with you to align the solution with your aims and objectives.
- Through day-to-day operations, work with a range of third sector partners to help support disadvantaged groups and focus community support.
- The community charity Groundwork provides work experience opportunities for young people and supporting local community projects, particularly in disadvantaged areas. Using an existing relationship with Groundwork we will explore opportunities in Knowsley by supplementing and supporting their teams, working with the local communities, sharing technical knowledge and expertise with residents and up-skilling apprentices.
- Community Involvement Days: to support not-for-profit organisations or charities in the local community – specifically in the area of the environment, education or employment.

Liverpool City Council – Spot Buying

Liverpool City Council (LCC) have developed a Spot Buying team who will focus on tender opportunities between £5k to £100k with the aim of driving social value by opening up lower value contract opportunities to consistent competition for local business by advertising all opportunities on the Chest and by holding other supplier engagement events such as Meet the Buyer, Supplier Workshops, International Federation of Business and many more. This gives our suppliers and potential suppliers the opportunity to showcase both their business and the Social Value(s) they can bring to the City.

All tender opportunities advertised via the Spot Buy team will highlight LCC's commitment to the Social Value Act and include a weighted question asking the bidders to articulate what Social Value they can bring to the City in line with the LCC priorities.

In recent months LCC have kept a log of all the tendering opportunities that have been advertised through the spot buying team and the 20 tenders sent out to market have resulted in over £230,000 worth of business being placed with SMEs from the Merseyside Area, notably the Refurbishment Works to 6th Floor Cunard Building, the provision of Official Festival Merchandise For Memories Of August 1914 & LIMF 2014 and the extended IDVA Service contract as described below.

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The extended IDVA Service contract was won by Local Solutions (LS) a Social Enterprise that delivers services to people primarily across the North West of England and North Wales. Established in 1974, they have a proven track record of improving the quality of life for vulnerable and excluded people whilst promoting independence and building resilience.

All of their clients and clients families are treated with dignity and respect and the company has a diverse portfolio of services which all support social values and improve community cohesion. Services include Domestic Abuse support services, anti-bullying initiatives, carers support, mental health, training programmes, home insulation, fuel debt advice, Domiciliary care, money advice services, supporting young homeless people, outdoor pursuits, accommodation for homeless families.

Since 1999 the company have held 'Investors in People' accreditation, and have demonstrated commitment to maintaining this standard by providing training to both staff and volunteers in all of their projects. LS create job opportunities for local people and currently employ hundreds of staff members who live across Merseyside. The company will endeavour to recruit more from the region if successful with this tender.

Recently LS identified a gap in Domestic Abuse support for young people, in particular group based programmes which are currently accessed largely by over 25's. The DA team is delivering a highly successful group programme to empower young people aged between 16 and 24, whilst also developing their understanding of the impact of DA. The programme works on issues of self-esteem and personal development whilst addressing the clear damage that DA can cause to the individual and their children. The outcomes provided include raised awareness of the impact of domestic abuse as well as the ability to parent and make positive informed life choices. These will lead to improved physical and mental wellbeing for both service users and their children.

Always looking to improve and increase reach LS have devised and delivered a short pilot programme with offenders in Altcourse prison aimed at educating offenders who serve short sentences for perpetrating DA. Having found that no work is completed with such prisoners and recognising the natural correlation of recidivism in this area, the aim was to affect a reduction in re-offending for DA offences. It is then hoped that in turn this will also improve the quality of life for victims and their children once the perpetrator is released from custody. It is hoped that this programme can be rolled out in other prisons across Merseyside.

Further innovation can be demonstrated by the companies work in a recent research project, where they participated in an empirical research project with Liverpool John Moore's University on the victims of violent crimes and admissions through the NHS. An element of this looks at how a victim is progressed and safeguarded through Liverpool Royal Hospital. The aim will be to improve safeguarding and risk identification processes and reduce the risk to life for residents of Liverpool.

Sefton – Linking Procurement to Local Economic Development

The recent changes to our procurement processes have aimed to engage with local businesses and suppliers to support our local economy:

- Four 'Doing Business with Sefton' events were held in September 2014, organised between InvestSefton and the Council's Central Procurement Unit.
- Two more are to be held after Sefton Economic Forum on 25th November at Aintree Conference Centre.

The events are designed to encourage local businesses to bid, particularly small and micro businesses. We are also raising awareness of the move to risk-based sourcing, which is less onerous for suppliers in terms of paperwork and process (tender threshold at £70k increased to £172K for goods and services). We have targeted iproc suppliers and Sefton businesses registered on the Chest, in addition to an e-blast to 1,700 Sefton companies.

In relation to public procurement, we are using some recent tendering opportunities to engage with Sefton businesses:

- Merseytravel have asked for assistance with promoting a broader supply base £250M+ framework of consultancy opportunities including Project Management, PR campaigning, Engineering and Safety Environment
- Halton Council has asked for assistance in promoting a £250M+ framework for Specialist Transport services to the Sefton transport operators we worked with on the Sefton framework
- InvestSefton and Sefton@Work advisors are following up businesses who attended the September Doing Business events. About half of the 84 delegates had not previously sought assistance with public procurement
- Two PC-based workshops are scheduled for 11 December, because 55 of the Doing Business delegates asked for training in how to use The Chest.

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Appendix Three - The current Charter for Jobs and Skills through Procurement

Charter for Jobs and Skills

Introduction

Liverpool City Region Employment and Skills Steering Group have developed this charter in conjunction with the Merseyside Procurement Partnership (MPP). MPP is a collaborative approach to procurement across key public services within the Liverpool City Region and beyond, aimed at maximising value for money, ensuring quality and best practice: Halton Council, Knowsley Council, Liverpool City Council, Sefton Council, St Helens Council, Wirral Council, Merseytravel, Merseyside Fire and Rescue and Cheshire West and Chester Council make up the Procurement Partnership.

Our Goals

We recognise:

- That we share a common goal to support employment rates and workforce skills in our communities.
- The power of our procurement spend, together with that of other public sector organisations across the City Region, our contractors and their supply chains should be used to sustain and support employment and skills.

Our Commitments

We will aim to:

- Act in a coordinated and consistent manner using our collective buying power to secure employment and skills wherever they may be delivered across the Regional economy;
- Encourage other public sector bodies, our contractors and their supply chains in using their buying power to pursue these aims; and
- Work with employment and skills agencies, education institutions, training providers and our communities to enable people across the Liverpool City Region and beyond to maximise opportunities.

Context

We are committed to a broader four step approach adopted by the Liverpool City Region's Employment & Skills Board to maximise the positive impact made by public sector procurement on the City Region's economy:

To support these steps we will:

- Share best practice in wider procurement matters in order to support employment and skills.
- Take steps to ensure that we maximise opportunities for the Region's suppliers to access and bid for our opportunities, including SMEs and social enterprises.
- Consider where and how procurement activities will support and improve economic, social and environmental well-being within the region, whilst taking account of Procurement Contract Regulations.

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- Engage with the local business community to promote the procurement process within our organisations and learn from such engagement.
- Assist LCR Employment & Skills Group to signpost our suppliers to access support and funding that may be available to help them recruit and train their workforce, including apprenticeships and work experience.
- Promote and encourage sub-contracting and supply chain opportunities within the Region where appropriate.

Specific actions 2013-14

- Make more suppliers aware of our opportunities.
- Share best practice in wider procurement matters in order to support employment and skills.
- Support and improve economic, social and environmental well-being within the region.
- Engage with the local business community to promote the procurement process.
- Signpost our suppliers to access support and funding that may be available to help them recruit and train their workforce.
- Promote and encourage sub-contracting and supply chain opportunities within the Region where appropriate.

Measures

- Measure the number of suppliers registered on the Chest.
- Measure the number opportunities published via the Chest.
- Measure the number of businesses that we engage with and through what mechanism.

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Appendix Four

Task and Finish Group - Notes from the meeting of 4th November 2014 re: Charter for Jobs and Skills next steps

Attendees: Rob Tabb (RT) - Employment and Skills Team, Knowsley Council
Claire Cottingham (CC) - Special Projects Advisor, Liverpool City Region LEP
Stuart Davies (SD) - Commercial Procurement Unit Liverpool City Council
Andrea Watts (AW) – Head of Governance and Civic Services, Sefton Council
Mark Long (ML) – Head of Economy and Tourism, Sefton Council
Elaine Robert-Smith (ERS) – Procurement team, Halton Council
Robert Banks (RB) - Head of Procurement, St. Helens Council

Context:

- RT set the context as to how and why the Charter for Jobs and Skills through Procurement was implemented.
- The Charter took 12 months to develop and pre-dates the Public Services (Social Value) Act 2012 and the aim is now to combine elements of both them in a new Charter.

Overview of the recent review:

- CC gave an overview of the main points from the recent review of the Charter for Jobs and Skills through Procurement.
- The report focused on items relating to the Charter rather than what is happening with social value.
- There was different awareness of the Charter from embedding in procurement strategy to no awareness. Even if there was no awareness it is clear that the principles of the Charter have been embedded into procurement strategies. The Charter influenced the way in which St Helens now procure.
- Lack of capacity to drive the implementation of Charter.
- The Chest was not able to provide data easily to support the 3 measures in the Charter. Colleagues felt influencing the re-procurement of the Chest to address this would be advantageous.
- There was a range of best practice examples shared and some promoted in the report that went to the Employment and Skills Steering Group on 9th October 2014.
- The next steps identified for this group to consider are:
 1. Review the Charter to reflect the current progress made on adopting The Public Services (Social Value) Act 2012 by the six constituent local authorities and Merseytravel and incorporate other key City Region strategies.
 2. Clarify the contractual agreement in regard to the Chest and any potential to influence future reporting mechanisms to ensure that they are easy to use.
 3. Gain an understanding of the future role and appetite for Merseyside Procurement Partnership to collaborate with others (include the Employment and Skills Board) on Jobs and Skills.
 4. Use partnership working at a City Region level to keep abreast of best practice in social value and procurement and how to evaluate and monitor this without undue burdens being placed on procurement functions.
 5. Examining how to ensure procurement officials are aware of key City Region employment and skills strategies that can have a bearing on tender opportunities e.g. Liverpool City Region Skills for Growth including Apprenticeships and the Apprenticeship Hub.

Action 1 - Review of the Charter:

- The Charter is now in the Sefton Procurement Strategy signed off by Cabinet.
- The principles of Charter are now in St Helens Procurement Strategy, signed off.
- How do we maximise the impact of the harder edge tools to generate jobs and skills?
- Not asking for enough from a contractor's perspective e.g. workforce development, community engagement.
- Need to have wider impact of local supply and economic development.

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- Balance of extending advantages as opposed to increasing expectations on contractors - a proportionate response.
- Definition of local may vary - businesses in Liverpool City Region whereas residents into work may be much more local.
- There may be issues in being able to report local expenditure if spend is attributed to a Head Office outside of the region but delivered through a local office.
- We don't have everything we need in the City Region, so will need to do externally.
- Jobs and skills outcomes to be proportionate, pragmatic and be different i.e. which are the most appropriate to the contract.
- Review conflicting issues on cost, outcomes and wider delivery.
- Pick up examples of jobs and skills.
- Metrics: pick up widening of reporting from 15/16 – RT to circulate examples previously considered
- Consider rather than promote

Action 2 - The Chest:

- RB is on the Steering Group for procurement of the new Chest.
- The specification for the new Chest is anticipated to be issued on 30th November (it is currently with the 46 members who use it for consultation).
- SD to pick up with RB on Liverpool involvement in the re-procurement
- Some of the items discussed that are included in the new specification:
 - A section on reporting, available from 2015/16.
 - The ability for a winning bidder to subcontract in the local area using the Chest (at no charge to them)
 - Ability for companies to identify if they are an SME or not (and companies will need to self update information)
- The RSL's have their own portals.
- The LEP are currently exploring options for a single access to contracting opportunities across Liverpool City Region. They have had a presentation from the company that runs 'Find it in' which might help with contractors to secure local supply chains. Stuart to pick up NWDA work on landing page and circulate.
- Advicefinder and Growth Hub can support businesses to be ready.

Action 3 - Collaboration:

- Halton and Sefton alignment of activity with linked CPRs.
- MPP needs to be strategic - drafted MoU amongst all Councils.
- AW and RT to pick up with Chief Executives through the Combined Authority.

Action 4 - Best Practice:

- Capture case studies - qualitative rather than quantitative.

Action 5 - LCR strategies:

- Local linkages between employment and skills and procurement
- City Region documentation to be more widely circulated to include procurement colleagues.

Next Steps:

- CC and RT to summarise meeting notes
- Output of this group to be taken to the next Employment and Skills Steering Group on 25th November 2014 then to the Employment and Skills Board in December. Colleagues will have the opportunity to review all associated documents.

Actions:

- AW to send through case study of best practice to Claire.
- Stuart to pick up NWDA work on landing page.
- SD to pick up with RB on Liverpool involvement in the re-procurement of the Chest.
- RT to circulate additional example measures previously discussed.

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Appendix Five

Proposed Charter for Social Value through Procurement

Introduction

Liverpool City Region Employment and Skills Steering Group have developed and refreshed this charter in conjunction with employment, skills and procurement colleagues across the Liverpool City Region.

Our Goals

We recognise:

- That we share a common goal to support the local economy and social value through:
 - Employment rates;
 - Workforce skills; and
 - Local supply chains in our communities.
- The power of our procurement spend, together with that of other public sector organisations across the City Region, our contractors and their supply chains should be used to sustain and support employment and skills.

Our Commitments

We will aim to:

- Act in a coordinated and consistent manner using our collective buying power to secure employment and skills and local supply chains wherever they may be delivered across the Regional economy;
- Encourage other public sector bodies, our contractors and their supply chains in using their buying power to pursue these aims; and
- Work with employment and skills agencies, education institutions, training providers, business support agencies and our communities to enable people across the Liverpool City Region to maximise opportunities.

Context

We are committed to a broader four step approach adopted by the Liverpool City Region's Employment and Skills Board to maximise the positive impact made by public sector procurement on the City Region's economy:

To support these steps we will:

- Share best practice in wider procurement matters in order to support employment and skills.
- Take steps to ensure that we maximise opportunities for the Region's suppliers to access and bid for our opportunities, including SMEs and social enterprises.

Appendix Five

Proposed Charter for Social Value through Procurement

- Consider where and how procurement activities will support and improve economic, social and environmental well-being within the region, in a proportionate and pragmatic way, whilst taking account of Procurement Contract Regulations.
- Engage with the local business community to promote the procurement process within our organisations and learn from such engagement.
- Assist LCR Employment and Skills Group to signpost our suppliers to access support and funding that may be available to help them recruit and train their workforce, including apprenticeships and work experience.
- Promote and encourage sub-contracting and supply chain opportunities within the Region where appropriate.

Specific actions 2015-16

- Make more suppliers aware of our opportunities.
- Share best practice in wider procurement matters in order to support employment and skills.
- Support and improve economic, social and environmental well-being within the region.
- Engage with the local business community to promote the procurement process.
- Signpost our suppliers to access support and funding that may be available to help them recruit and train their workforce.
- Promote and encourage sub-contracting and supply chain opportunities within the Region where appropriate.
- Support and encourage our contractors and companies in their supply chains to structure, describe and advertise vacancies in such a manner as to maximise their accessibility to our communities, with particular emphasis on target groups.
- Encourage and support our contractors and companies in their supply chains to maximise apprenticeship and work experience opportunities and their accessibility to relevant groups within our communities.
- Report on the measures in this Charter on an annual basis.

Measures

- Measure the number of suppliers registered on the Chest.
- Measure the number of opportunities published via the Chest.
- Measure the number of businesses that we engage with and through what mechanism.
- Measure the percentage of contracts awarded to wholly or partially Liverpool City Region based companies.
- Measure the percentage of contracts awarded to SMEs or social enterprises.
- Measure the percentage of contract value awarded to SMEs or social enterprises.
- Measure the number of new apprenticeships created.
- Measure the number of new work experience opportunities offered.

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Troubled Families

Peter Morgan
Deputy Chief Executive
Jacqui Kerr
Service Manager EIP (Family Support)

www.sefton.gov.uk

Sefton Council 

Troubled Families

‘The Troubled Families Programme aims to change the way services are run, save taxpayers money and turn around the lives of some of the hardest to help in the country.’

- Children back in school
- Youth crime and anti-social behaviour reduced
- Adults better able to work

Partnership Contribution.

Improved data sharing and supply

Identification of families – ASB, crime, school attendance, benefit claims
Family Monitoring Data
Cost Savings Calculator (in development)
Linacre / Derby Panel

ASB reduction programme

Merseyside Police
One Vision Housing
Riverside Housing

Family Intervention

One Vision Housing
VCF (Parenting 2000, Venus, SWACA, Addaction)
School improvement - attendance

Co-operation

Ad hoc requests for advice and information
Release of staff for multi-agency training



Results to date

- Supporting 650 families
- Turned around 81% of families
- Early Help Pathway with strong linkages to Social Care
- Agreed improvement plan with key investment strands
- Practitioners from across LA teams, Police and Housing have completed their level 4 qualification in supporting families
- Developed an integrated family intervention model with secondary schools
- Multi agency delivery plan to support more adults into work or programmes to build up their employability skills

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Payment by Results and investment

- Turned around 529 families (81%)
 - Increased attendance for 426 children and young people to an average 85%
 - Stopped the cycle of offending... for 251
- Supported 39 adults into jobs
- Supporting 35 adults into work and 39 young people into employment, education or training through a specialist tailored programme

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Our impact

- Please share from your own organisational perspectives how you have contributed to Troubled Families and how the programme has supported the transformation of services?
- What do we want to achieve in the next 5 years?
- What are our development areas?

Phase 2 from Jan 2015

To be eligible for the expanded programme, each family must have at least two of the following six problems:

1. Parents and children involved in crime or anti-social behaviour.
2. Children who have not been attending school regularly.
3. Children who need help.
4. Adults out of work or at risk of financial exclusion and young people at risk of worklessness.
5. Families affected by domestic violence and abuse.
6. Parents and children with a range of health problems.

- To claim PBR we must be able to demonstrate that a sustainable outcome has been achieved against all identified needs



Focus for expanded programme

New criteria

- Children's Social Care
- Mental Health services
- Family Nurse Partnership
- CAF
- YOT
- ASB
- Parents released from prison
- Benefits

Areas we need different interventions

- Toxic Trio (Domestic Abuse, alcohol and mental health)
- Teenagers with complex risky behaviour (CSE, Gangs, cusp of care)
- Early years (new parents with crime/mental health/financial exclusion criteria)

Core Protective Factors

- Employment
- Attendance
- Progress in school/EET
- Financial stability
- Good health

Areas to discuss

- Identity – New Name for expanded programme
- Where should we focus our transformation resource? Using the 6 criteria identify those families that our current interventions aren't successful
 - Family description
 - Outcome
 - What do we need to improve the success of our current offer?



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Sefton Employment & Skills Partners Group

Maritime Action Plan (June 2014)

Objective	Activity	Responsibility	Timetable	Outcome
1. Understand the Maritime Cluster	1.1 Undertake a Survey of Businesses in the Sefton Maritime Cluster (Peel Ports, port-related businesses in the port estate, and port-users outside the port estate), in order to understand needs, analyse obstacles, raise awareness, and stimulate demand for partners' products and services.	Sefton MBC, in consultation with all partners	Invitation to Tender – June 14 Inception – July 14 Fieldwork – Sept/Oct 14 Final Report – Nov 14	Report of Survey Company database Qualified leads
	1.2 Commission an Employment Potential Study to help members understand the jobs gain associated with port-related investment projects in or affecting Sefton borough. The study will rigorously test the assumptions underlying forecasts of additional employment, and assist in the evaluation of a range of plausible estimates by means of scenario building.	Sefton MBC, in consultation with all partners	Invitation to Tender – July 14 Inception – Sept 14 Final Report – Jan 15	Data and scenarios Final Report with forecasts
2. Develop the Offer	2.1 Prepare a Joint Prospectus embracing the total offer: <ul style="list-style-type: none"> a. Recruitment b. Training c. Business support d. Inward investment & aftercare 	Task & Finish Group - tba	Business Survey results analysed – Nov 14 Draft Prospectus – by Dec 14	Database of provision

Objective	Activity	Responsibility	Timetable	Outcome
	2.2 Develop a cluster website to guide businesses to the Prospectus and to a portfolio of resources including a Calendar of Events, Key Contacts, and Incentives.	Agree a lead organisation for the website & appoint a website developer	Live website – by Dec 14	Information Portal
3. Engagement	3.1 Early co-ordination of partner initiatives for International Festival for Business 2014	All partners	IfB linked events – Feb/July 14	Qualified leads & referrals
	3.2 Preparation of a Joint Business Engagement Plan towards the maritime cluster, with a co-ordinated and targeted approach to: <ul style="list-style-type: none"> a. Peel, b. Port users in the port estate, and c. Port-related companies outside the port estate To include a joint referrals protocol to receive and route demand, and ensure “no wrong door”	Task & Finish Group - tba	Business Survey results analysed – Nov 14 Agreed Plan – by Dec 14	Marketing Plan Referrals Protocol
	3.3 Encourage a sustainable local network of maritime businesses, in support of the overall goal of port expansion and regeneration, linked to existing networks	All partners, in conjunction with Mersey Maritime, Liverpool & Sefton Chambers of Commerce, FSB and LEP	Sefton Exporters Network – June 14 Launch of Professional Sefton – June 14 Launch of Manufacturing Sefton – Sept 14	

Objective	Activity	Responsibility	Timetable	Outcome
4. Stimulate Aspiration	4.1 Improve take-up and use of Information Advice & Guidance for young people considering port-related industries	All partners, plus LCR Skills for Growth Intelligence Unit		
	4.2 Parents as influencers of young people's career choices	All partners, plus LCR Skills for Growth Intelligence Unit		
5. Align the Offer with the City Region	5.1 Link the Sefton Partners Group and Prospectus to the aims of the LCR <ul style="list-style-type: none"> a. ESB's Maritime Skills for Growth Agreement b. LCR Growth Plan for Blue/Green Economy, Port & Freight Logistics Hub, etc. 	Representatives of Sefton Partners Group in the LCR Employment & Skills Board and Local Enterprise Partnership	Report periodically to ESB, SuperPort Committee, and other LCR fora	Wider awareness and appreciation of the Sefton offer Project development
	5.2 Prepare proposals for external funding (ESF etc) in support of the maritime cluster	All partners	ESF calls in current programme – Feb 14 ESF calls in new programme – summer 14	Applications External funding
	5.3 Encourage employer ownership of skills and employer-led funding	All partners & LEP	Alert employers to opportunities	Applications External funding

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Sefton MBC

Shared Prosperity - A Draft Policy

1. Accelerating growth, creating jobs, reducing poverty – an agenda for change

A top priority for the UK economy and all its cities and regions is to restore growth to pre-recessionary levels.

There has been a significant policy shift to creating all the necessary conditions for investment and entrepreneurship, including action at a local level on land-use planning, infrastructure, transport, housing and business support.

However, when a city region grows, as Liverpool City Region's has in the past few years, it does not automatically mean everyone is better off. "Jobless" growth, and the creation of insecure, low paid or zero-hour contract jobs, has instead increased levels of in-work poverty. Even a successful city region can contain zones of affluence and zones of need. In short, wealth will not just "trickle down" to households on low incomes.

This policy paper makes the case for connecting growth to jobs, and encouraging the kind of growth and the kind of jobs that lead to the reduction of worklessness and poverty.

In fact, more jobs and better jobs generate shared prosperity:

- An unemployed person entering work typically reduces their demand on public services, relinquishes out-of-work benefits, and pays tax – a net gain to the public purse
- A new employee generates additional goods and services, creating more value for the business than they cost in pay, NI and pension – a net gain in national output
- Extra wages get re-spent mainly on food, housing, clothing and household services – a net gain to the local economy.

Therefore it is possible to integrate the growth and anti-poverty agendas by looking at how to help people to enter the labour market, get into work, and sustain them in work, over the course of a full and productive working life.

2. A Profile of Jobs and Growth in Sefton and the Liverpool City Region

The latest data from Office for National Statistics shows that Sefton's Gross Added Value per head peaked in 2010 and has fallen for two consecutive years (Diagram 1). So output growth is not driving the local economy.

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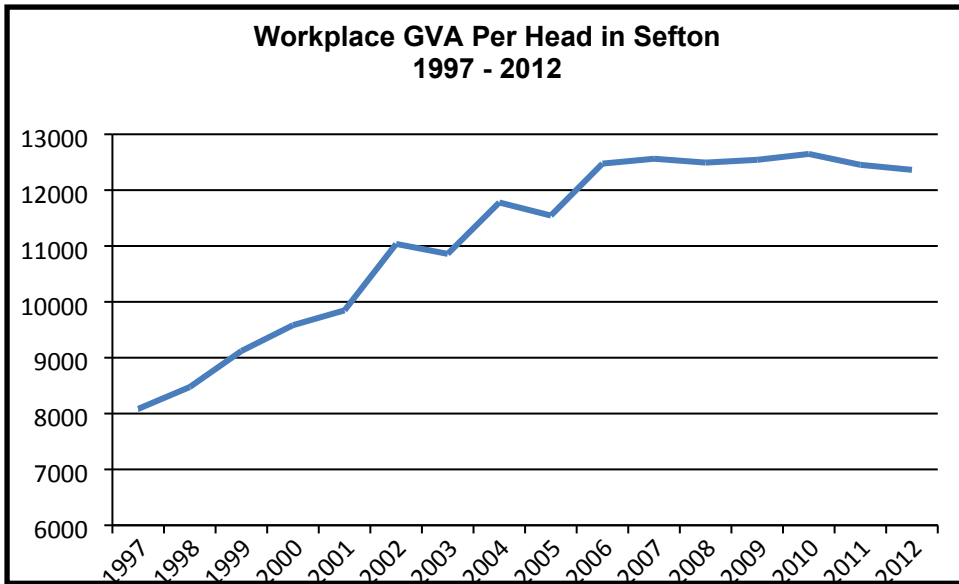


Diagram 1. Sefton – Trends in Gross Value Added 1997-2012

Data from the government’s Annual Population Survey shows employment in Sefton dipped in 2011 but has since recovered a little, albeit not to the levels seen in the growth years of the early 2000s (Diagram 2).

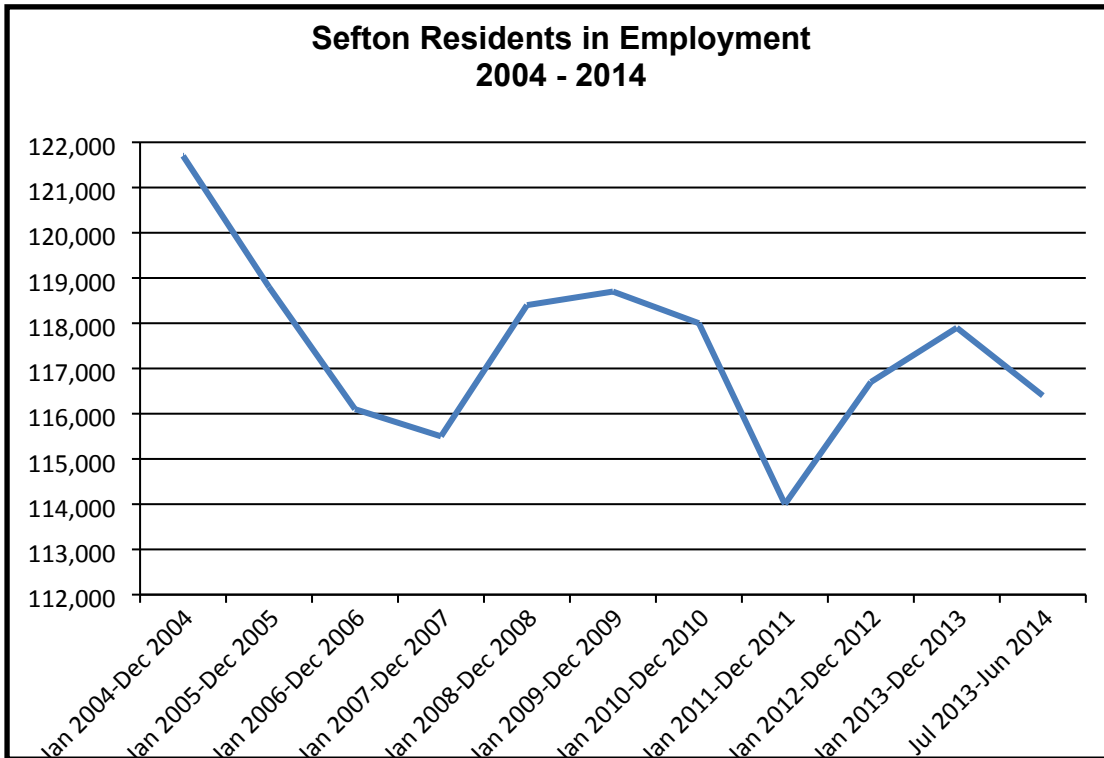


Diagram 2. Sefton – Trends in Residents in Employment 2004-2014

The government’s Annual Survey of Hours and Earnings shows that full-time gross hourly pay by workplace across the Liverpool City Region is varied. Sefton’s hourly rate is £11.62, or 13% lower than the UK average (Diagram 3).

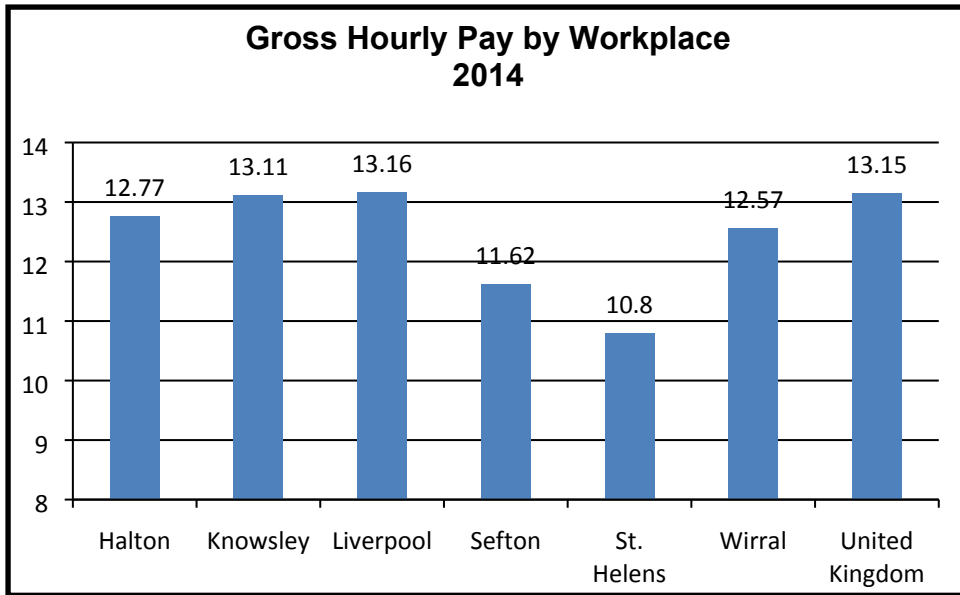


Diagram 3. Liverpool City Region – Gross Hourly Pay by district compared to the UK, 2014

A significant cause of low pay is the “hollowing out” of the labour market (Diagram 4). This describes the erosion of intermediate skilled jobs (SOC groups 4-8), due to higher levels of job creation in professional, scientific and technical jobs (SOC groups 1-3), and some job growth in unskilled service jobs (SOC group 9). The effect of this hollowed-out jobs market is to interrupt social mobility by making it harder for low-skilled, low-paid employees to progress to high-paid and high-skilled positions. As a result, workers get trapped in the bottom layers of the labour market.

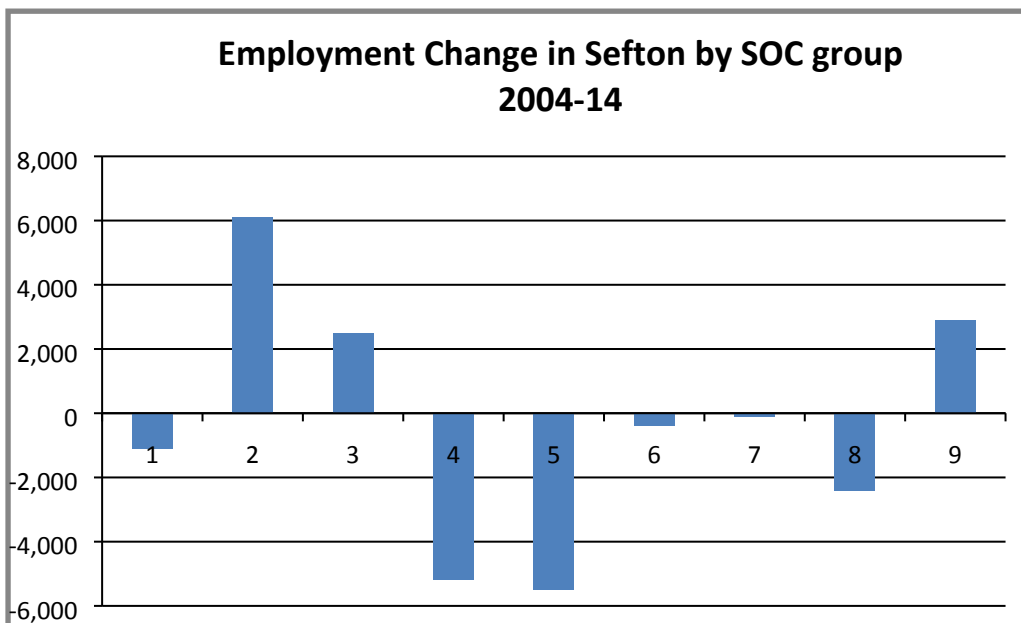


Diagram 4. Sefton – Trends in Employment by SOC Group, 2004-2014

Finally, the number of people not in employment was swollen by private sector redundancies and job loss at the onset of the recession, then by public sector job loss in

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more recent years, and finally by welfare reform that has increased the number of people quitting inactive benefits and joining the labour market. On the ILO (survey-based) definition of unemployment, a sharp increase in unemployment was succeeded by a slow decline after the peak of the recession in 2011 (Diagram 5).

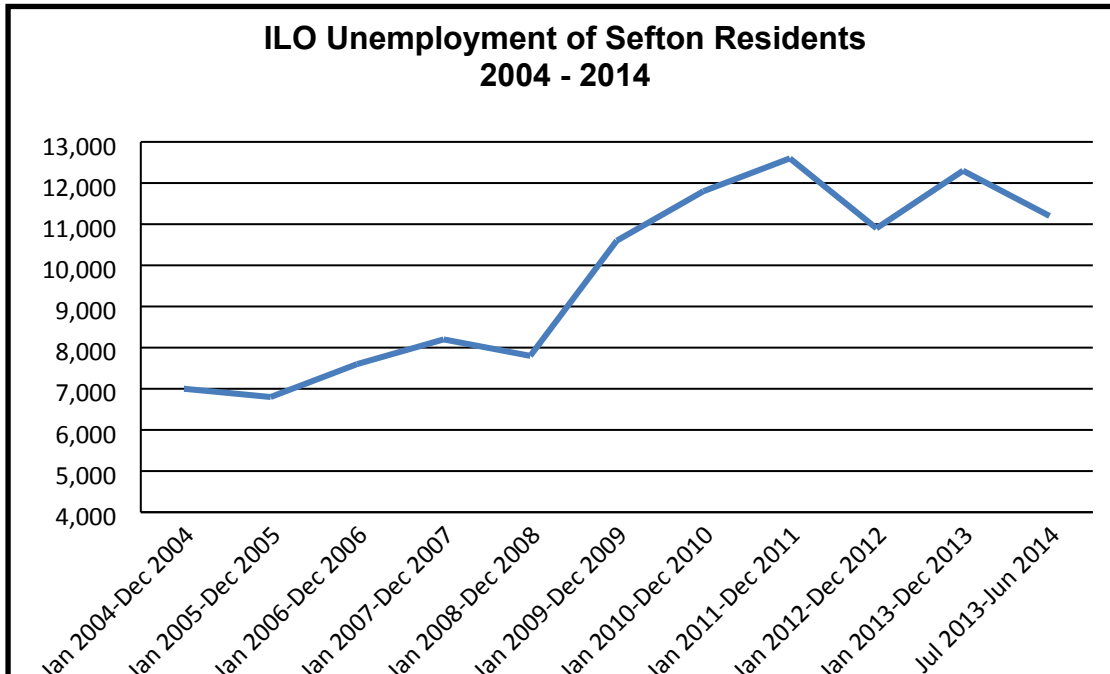


Diagram 5. Sefton – Trends in ILO Unemployment 2004-2014

To sum up, the recent impact of the recession, plus long-term changes in occupational structures are increasing the number and proportion of individuals “stuck” at the bottom of the local labour market.

They are less likely to progress because of competition from the unemployed, on the one hand, and on the other, reduced access to more secure and higher-paid positions. This low income group is “cycling” in and out of work, and finding it harder to make ends meet. Critically, there is little evidence that six years of “trickle down” has improved their position, therefore pro-active measures are called for.

This in-and-out-of-work group is the target cohort for the Policy for Shared Prosperity.

3. Sefton Council and its corporate priorities

Sefton MBC has two clear corporate priorities, for the economy and for vulnerable people.

The Council has identified support for the local economy as one of its top priorities going forward. The role of the LA in developing this agenda is both diverse and broad, given the many duties, freedoms and responsibilities placed upon it to secure the underpinning conditions conducive to economic growth.

In parallel, the Council has identified support for the most vulnerable groups in our communities as a top priority, which in this context refers to people of working age who experience barriers to employment, which individually or taken together trap people at the back of the jobs queue or lock them out of the jobs market altogether. The most common barriers to employment in this group include physical and mental health, debt and money problems, childcare/eldercare responsibilities, anti-social behaviour or crime, and housing issues.

Local authorities can make a significant impact on employability by involving all their services, not just their employment and skills team. Local government and partners deliver many of the wrap-around services which significantly enhance the opportunities for workless residents to enter and then stay in employment. In a period of cuts in public spending, better joining up of existing corporate activity can transform a council's contribution to employment outcomes without spending additional resources.

In order to do this, we need to improve our understanding of how the local authority can influence the economy across all its departments, developing a shared understanding of new methods that are becoming open to us through devolution to city regions and local authorities. This will create better synergy between our goals to reduce worklessness and the promotion of business growth and investment in the city region's key growth sectors.

4. Partners for More and Better Jobs

As the local authority, we know that on our own we cannot bring about the changes we need, and therefore engaging partners in the public, private and voluntary sectors will be key to achieving our aims.

In Sefton we have assessed the impact of the government's welfare reforms and as a result we are expecting many of our already marginalised residents to experience an increased level of challenge. While it is beyond our scope as a local authority to prevent these changes, we can mitigate the impact on the most vulnerable. We can do this both by direct assistance to those most affected, and by action on the wider economic environment such as our ability to attract investment, create employment opportunities, and link workless individuals directly to those opportunities as a matter of policy.

Specific opportunities for partnership include:

Liverpool City Region – we need to work closer with the LCR Combined Authority, the Local Enterprise Partnership (LEP) and the LCR Employment & Skills Board (ESB) to align economic strategy and economic well-being. Opportunities are being pursued through:

- The LCR Growth Deal and the Growth Fund
- Dialogue with central government on devolution “asks” which include requests for greater co-commissioning of welfare-to-work programmes.

Sefton Leadership Collaborative (formerly Sefton Borough Partnership) provides top-level alignment across the whole local public, private and voluntary sectors in the borough of Sefton. The partners have an established track record in assessing the impact of Welfare

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Reform on vulnerable communities, and many partners share workless clients in common where existing silo-based support is inefficient and ultimately ineffective.

Sefton Employment & Skills Partners Group brings together key agencies such as Sefton Council, Jobcentre Plus, the Skills Funding Agency, Hugh Baird College, Southport College, and independent Training Providers. It provides a clear voice for Sefton at city region level both in the Local Economic Partnership and the LCR Employment & Skills Board.

Sefton Economic Strategy offers a long-term perspective to all partners on the sources of local economic recovery, and asserts the principle of capturing all associated employment and training opportunities. It's principle objectives are:

- To promote Sefton's core historic and strategic economic strengths – the Port of Liverpool at Seaforth, and the visitor economy of the Sefton Coast and Southport
- To develop Sefton's competitive small and medium enterprises, and improve their international performance
- To focus inward and repeat investment on strategic employment sites, principally the Dunningbridge Employment Corridor, Bootle Town Centre & Office Quarter, Crosby Town Centre, and Southport Seafront and Town Centre
- To capture employment, training and local supply opportunities associated with the above objectives, and use locally designed and flexible mechanisms to direct them to people furthest from the labour market.

5. Policy Instruments

Sefton Council and its partners are fully committed to encouraging people who are without work to get into work or to take part in learning and training that can increase their ability to compete effectively for opportunities. But we also recognise that we have a population where relatively newly arising unemployment co-exists alongside pockets of structural and cultural worklessness, much of which is linked to ill health and long term economic inactivity. Where employers will not spontaneously recruit from people least favoured in the market place, the Council and its partners will develop appropriate policy instruments to rectify this imbalance and to share prosperity more fairly.

The unique and distinctive role of the Council is that it can engage with businesses upstream of investment decisions in its capacity as community leader, regulator and champion of economic development. This gives it unparalleled ability to direct growth towards vulnerable people and places.

(a) Investment Agreements – The main method we use to influence employment and supply is through investment grant conditionality. Where InvestSefton offers financial assistance (grants and loans) to local start-ups and growing businesses, we make them conditional on achieving a target for job creation. The grant offer will usually contain a mandatory referral to a job broker (Sefton@Work) with locally registered jobseekers, ensuring a good geographical fit between the place where an investment is made and its use of local labour. This method depends on close and continuing liaison between InvestSefton staff and Sefton@work staff.

(b) Development Agreements – these include Section 106 agreements, conditions placed on planning permissions, and voluntary Construction Agreements. Council support is made conditional on recruiting/retaining trainees, targeting construction jobs on the unemployed, and promoting end-user employment for locally registered jobseekers.

- Planning applications creating 10 or more jobs automatically attract a condition attached to the applicant’s planning permission. This takes the form of a mandatory referral to local job broker (Sefton@Work). Although using the service and taking on local jobseekers is not itself mandatory, only the referral, the condition generates a conversation with Sefton@work to discuss employment needs arising from the development and allows the Sefton@work team to offer a range of bespoke services captured in an Engagement Plan
- For larger schemes, a bespoke s106 agreement under the Town & Country Planning Acts may be drawn up that stipulates Key Performance Indicators for the use of trainees or apprenticeships in the construction stage, use of local labour, and/or local employment by the end-user. Examples of Section 106 agreements are the Aintree Retail Park, and Tesco Litherland. Since 2004, with the establishment of the Sefton@work service the Council has attached a Planning Condition to any development creating more than 10 new jobs that creates a mandatory referral of the applicant to Sefton@Work. (see Appendix One).
- The BuildSefton service has trialled Construction Agreements that are entered into voluntarily by lead contractors working on Council contracts. They typically embrace Key Performance Indicators for use of apprentices, recruitment of local unemployed for construction jobs, and incentives to recruit the long-term unemployed. An example is the agreement between the Council and Lendlease for the refurbishment of the Atkinson Centre in Southport.

(c) Employment Agreements – A new Agreement is issued to every employer receiving support from Sefton@Work, and is a voluntary commitment to receive Sefton@Work services and to make best endeavours to fill a vacancy or take a placement. About a hundred Employment Agreements are issued each year. Agreements are not legally binding but they do represent a dialogue between the council and its partners and incoming or growing employers. However, in the absence of a wider policy framework to support these agreements they are variable in scope, and it is possible for unwilling employers to make only cursory concessions to Sefton’s aspirations to secure employment progression for our residents.

(d) Procurement Agreements – The Council is a major purchaser of goods and services. It has recently overhauled its Procurement Strategy and given notice that it will implement a Social Value policy. The stimulation of the local economy by making contract information more accessible, offering it in SME-friendly lots, and seeking added value from suppliers, are all explicit goals of the new approach.

(e) Sector Agreements – Agreements with leading firms in a growth sector to capture and redirect recruitment opportunities to people registered with labour market intermediaries, and to support upskilling requirements across the workforce from local consortia of training providers. The LCR Employment & Skills Board has developed about a dozen Sector Skills for Growth Agreements. The Sefton Employment & Skills Partners Group is aiming to customise

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The LCR Maritime Agreement for the South Sefton maritime cluster around the L2 development, and to bring forward a unified vacancy filling service and a single skills training offer for the 80 companies in the Port estate and the 300 or so port-related companies in its environs.

An internal evaluation has revealed some significant successes using these methods, together with a number of areas for improvement:

Successes:

Tesco store, Litherland - Sefton@work engaged with Tesco's at the earliest stage via the Council's Planning service which was responsible for determining the planning application. Tesco agreed to make full use of the local recruitment service which included responsibility for the administration of all stages of the selection process for the opening of the new store. There were very positive outcomes, with recruitment for new posts targeted at those formally workless. Local training suppliers engaged to provide pre-recruitment training and relevant accreditation. More than 300 people were recruited, together with support for small community projects along the way. There was also a strong retention rate for staff placed through this exercise.

Asda store, Bootle – There was strong, early engagement with Asda via the Planning service. Sefton@work and ASDA worked on employment and training opportunities arising from the construction, end use and subsequent ancillary contract jobs related to the new store at Bootle. This resulted in more than 140 jobs for local people who were formerly workless. Local training suppliers were engaged to provide pre-recruitment training and relevant accreditation.

Areas for improvement:

- Some applicants did not fully discharge the condition (mandatory referral to Sefton@Work) once the Planning Permission has been granted
- The difficulty of confirming a created job as new or existing (additionality)
- Lack of mandatory clauses to compel developers to comply with local labour targets
- Lack of consistency in approach across different Council services leading to unpredictable outcomes on local employment and supply chain
- Difficulty of converting employment agreements with developers into employment agreements with end-users
- Silo working with employers – leading to confusion and competition between partners and potential dissipation of local impact for Sefton residents.

We believe the critical success factors include:

- Every service has the potential to contribute significantly to employability
- The potential impact is far greater than currently achieved
- There is willingness across the authority to do more
- There is a need for high-level leadership of the process and most effective outcomes were gained where senior champions for this approach were in place and moving this agenda forward.

6. Developing the Model for the Future

Within the Council, InvestSefton and Sefton@work will continue to develop and improve the range of Agreements customised to particular developments and circumstances and we will evaluate their performance and publish relevant outcomes. We expect that these tools will evolve over time and we will ensure they are fit for purpose.

However, if we are to meet our stated aims we now need to consider a step change which makes clear our intentions within the Council, to investors and developers, and to partners in the employment and skills arena.

There is growing interest across the whole local government sector in effective linkages between growth, jobs and poverty reduction. This is particularly prominent in the devolution debate across the English cities and region, in the “asks” negotiated through Growth Deal and City Deal, and in the linkages being made between local economic reliance and public service transformation.

There is a growing consensus that the development of a targeted recruitment, training & supply-chain strategy is a highly effective tool. For such a strategy to be relevant to Sefton’s current and future needs and to capitalise on our local opportunities, it would need to reflect the following characteristics:

- Maximise the Council’s influence on Local Labour and Supply Chain through the Social Value Act
- Adopt a Social Value Task Force approach which has brought successes elsewhere, which centralises employment and skills gains as a key outcome across all council procurement, commissioning and economic levers such as planning and licensing controls.
- Draw upon key information from the LCR Labour Market Intelligence Service
- Maximise the role of the Council as a commissioner of services to ensure that local employment and progression is promoted across all levels of the organisation
- Take a holistic approach to include new jobs, safeguarded jobs, training and placement opportunities for workless people, Apprenticeships and Work Experience placements for school age children
- Make best use of the Council’s sphere of influence across the local public, private and voluntary sectors.
- Ensure that the Council’s protocols with Department for Work and Pensions can be flexed to reflect the Task Force approach and ensure that effective collaboration is in place to support our aims for Sefton.
- Communicate the message on employment and supply chain gain effectively across the Council and its services
- Link action on employment to the revitalisation of town centres in partnership with local business, such as via Southport BID and STBN
- Positively engage with the LEP to promote Sefton to investors and developers
- Ensure that expertise and resource is available to analyse all potential spend commitment of the Council translates into employment and skills gains in a manner that

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works positively with the market and encourages and promotes investment in Sefton as a first choice location.

- Promote Sefton’s assets (people and places) within city region initiatives for employment & skills in growth sectors
- Support the most vulnerable in our communities and target employment opportunities at those who need them most
- Provide consistent quality, underpinned by agreed service standards particularly in relation to employer engagement
- Build on our local strengths of a unified offer on employment & skills based on capacity and quality and ensure that this support is fully available to partners wanting to discharge any commitment on local labour and social value they enter into.
- Ensure that commitments are honoured by ensuring effective tracking and monitoring of agreements is in place.

7. Next Steps

This report has made the case for a pro-active policy to maximise the employment, training and local supply benefits of Council expenditure.

The proposed approach will benefit from wider discussion both within and outside the Council. It is therefore proposed that the thinking behind Shared Prosperity is presented to (as a minimum):

- Overview & Scrutiny (Regeneration & Environmental Services)
- Cabinet Member – Regeneration
- Cabinet Member – Corporate Resources
- Member Reference Group – Economy
- Cabinet – for adoption of a formal policy.

Design and implementation would benefit from a broad base of support and the participation of officers responsible for commissioning, contracting, development, investment, estates, employment, business support, finance, procurement and city region liaison. A Social Value Taskforce (or similar) could perform this function.

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Examples of Good Practice

Appendix 1 – Sefton’s Employment Charter

Appendix 2 – Halton Employment Partnership

Appendix 3 – Bridges to Media City Partnership

Appendix 4 – Liverpool City Council Liverpool Waters Section 106 Agreement

Appendix 1

Sefton’s Employment Charter



Sefton MBC



Charter Engagement Plan for

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Areas for Discussion	Rationale	Agreed Actions/Evidence	By when?	By Who?
<p>a) Purpose and timescale of build</p> <p>b) Procurement of Supply Chain</p> <p>c) Possibility of Clause in Tender(s) to capture future Supply chain opportunities for Recruitment & Training for local workless residents.</p> <p>d)End Users?</p>	<p>To collect information on build.</p> <p>To identify opportunities for local Supply Chain and disseminate findings to Build Sefton registered companies.</p> <p>The aim being to work closely with Sefton @ Work and Build Sefton as Partners to identify opportunities to achieve added value.</p> <p>To arrange contact with End User or obtain commitment to do so when End User identified.</p>			
<p>Types of Opportunities and numbers identified for the period of the project,</p>	<p>Developer / Contractor and Supply Chain can offer of opportunities in the following areas:</p>			

<p>reflecting the value of the contract.</p>	<p><i>Employment</i> <i>Education – Knowledge transfer on sector opportunities / Projects</i> <i>Training / Apprenticeships</i> <i>Work Placements</i> <i>Work Tasters</i></p>			
<p>Employment and Skills & Supply Chain Partners</p>	<p>Commitment to ensure that the Supply Chain are aware of Sefton @ Work / Build Sefton and gain commitment from them to notify opportunities to the relevant Partner. To provide an Appointment list of Contractors / Sub Contractors</p>			
<p>Event / meeting to introduce Employment and Skills & Supply Chain Partners.</p>	<p>What arrangements will be made to ensure Supply chain and Employment & Skills Partner agree opportunities and how data will be shared with the contract holder Knowledge transfer opportunities e.g. PQQ's / marketing ?</p>			
<p>Charter Review Meeting</p>	<p>a) To commit to review meetings to discuss the Engagement Plan and identify best practise around employment initiatives, number of opportunities created and to look at future actions. b) Monitoring Stencil to be submitted as agreed, detailing profiled numbers of opportunities created either Supply Chain or Employment & Skills within the given period. Any shortfalls should be explained and remedial action proposed.</p>			
<p>Evaluation</p>	<p>To evaluate customer satisfaction, added value and opportunities created throughout the life of the project. Commitment to complete Feedback Questionnaire from Developer / Contractor / Sub contractors and Participants.</p>			

Signed _____ On behalf of _____

Print Name _____ Date _____

Signed _____ On behalf of Sefton MBC

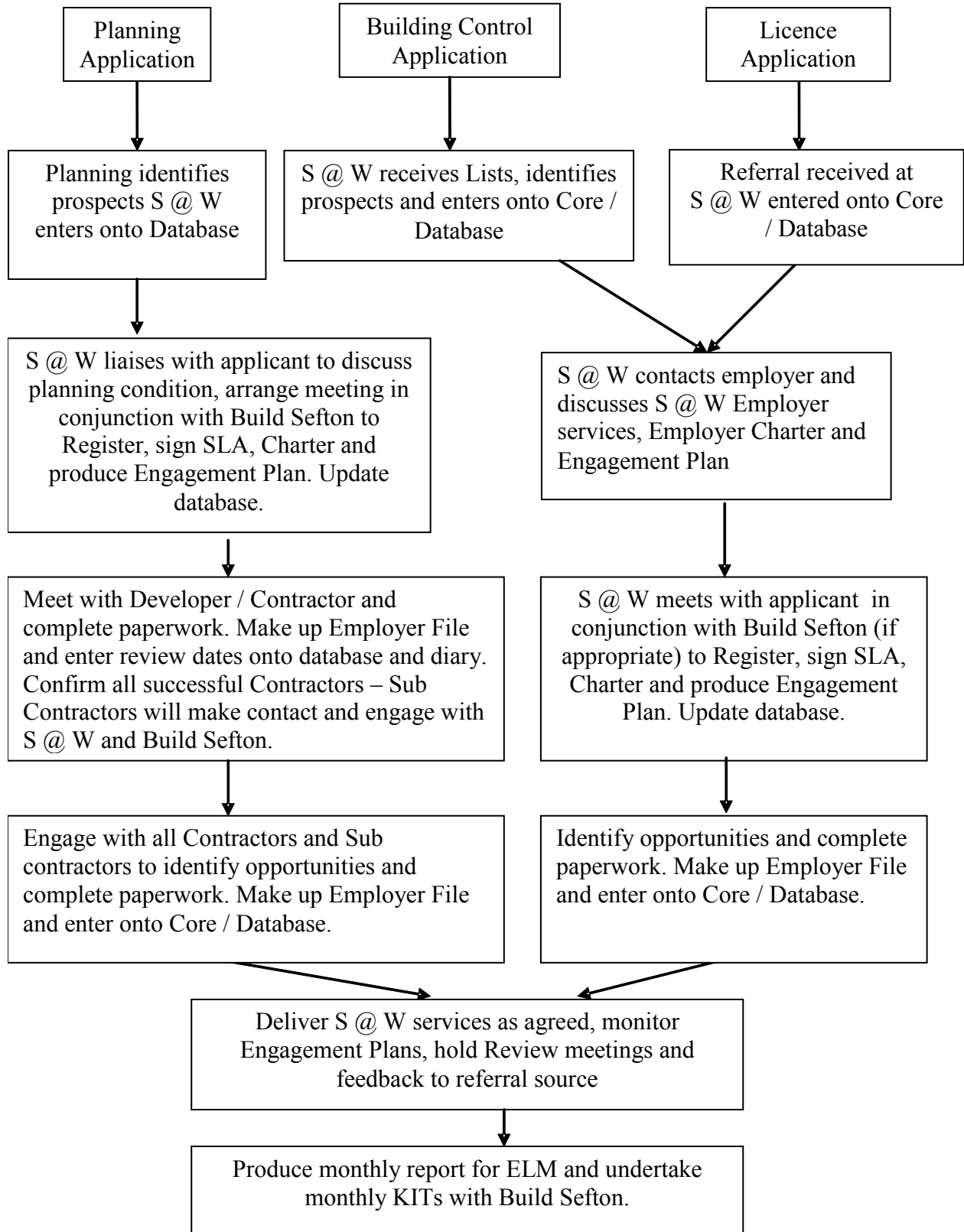
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European Union
European Social Fund
Investing in jobs and skills



Sefton @ Work Employer Charter and Engagement Plan Process



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Appendix 2

Halton Employment Partnership

Key Features:

Halton MBC has run a successful local employment partnership for some years, which has recently been focussed on articulating a single employment offer to investors connected with the 3MG development and the Mersey Gateway projects and Logistics developments including Stobarts.

The key features in the Halton Employment Partnership include:

- Facilitated and Resourced by the LA
- Annual Calendar of Events and Promotions
- Collaborative skills research for sectors of local significance
- Clear links between Employment Support and business Support to generate employer intelligence
- Commitment to reporting on Outcomes



HEP interventions/
outcomes example

Appendix 3

Bridges to Media City Partnership

Key Features:

Salford Council and their partners have worked with Peel Group to provide a bespoke service for employers seeking to recruit local talent and to help local residents meet the skills requirements of jobs arising from local investment.

The partnership works alongside The Peel Group, to provide a 'one stop' bespoke service to businesses and have a proven track record of delivering in both private and public sector recruitment, business development and project management to businesses of all sizes across Salford.

To assist with the recruitment of local talent, access to business networks, training and workforce development, familiarisation tours and market intelligence

The majority of support is available at no cost to employers.

<http://www.salford.gov.uk/bridgestomediacityukpartnership.htm>

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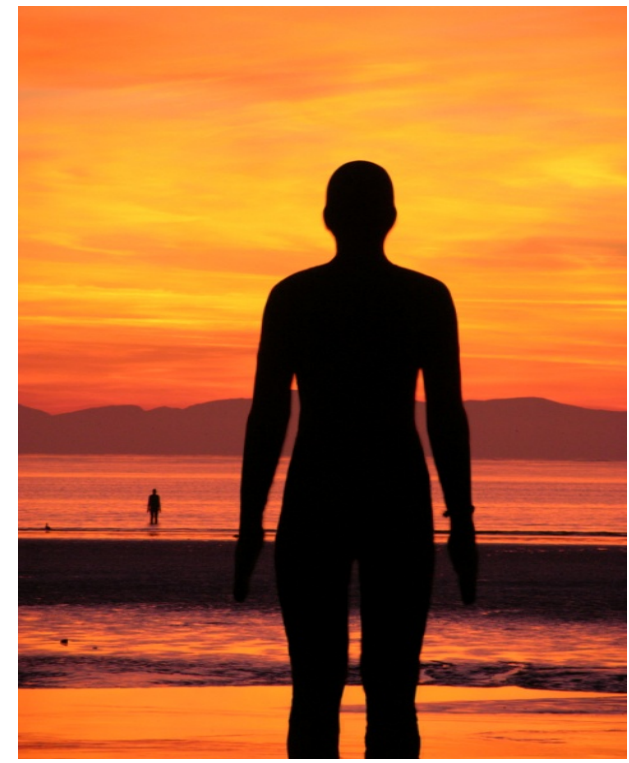
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Appendix 4

Liverpool City Council Liverpool Waters Section 106

Key Features:

In order to ensure the Liverpool Mayoral Pledge on targeting jobs is met, the recent Planning consent for Liverpool Waters has included within it a range of expectations placed upon the Peel Holding company which they will be required to meet as the wider Project progresses. The project promises to create 20,000 jobs and features 9,000 apartments, hundreds of offices, hotels, bars, a cruise terminal and the 55-storey Shanghai Tower. This Section 106 agreement in terms of employment gain goes beyond targeting employment at LA level, but describes further targeting at a local neighbourhood level. The scope of benefit expected covers jobs, training, work experience and apprenticeships and the agreement clearly lays out terms by which the agreement will be applicable over a range of potential end-user employers and over the expected 10-20 year project lifecycle. Liverpool City Council has specified methods of transferring intelligence on jobs and opportunities to their named department leading on Employment & skills.



Sefton's Economic Strategy
DRAFT Fourth
Performance Monitoring
Report

April - September 2014



Sefton's Economic Strategy

Fourth Performance Monitoring Report

April - September 2014

Alan Lunt
Director of Built Environment
Sefton MBC

1st Floor
Magdalen House
Trinity Road
Bootle
L20 3NJ

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1. Introduction

DRAFT

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Alan Lunt
Director of Built Environment, Sefton MBC

2. Sefton vs UK – Latest Performance

Performing Well

Employment Rate
Worklessness Rate
JSA claimant rate
JSA claimant rate young people
NEET Population
Working age population educated to Level 4+

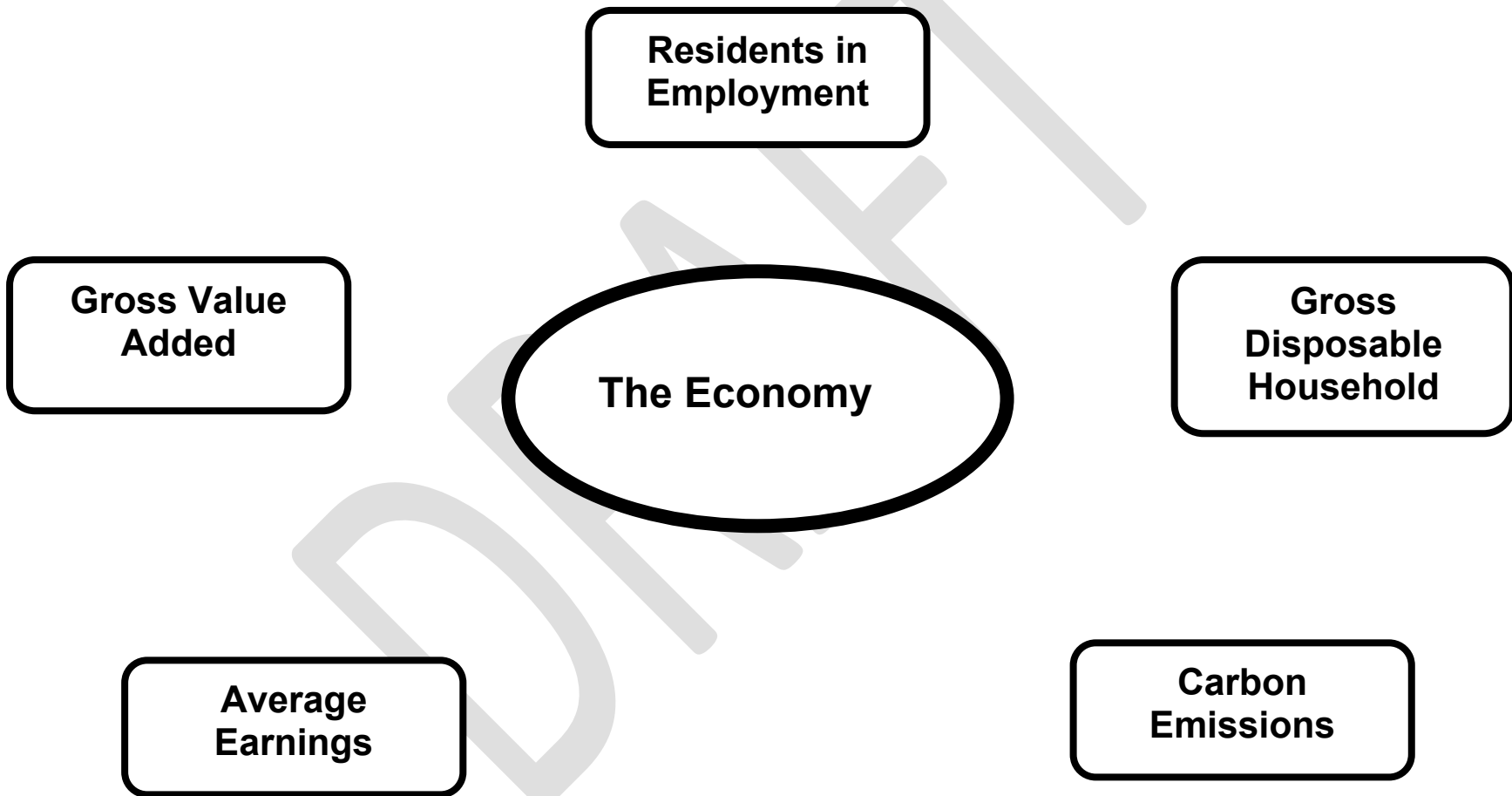
Average

Business Stock per 1,000 population
Business births
Sefton jobs

Performing Less Well

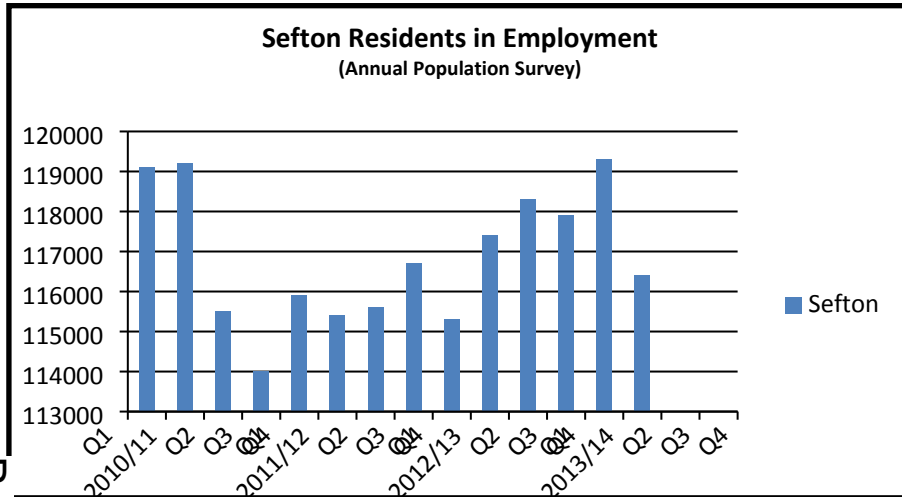
Gross Disposable Household Income
GVA per head
Self Employment
Unemployment
Average Earnings
Long term unemployment
Long term unemployment for young people
Working age population with no qualifications
Business deaths
Private sector employment

3. Sefton's Economic Performance



The Economy

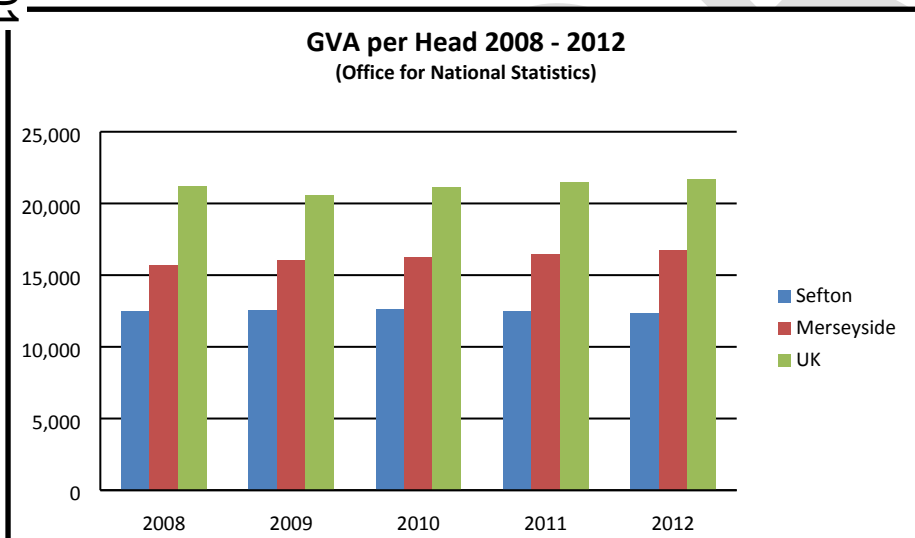
Residents in Employment



There are currently just over 116,000 Sefton **residents in employment**. The figures remain very unstable, with a great deal of fluctuation over the last few years.

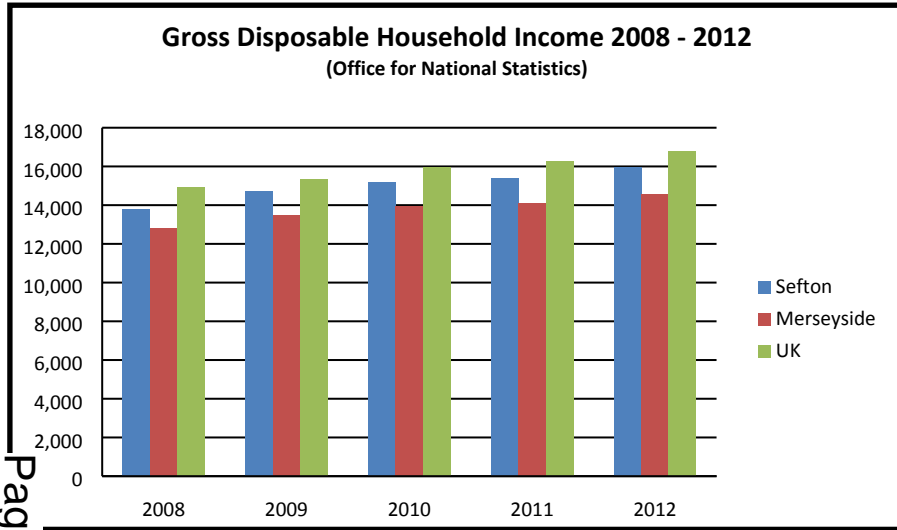
Employment numbers hit their highest level in Quarter 1 2013/14, but fell back significantly in the latest quarter.

Gross Value Added



Sefton's **GVA** (the difference between the cost of producing goods and selling them) is currently £12,363, significantly lower than for Merseyside and the UK, despite seeing growth in recent years. Sefton's businesses are predominantly in the Service Sector, which means that we are not a high productivity area and therefore GVA remains lower.

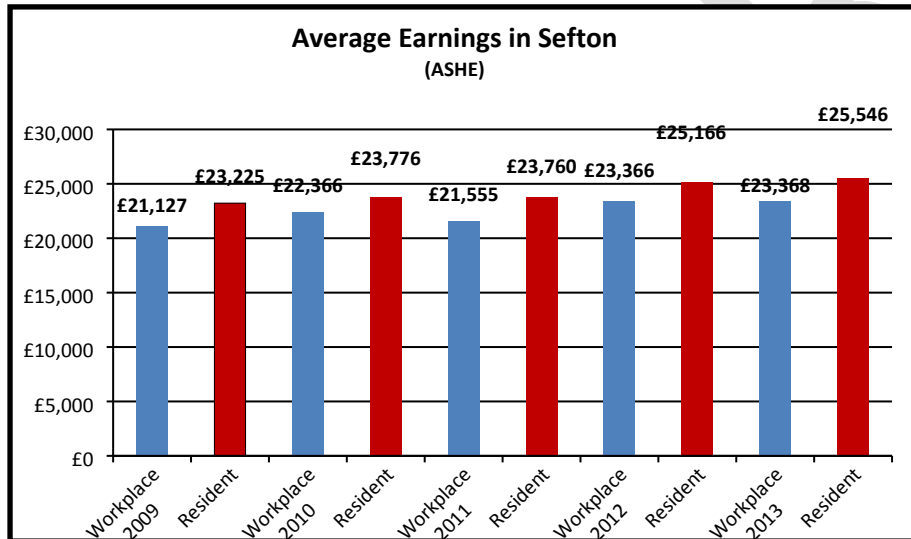
Gross Disposable Household Income



The **Gross Disposable Household Income** (the amount of money left after payment of tax, NI, pension and mortgage costs) has risen again to £15,960. The continued increase in living costs will, however, use up much of the GDHI in the area. The Sefton figure is 9.6% higher than that for Merseyside, but remains significantly lower than for the UK, with the gap continuing to widen.

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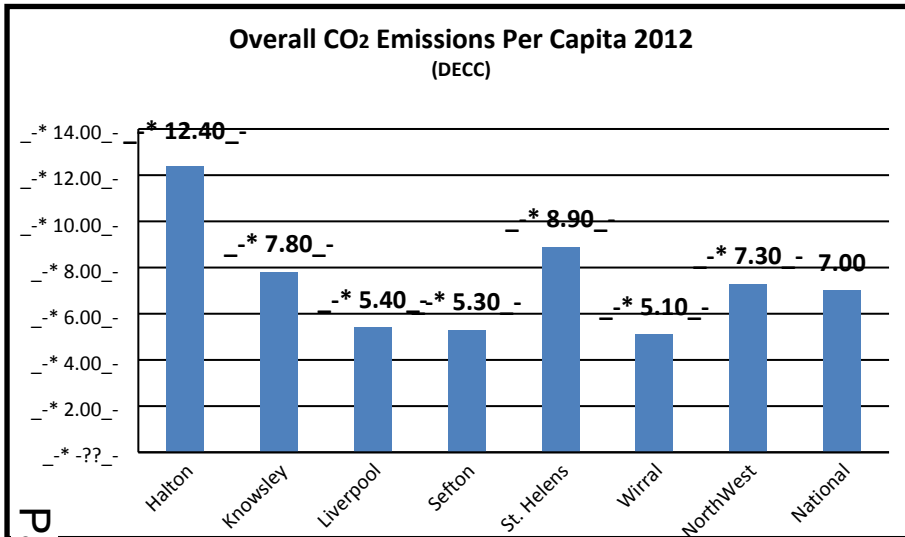
Average Earnings



The **average wages** paid by Sefton businesses continued to rise in 2013. Average full time wages paid in Sefton are currently £23,368, however, they are failing to keep up with increases across the country, now 8.7% lower than for Merseyside and 15.6% lower than for the UK.

In comparison, the **wages of residents** are significantly higher; this is due to the fact that Sefton offers an attractive environment for higher-earning residents of the City Region. The average wage for Sefton residents is £25,546, slightly higher than that for Merseyside, but now 5.7% lower than for the UK.

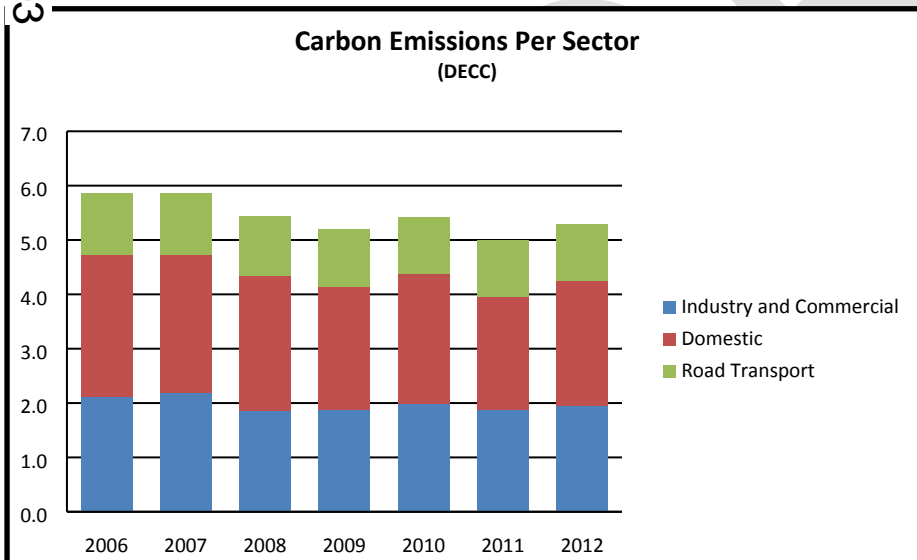
Carbon Emissions



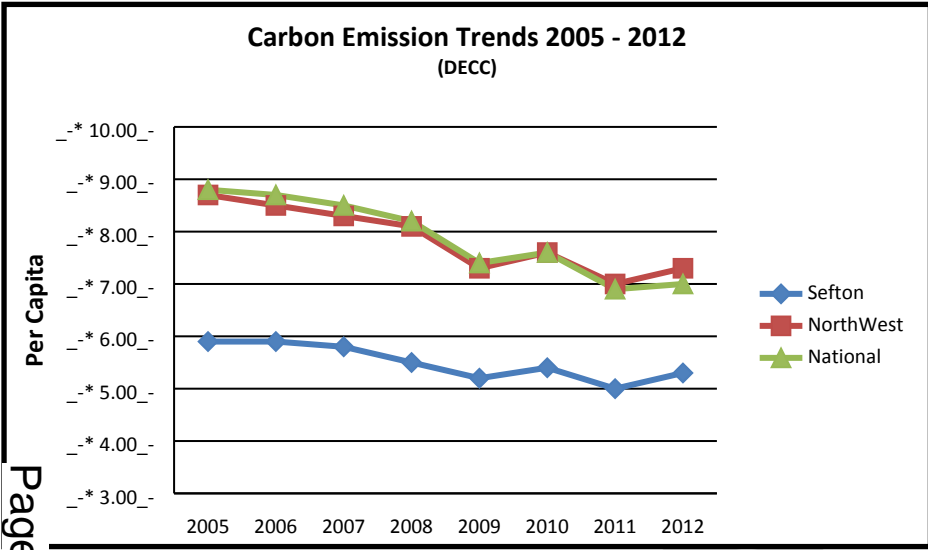
Despite a small increase in Sefton's **CO₂ emissions**, the borough continues to have the second lowest in the LCR and is lower than both the North West and Nationally.

The rises are reflected across all geographies.

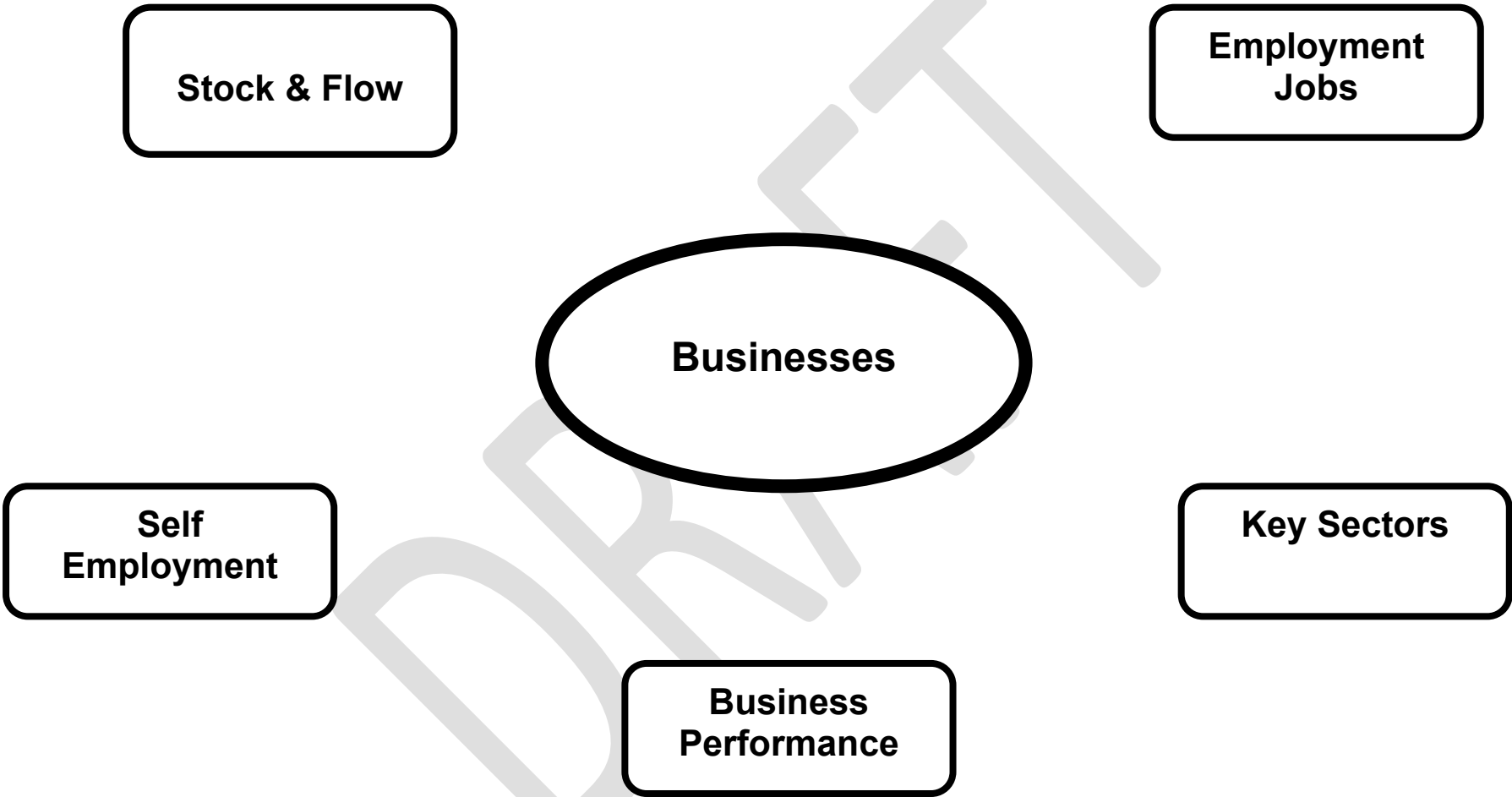
Page 103



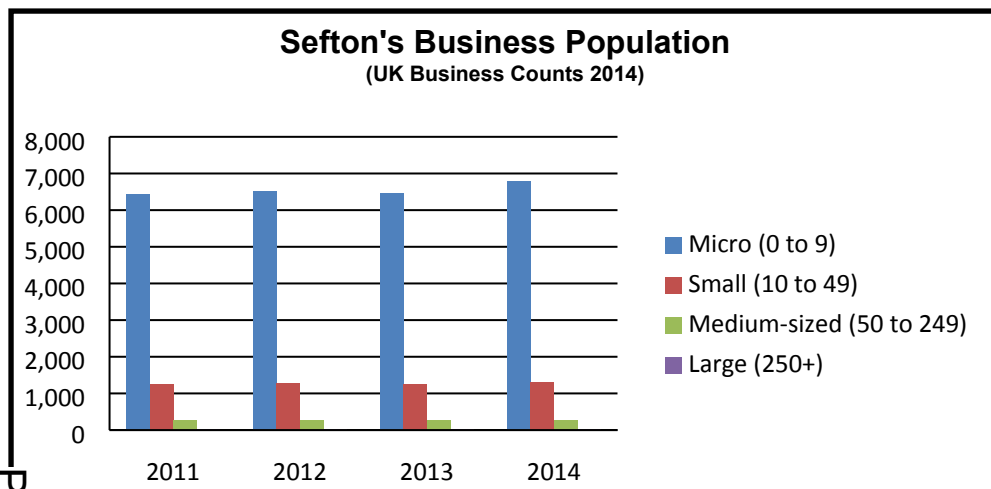
There was an increase in **domestic and industrial & commercial emissions** in 2012. The emissions from road transport remained unchanged.



Sefton continues to perform strongly against both the North West and National achievements in **carbon reduction**. As we continue to emerge from recession the increased economic activity will have an effect of the level of emissions.



Business Stock & Flow

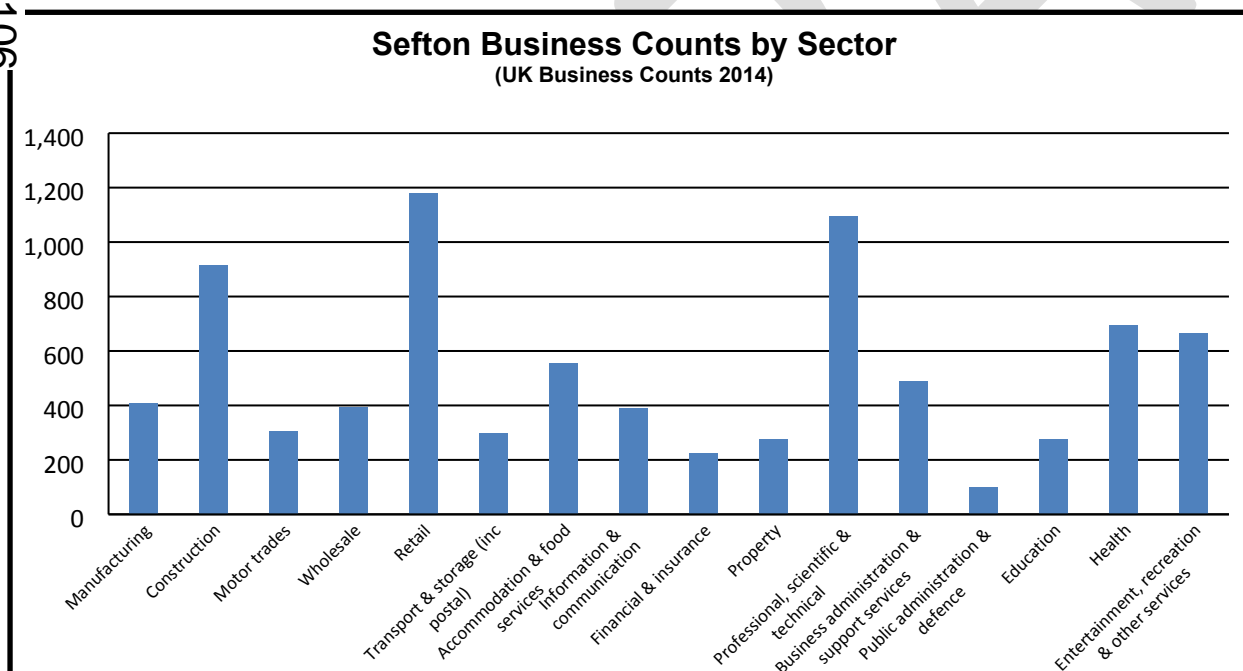


In 2014, Sefton had approximately 8,300 **business units**; this was an increase of almost 400 on the previous year.

Businesses in Sefton are predominantly small, with 96% employing less than 50 people.

There are very few larger employers in the borough.

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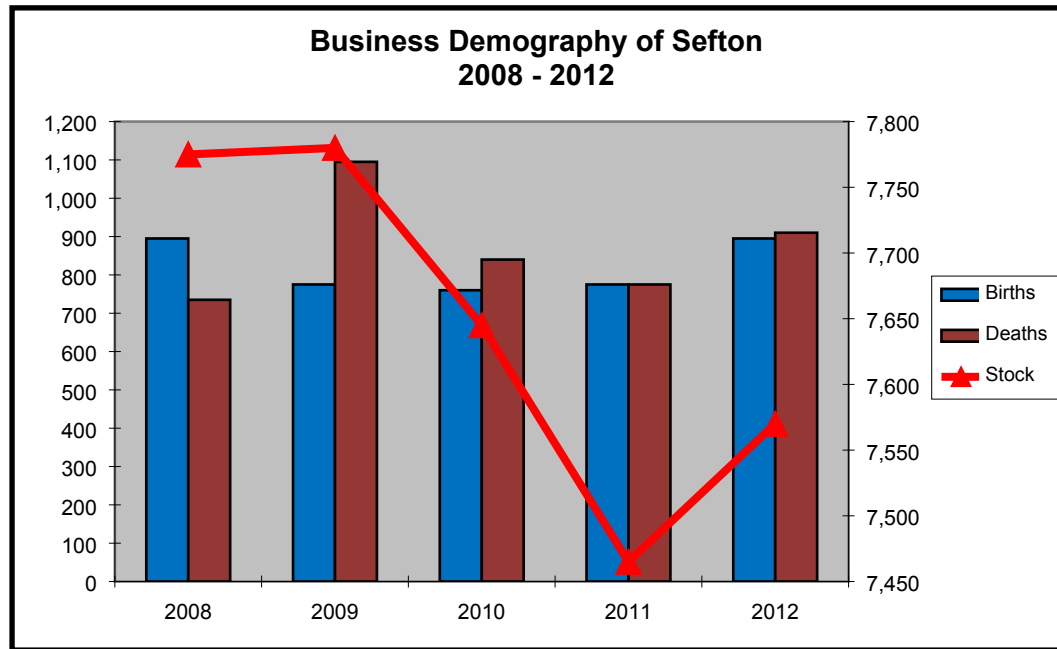


Sefton's **largest industry sector** is retail which has over 1,000 business units in the borough.

Professional, scientific and technical businesses also make up a large proportion of the business population.

Public administration organisations are few but tend to employ more people.

Business Performance



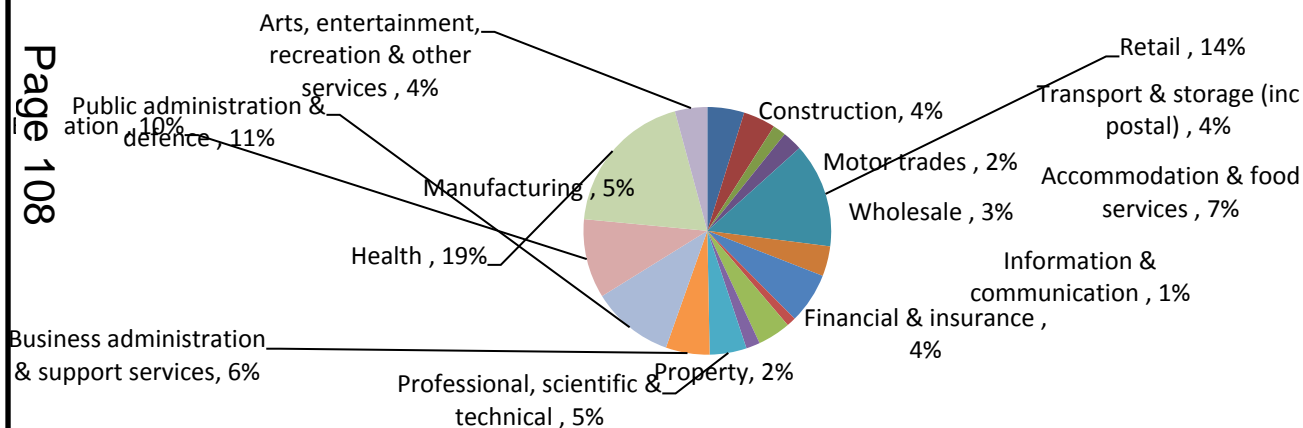
Sefton's **business stock** has fallen by 2.6% since the beginning of the economic downturn. This fall is approximately 0.6% greater than for the City Region, whilst the UK stock is now 2% higher than it was in 2008.

The number of **business births** is now identical to the performance in 2008, however **business deaths** are up by 23.8% over the same period. These figures are slightly higher than those for the City Region, but significantly higher than for the UK as a whole.

Business Demography data is only released annually and will always be 18 months in arrears.

Employment in Sefton

**Sefton Sector Employment
2013**



In 2013 there were approximately 90,000 people employed at a workplace in Sefton.

The **health sector** currently has the largest proportion of jobs in Sefton at 18.6% (17,300). Over 45% of health sector employment is based in the north of the borough.

The **retail sector** accounts for 13.6% (12,000) of jobs in Sefton, again the largest proportion of jobs is in the north of the borough.

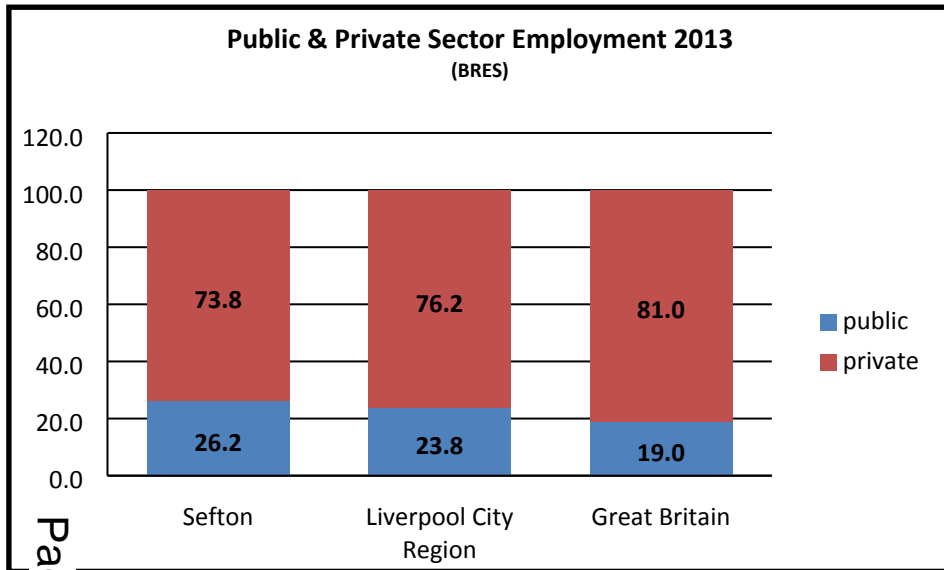
Employment in **public administration** accounts for 10.7% (9,600) of the employment in Sefton, 83% of all public administration jobs in Sefton are in the south of the borough, where it accounts for 20.5% of the south Sefton total employment.

The largest number of **job losses** in 2013, was in **accommodation and food services**, but it should be noted that this sector is associated with seasonal work and short term contracts.

The **construction** and **motor trades sectors**, also suffered job losses in 2013.

Source: Business Register and Employment Survey 2013

Public/Private Sector Employment

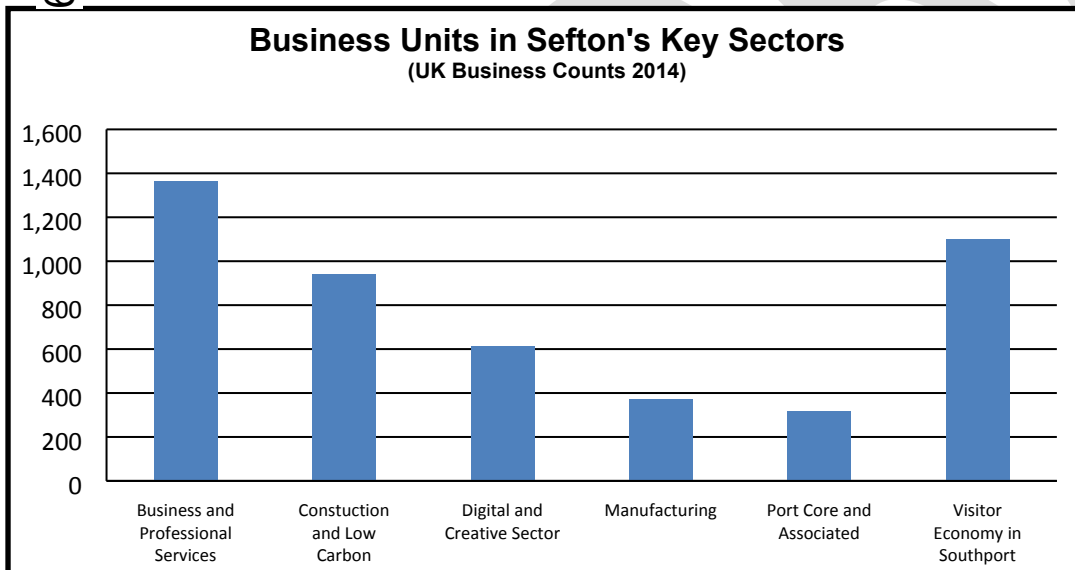


Public sector employment experienced a small amount of growth in 2013, with a 4% increase in employment numbers. Overall public sector has contracted by 17% since 2009.

Despite changes in the level of employment, Sefton continues to have a much higher level of **public sector, health and education employment** than the UK as a whole. In 2013, 26.2% of jobs in Sefton were in the public sector, compared with 23.8% in the LCR and 19.0% the UK. Between 2012 and 2013 the total number of jobs in Sefton rose by almost 2%, to 90,000.

Central Government predicted that private sector job creation would off-set job losses in the public sector, however to date this has still not occurred in Sefton.

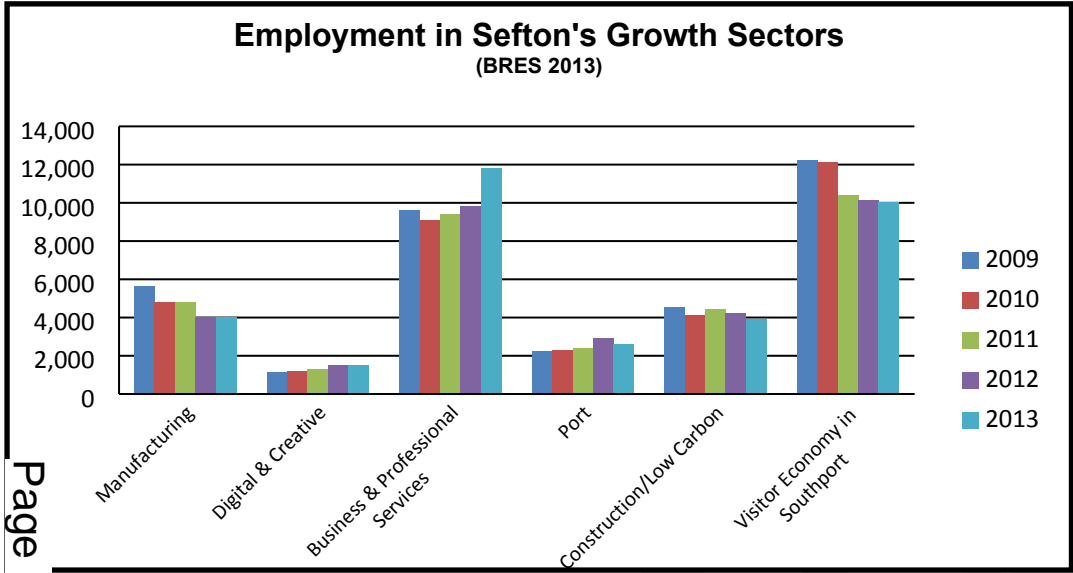
Sefton's Key Growth Sectors



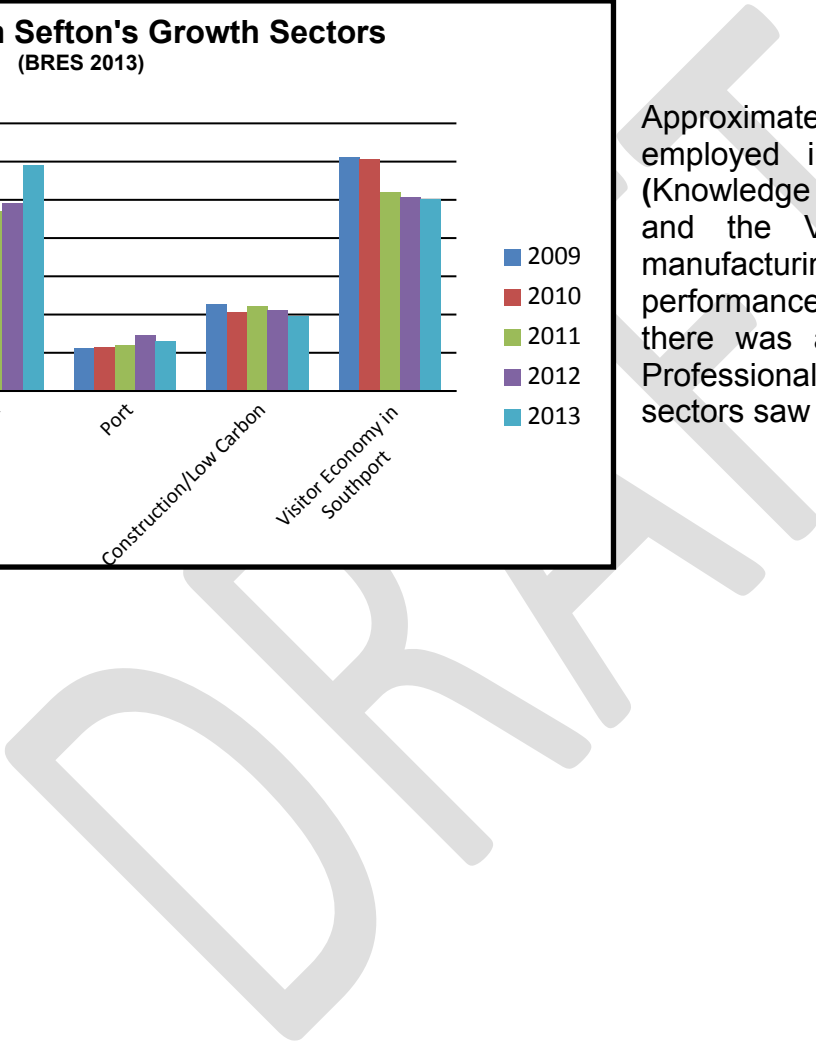
In 2014 there were 4,700 business units within Sefton's key sectors.

The number of businesses within these sectors has increased by around 300 in the last 12 months.

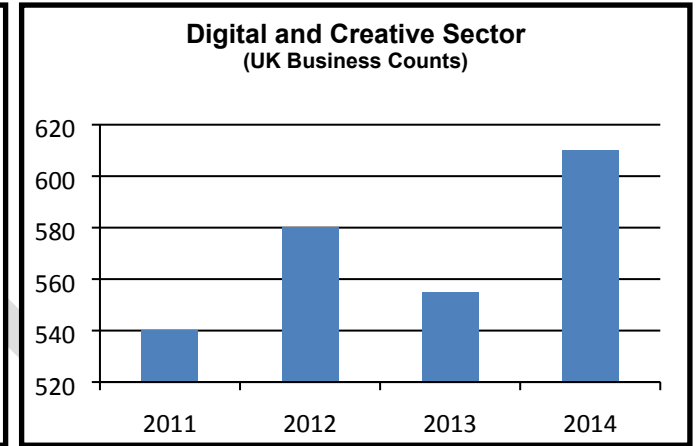
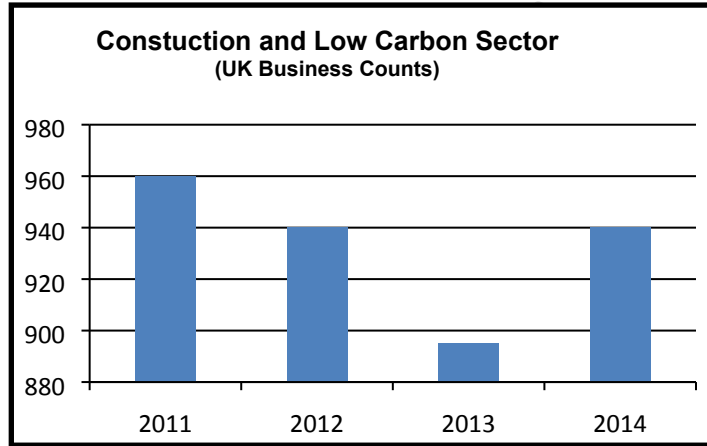
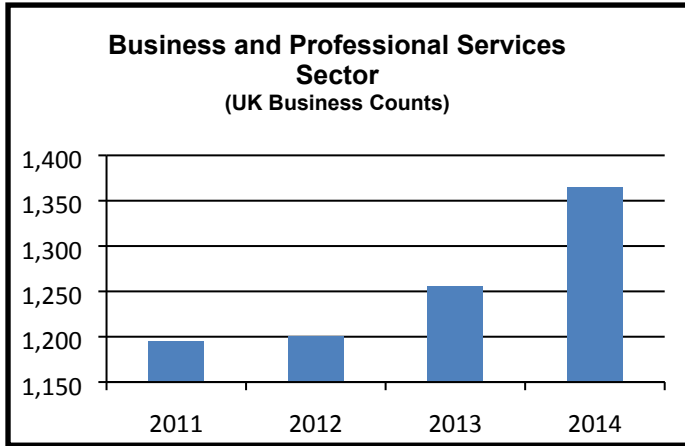
Business and Professional Services has seen the biggest increase in business numbers in the last 12 months.



Approximately 34,000 (37%) of Sefton's workforce is employed in the City Region's four **Growth Sectors** (Knowledge Economy, Super Port, Construction/Low Carbon and the Visitor Economy) or in supporting sectors manufacturing and construction. The graph shows Sefton's performance in these sectors over the past 5 years. In 2013 there was an increase in employment in Business and Professional Services. However, the Construction and Port sectors saw their employment numbers decline slightly.

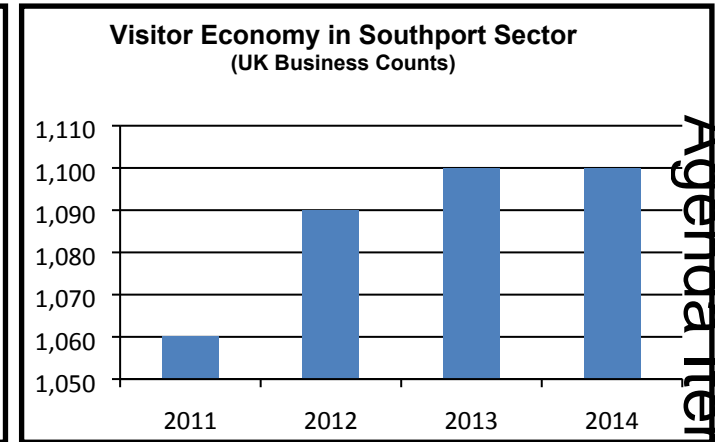
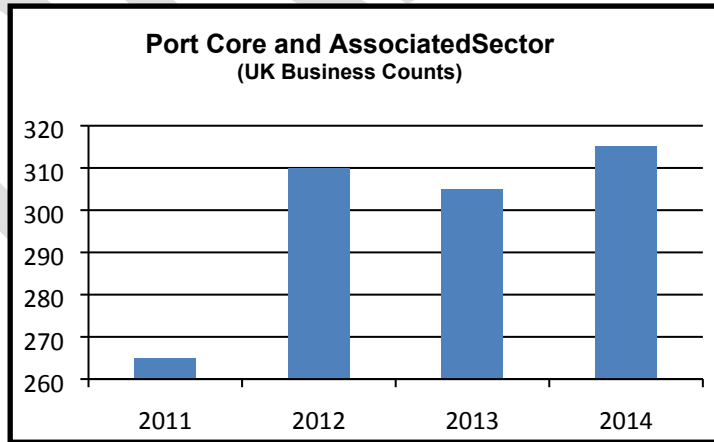
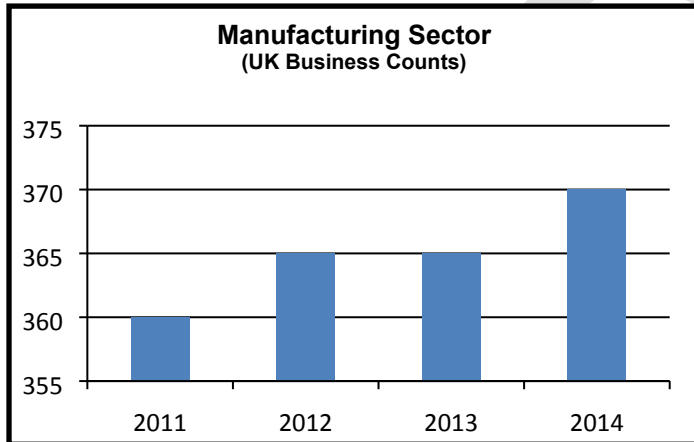


Business Units in Sefton's Key Sectors

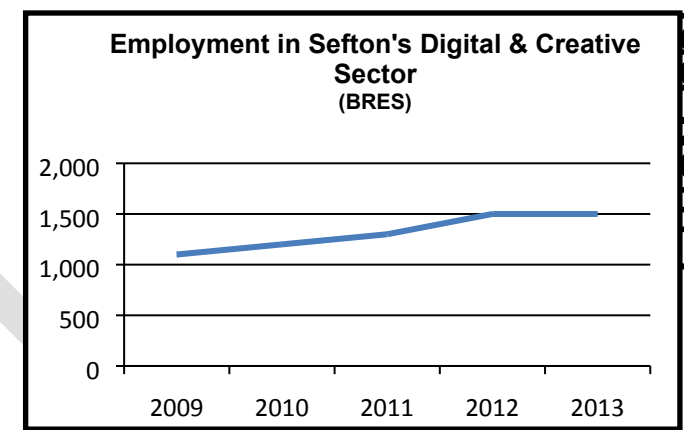
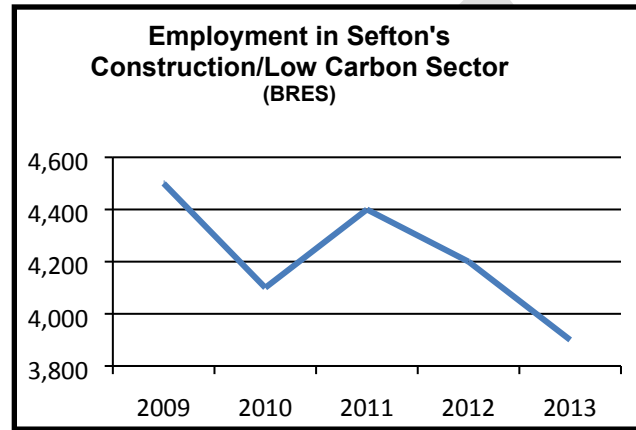
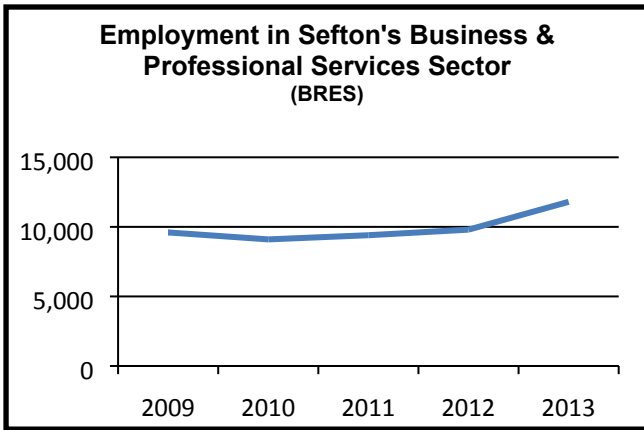


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The number of **business units** within Sefton's key sectors has shown signs of growth over the last year. The biggest growth has been in Business and Professional Services. The Visitor Economy saw some growth in 2013, and has remained stable in 2014.



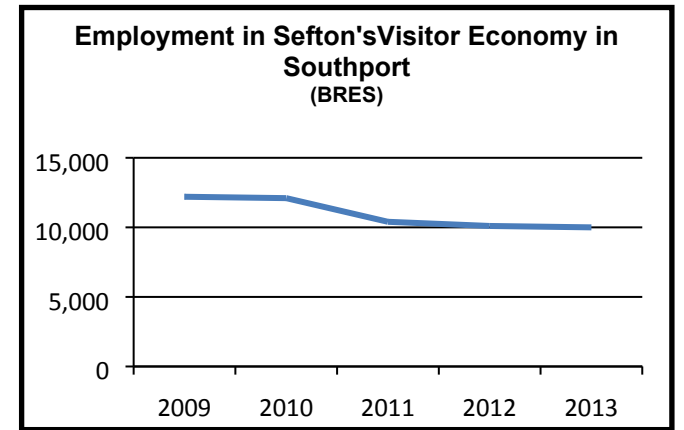
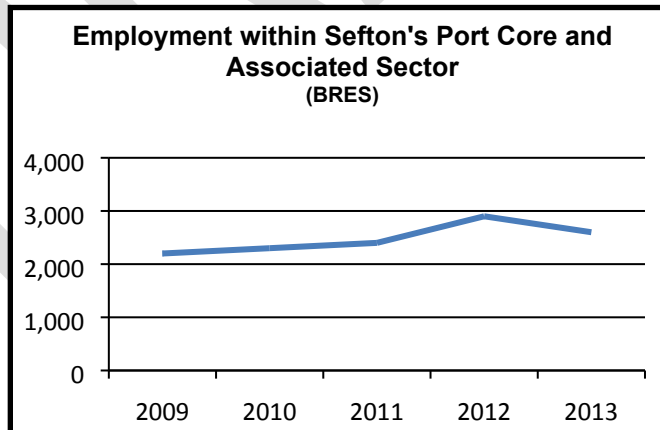
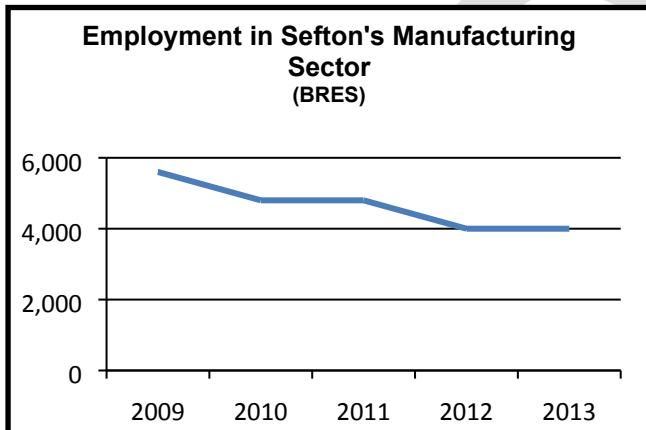
Employment in Sefton's Key Sectors



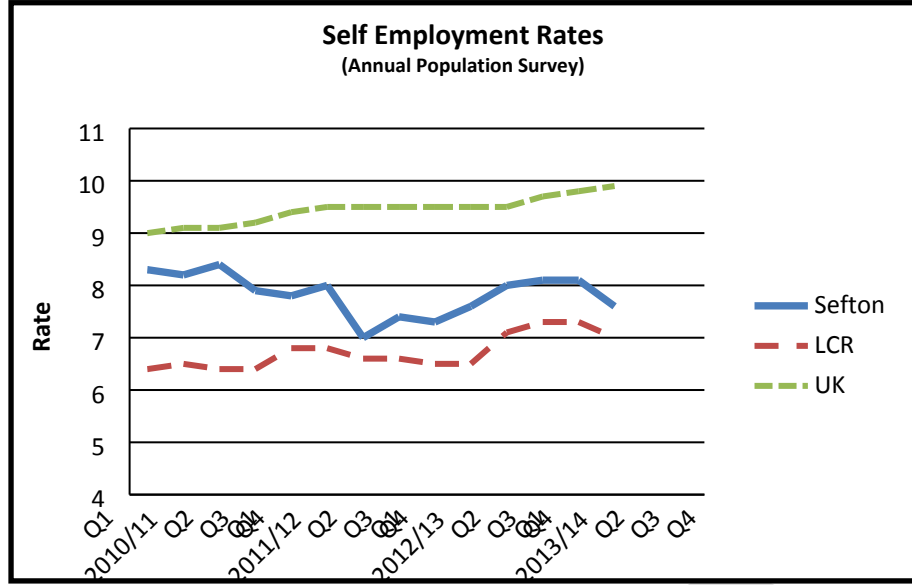
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Employment data relates to 2013, when the number of businesses in these sectors suffered **employment** losses in all but one sector.

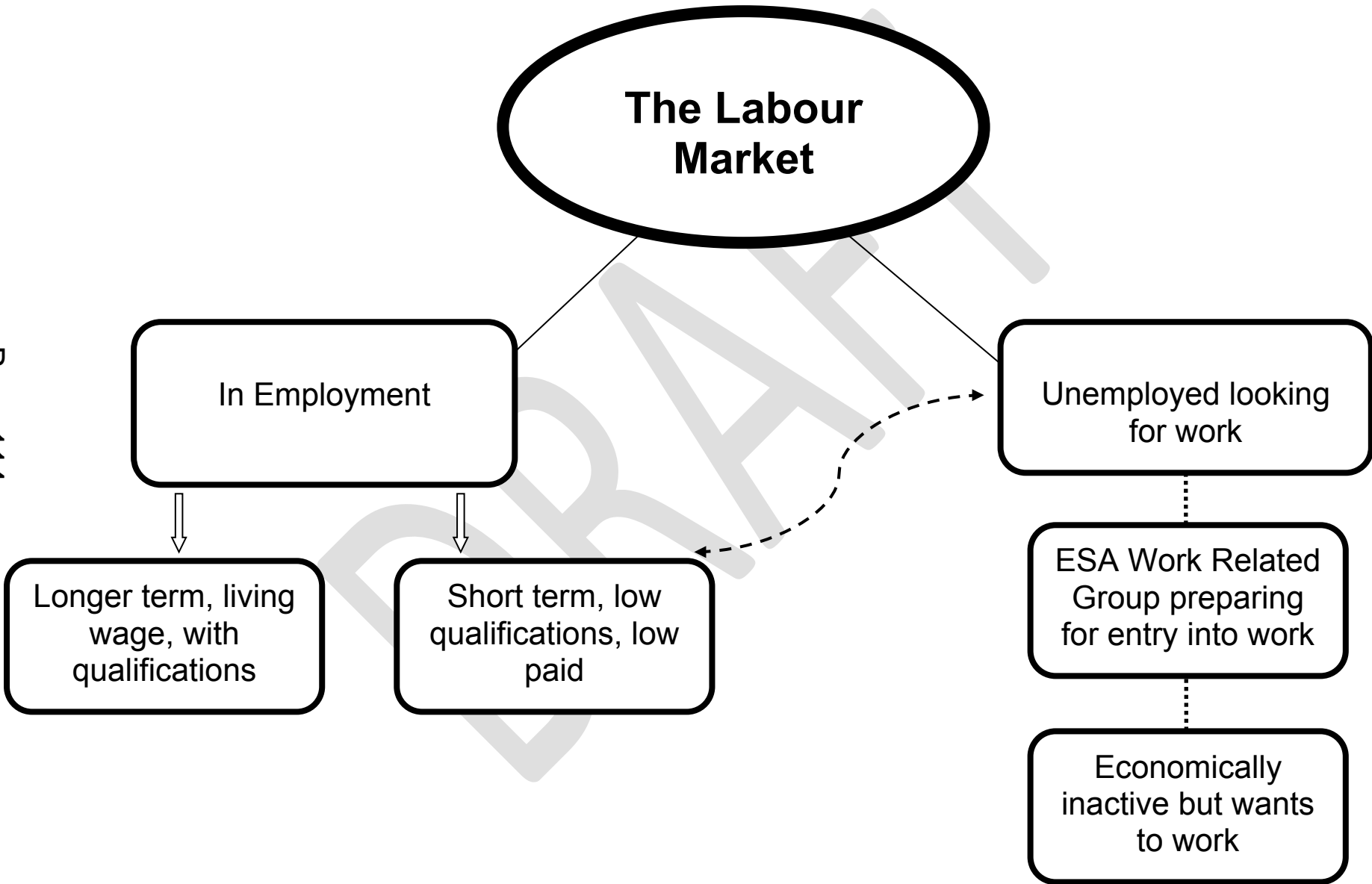
It is envisaged that the increase in the number of business units seen in 2014, will be reflected in the employment count when it is released in September 2015.



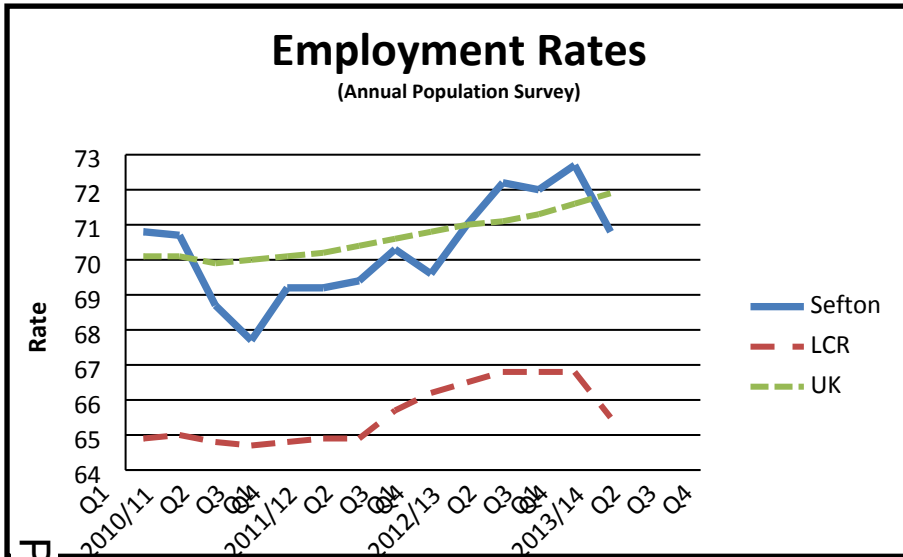
Self Employment



Following a period of steady improvement, **self employment** in Sefton has started to show signs of contraction. The rate remains lower than that for the UK and the gap is starting to widen.

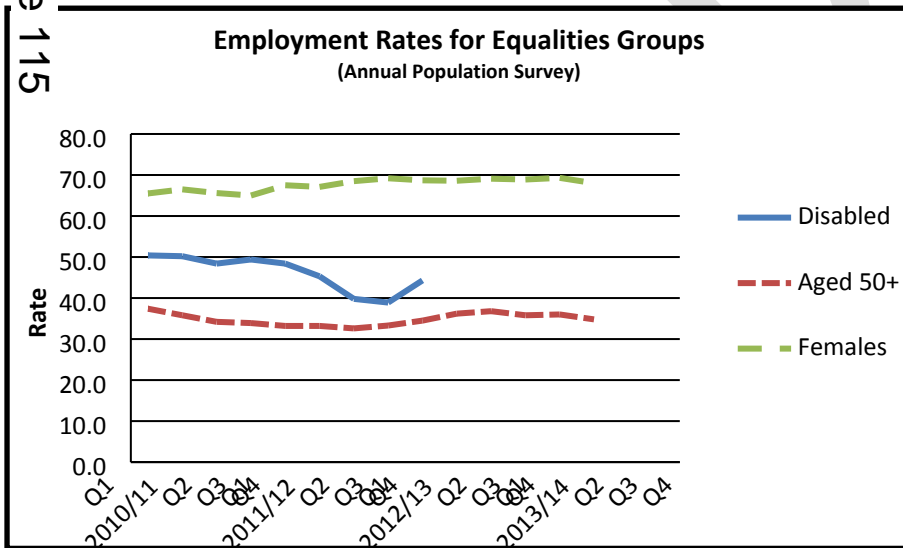


Employment Rates



Sefton's overall **employment rate** has fallen in the last 6 months to 70.8%. The rate is now slightly lower than that for the UK, but remains over 5% higher than the rate for the LCR.

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Confidence Levels : 2.8 - 3%

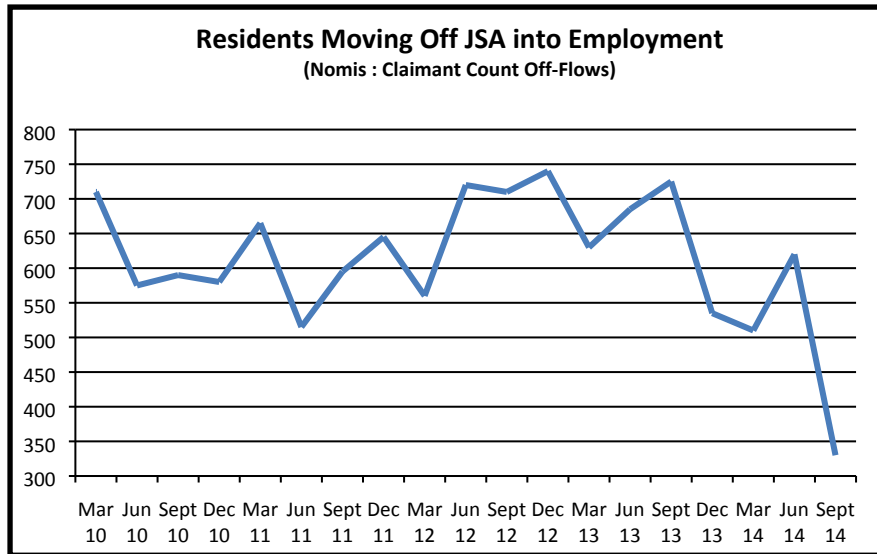
Employment rates for those who are at risk of being disadvantaged vary in the borough.

The **female** employment rate in Sefton remains relatively high and currently stands at 68.0%, experiencing a small fall over the previous 6 months. However, it is 5.0% higher than for the LCR and 1.0% higher than the UK.

The employment rate for **older residents** (aged 50+) was starting to show steady signs of improvement, but recently has started to fall back and now stands at 34.8%.

The data available to monitor the employment rates for disabled residents has been temporarily withdrawn.

Moving into Employment

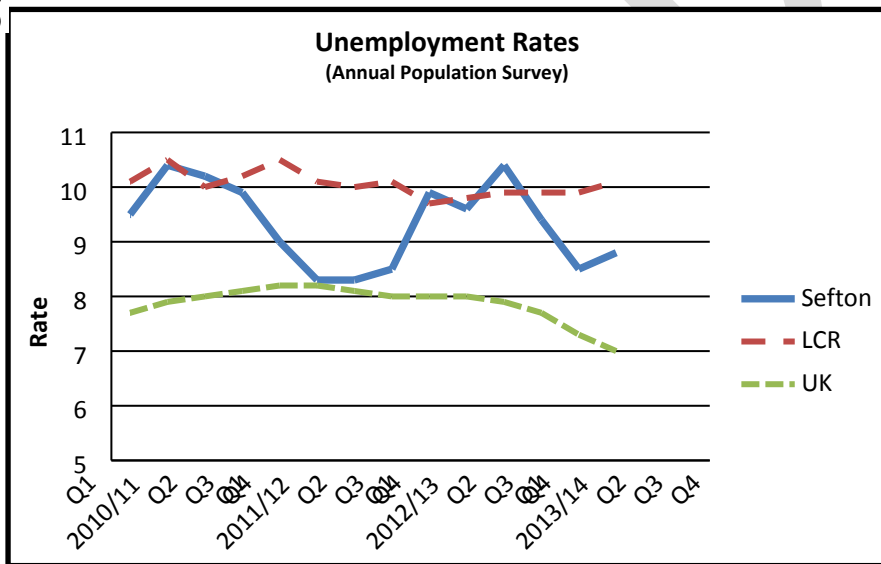


The DWP provides us with information on the number of former claimants who **move off benefits and into employment** each month.

The number of residents, known to have moved into employment has fluctuated in Sefton, and recent figures showing a distinct fall in the numbers. The borough is following a similar pattern to that for the LCR and UK.

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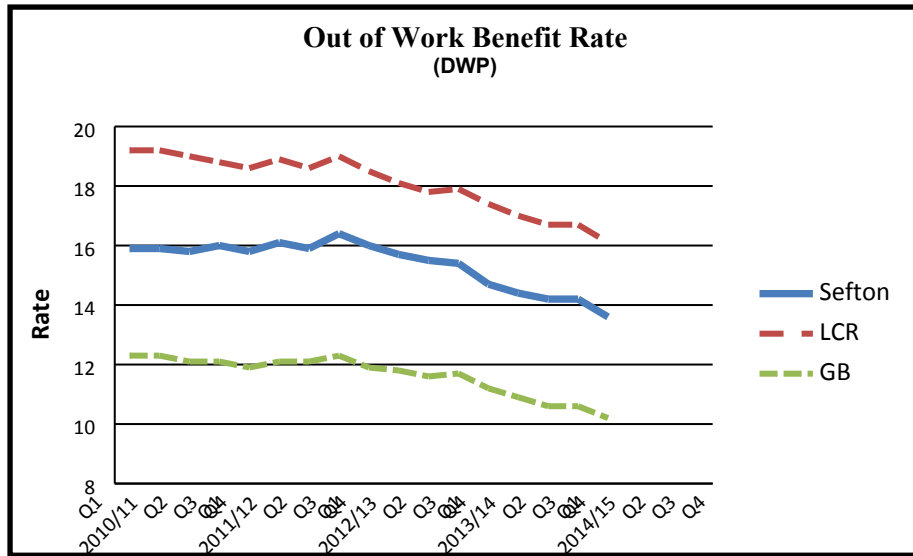
Unemployment



Overall **unemployment** has seen some improvement over the last 6 months, with the latest rate now recorded at 8.8%. The rate is now 1.3% lower than that for the LCR, but the gap with the UK has widened slightly to 1.8%.

Confidence Levels : 2 – 2.3%

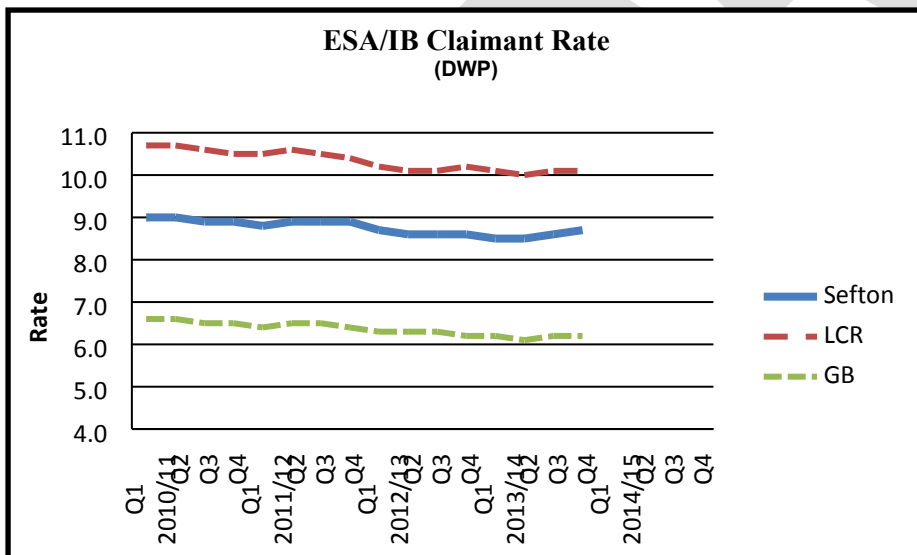
Out of Work Benefits



Out of Work Benefit rates in Sefton continue to fall. Rates reached a peak of 16.4% in mid 2009/10 and currently stand at 13.6%. Sefton’s rate is 2.5% below the rate for the LCR, but the gap between Sefton and Great Britain has reduced to 3.4%, but still requires further improvement.

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Health Related Out of Work Benefits



In Sefton approximately 60% of out of work benefit claimants are in receipt of **Employment Support Allowance/Incapacity Benefit (ESA/IB)**.

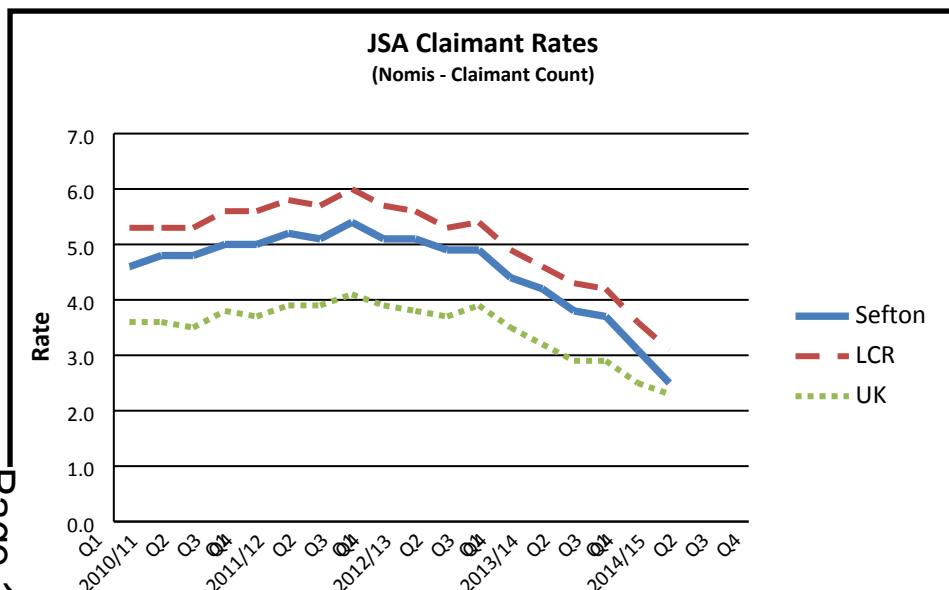
When being assessed for ESA claimants will fall into three categories:

- Those considered fit for work immediately and moved to JSA
- Those requiring additional support to enable them to prepare for work
- Those classified as being unfit for work.

Claimants requiring additional support and placed in the Work-Related group represent approximately a quarter of all ESA claimants.

Sefton’s current rate is below that for the LCR but significantly higher than for the country as a whole.

Job Seekers Allowance Claimant Rates

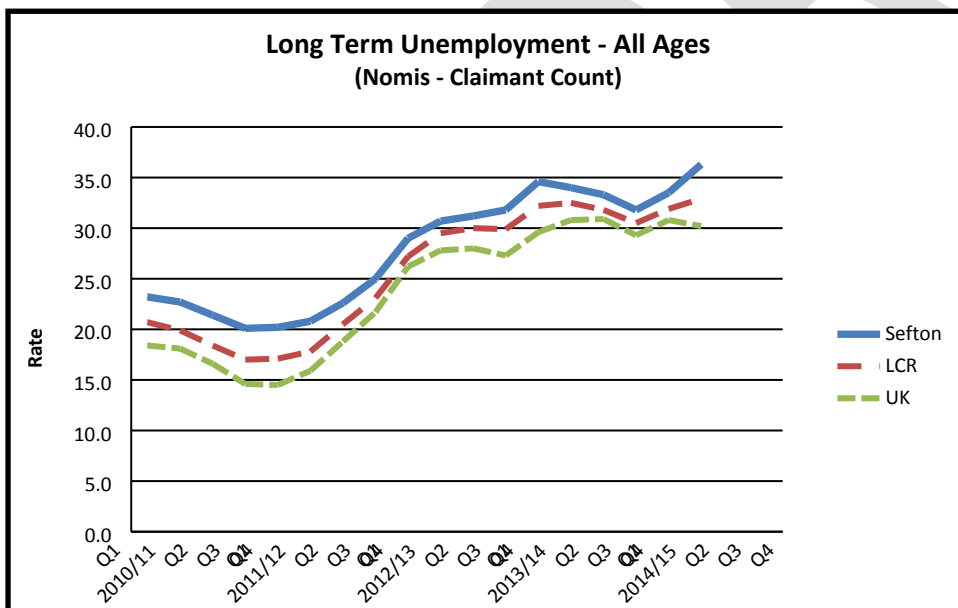


The **JSA claimant rate** in Sefton continues to fall. The rate in Sefton is currently 2.5%, over half a percent lower than for the City Region, and just 0.2% higher than for the UK as a whole.

With the implementation of **Universal Credit** the on-flow to JSA has slowed with new claimants being diverted onto the new benefit regime. We do not have detailed information on the types of benefit being claimed and therefore it is difficult to determine how Sefton is truly performing.

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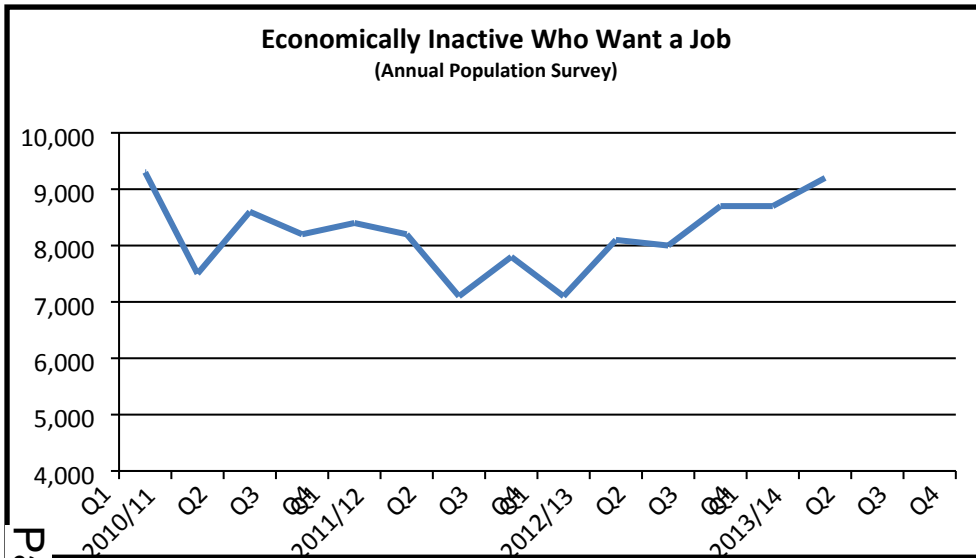
Long Term Unemployment



New claimants tend to have more success accessing employment, rather than those out of work for 12 months or more.

Long term unemployment has been a particular problem in Sefton across all age groups, but the count is starting to improve. However, Sefton's overall long term unemployment rate is currently 36.3%, 3.4 points higher than the City Region (32.9%) and over 6.1 points higher than the UK (30.2%). The gaps continue to widen.

Encouraged Workers

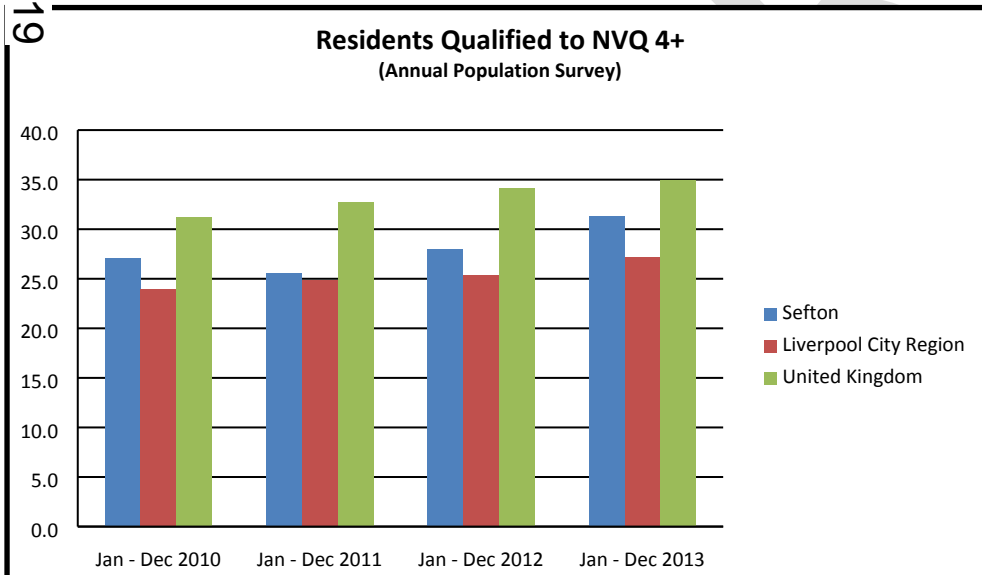


There is an increasing number '**encouraged workers**' who are classed as Economically Inactive but wish to move into work.

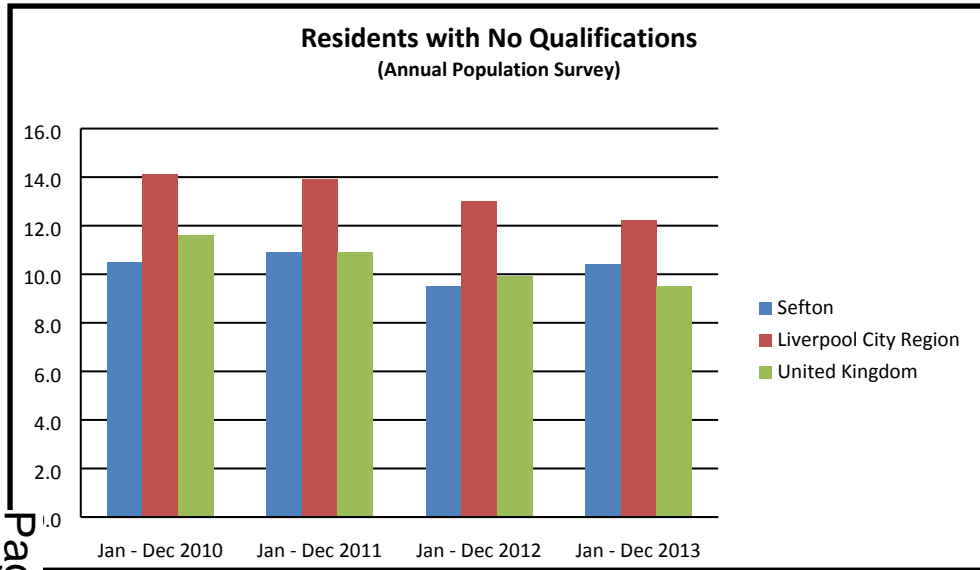
The figure continues to grow in Sefton and may be as a result of increased cost of living and restrictions on benefit payments.

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Qualifications



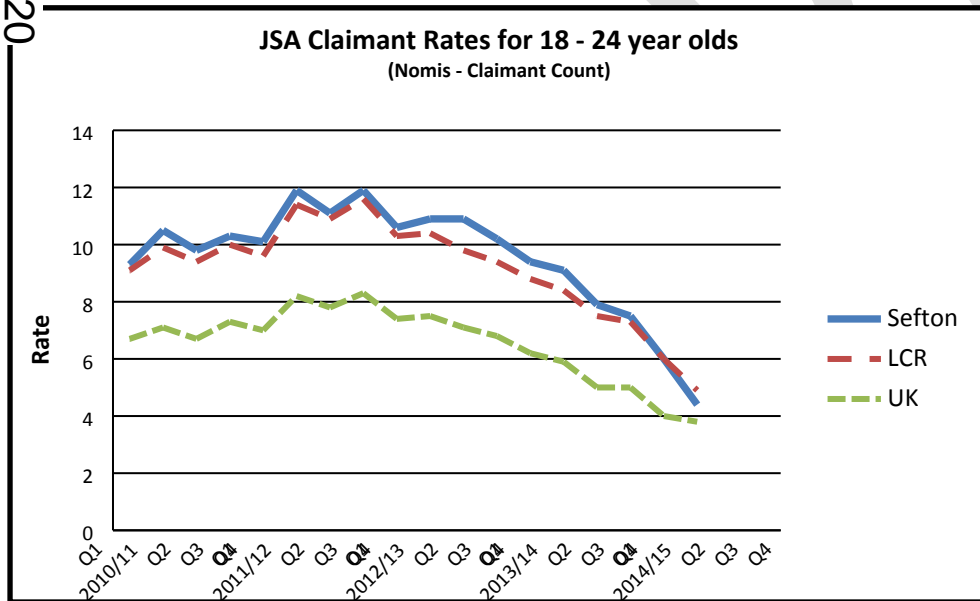
In 2013, 31.3% of Sefton's working age population were **qualified** to NVQ Level 4+, a further 3.3% improvement since 2011. The rate is 4.1% higher than that for the Liverpool City Region and the gap with the UK continues to improve, now 3.7%.



The percentage of Sefton's working age population with **no qualifications** rose in 2013 and now stands at 10.4%. However, the rate remains almost 2% lower than the City Region but is now almost 1% higher than the UK.

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Young Claimants

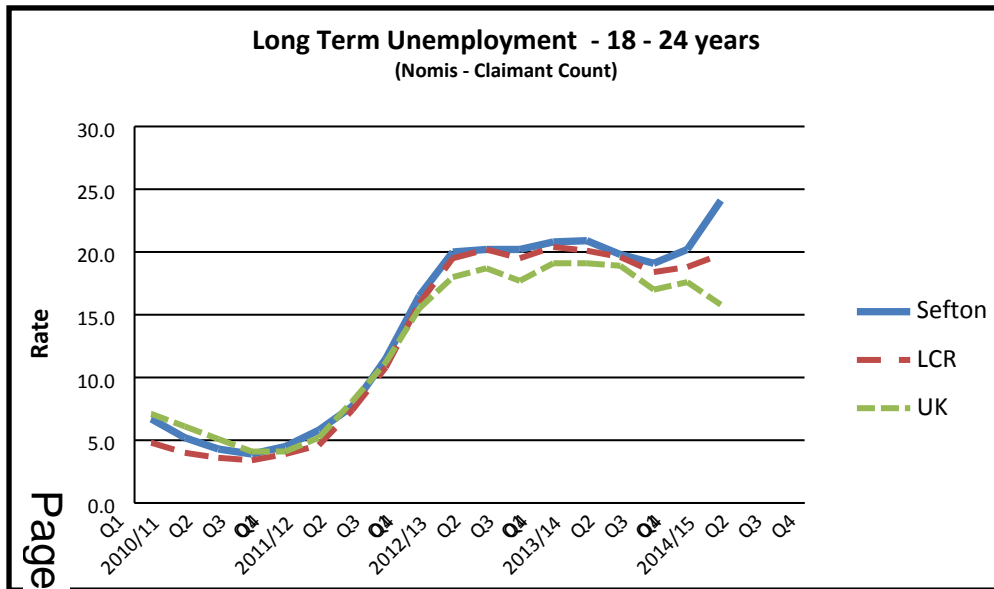


The **youth claimant rate**, at 4.4%, is now 0.5% lower than that for the LCR, and 0.6% higher than the rate for the UK.

The number of **young claimants** has shown distinct signs of improvement over the last 12 months, but continues to be a great concern in the borough.

The implementation of **Universal Credit** may be impacting on the number of young people moving on to JSA, distorting the figures.

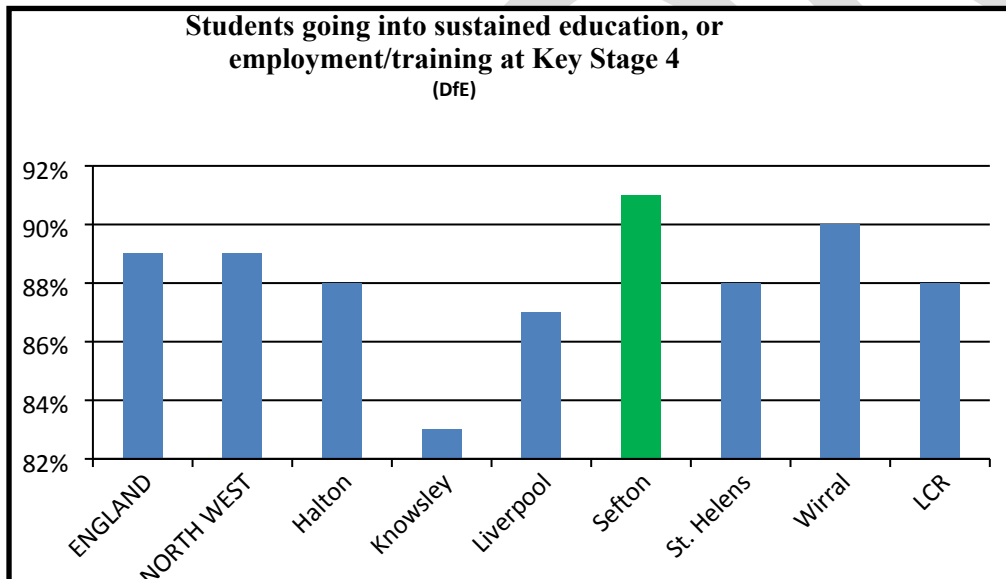
Young Long Term Claimants



Long term (1 year +) youth unemployment quadrupled in 2011/12, but the count has started to improve across Sefton. However the overall rate continues to rise and in Sefton over 24% of young claimants have been claiming JSA for more than 12 months. The performance gap has widened significantly and is 4.3% higher than the LCR and 8.3% higher than the rate for the country as a whole.

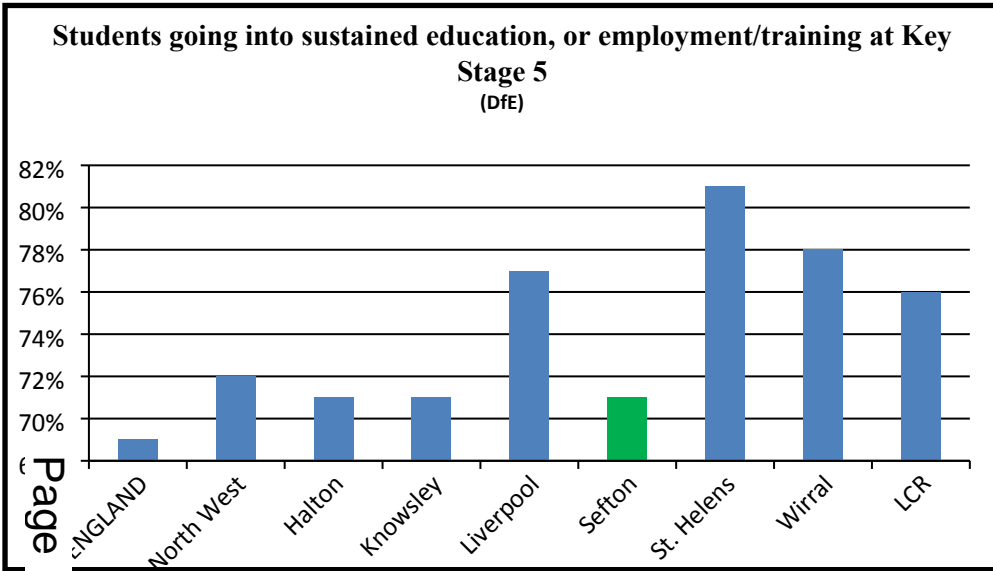
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Sustained Education and Training



The Department of Education has recently released figures for the **Destination of School Leavers** at Key Stage 4 and Key Stage 5, for 2011/12. Sustained participation is based on attendance at two terms, October – March.

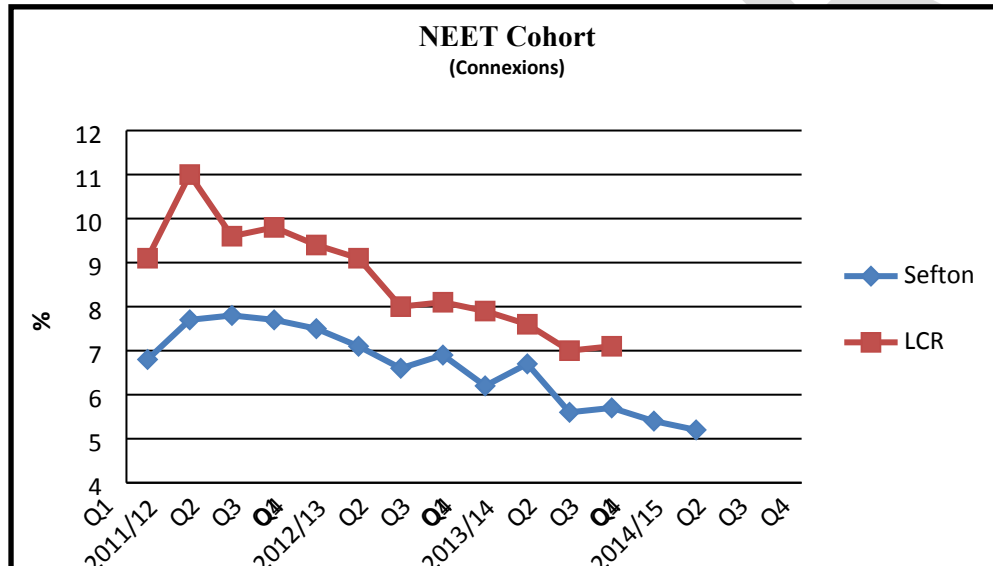
Sefton continues to perform strongly at the end of Key Stage 4 with 91% of students moving into sustained education or employment and training. 85% remain within the education system. Sefton is still the highest performing borough in the City Region and also outperforms both the North West and England.



At the end of Key Stage 5, 80% of young people continue with their education or move into employment/training. This is a 9% increase on the 2010/11 figures and may reflect the lack of employment opportunities resulting from the recession. 70% of those continuing remain wholly within the education system. Sefton still performs well against England as a whole, but less well against other local authority areas. 59% of Sefton young people move onto to UK Higher Educational Institutes.

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Not in Education, Employment and Training



The **NEET (Not in Education, Employment or Training)** figure for Sefton continues to have small peaks and troughs, and currently stands at 5.2%. Data for the Liverpool City Region is no longer available due to a change in monitoring practices.

5. Strategy Monitoring Report

Objective 1 More new starts to replenish the business population

What are the challenges?

Although the Liverpool City Region business base has grown by 8.6% over the past decade, inherent structural weaknesses still result in a low business base and a further 20,000 business are required just to match the UK business density rate.

Sefton has traditionally performed well at an LCR level in terms of generating business starts and this has been reflected in the throughput of new businesses supported across the borough from a range of business support programmes. The latest business births data shows 53 business starts per 1,000 of the population compared with 48 for the LCR. The gap with the UK has narrowed over the past 12 months. Sefton continues to perform well on generating new business starts.

A major obstacle remains in Sefton in terms of residents who wish to start a business.

Who are we working with?

Invest Sefton and Sefton@Work provide a managed referral to other partner support such as Social Enterprise NW who deliver a cross LCR £6m programme-Big Enterprise in Communities. The aim is to stimulate enterprise in disadvantaged communities and under-represented groups offering start up advice and support from a consortia of partners including South Sefton Development Trust (SSDT) and the Women's Organisation (TWO). InvestSefton also works closely with St Helen's Chamber who are one of two organisations who deliver the NEA programme in Sefton. A business advisor from St Helen's Chamber spends a proportion of their time at Sefton@Work's Bootle office.

InvestSefton works closely with Merseyside Special Investment Fund in referring new businesses to its Start up Loans fund programme.

How are we addressing the challenges?

The LCR Local Enterprise Partnership has made Business Start ups and developing an entrepreneurial culture a key priority of the new ESIF Programme (2014-2020) and, in conjunction with the Local Authorities and Chambers of Commerce, is developing a new enterprise strategy which will be the platform for future delivery. At a local level a major issue has been the withdrawal of public funded programmes over the past four years to support new enterprise, relying instead on national programmes such as Start up Britain and

private sector delivery of loan finance. Government also reintroduced New Entrepreneurs Allowance providing unemployed with opportunities for funding and support from volunteer mentors.

InvestSefton has continued to support start ups through financial incentives, most notably the Stepclever Legacy fund which ended in June 2014 with impressive results.

What have we achieved?

Indicator	Annual Target 2014/15	Total Programme	Completion April 2012 - June 2014	
No. of business start-ups in the Stepclever area	11	74	97	😊
No. of Stepclever grants awarded	18	122	138	😊

Between April and October 2014, St Helen’s Chamber has supported the start up of 20 new businesses in Sefton.

31 start ups have been supported with £213,800 of loan finance. The fund is delivered as part of the Government’s Start up Loans company initiative and is split into two demographics-Under 30’s and over 30. To date 12 Sefton applicants (under 30) and 19 (30+) have been supported.

Case study

Bootle start up assisted with a £7,332 grant investment. The MD’s experience as a hairdresser and knowledge of hair styling products helped her to see a gap in the market – achieving turnover above £2m in its first full year of trading. Since launching they’ve attracted media attention via association with celebrities. Major customers include Argos, Toni & Guy, Boots, Harvey Nichols, Costco, Tesco, Asda, Bank Fashion, River Island, Lipsy, Emirates Airlines and Bloomingdales. The business intends to increase their domestic and international distribution network, working with UKTI. This growth will hopefully enable an increase in staff from 8 to 14 within the next twelve months.

Moving forward 6 months and beyond?

The funding landscape remains uncertain and the Council has had to gradually retreat from direct business start up support and move towards more partnership oriented activities. This will need to be developed further and the council is well positioned at LCR level in terms of introducing a new Enterprise Strategy and forming partnerships. A more recent development has been the establishment of a Memorandum of Understanding with Liverpool and Sefton Chambers of Commerce with Council representation on the Chamber’s board. Discussions are ongoing at both operational and strategic levels with a focus on:

- Developing a business start up incubator programme in Sefton – Spark Up (Based on a successful US model)
- Developing Chamber NEA activities in Sefton
- Developing appropriate start up referral protocols between the council, chambers and other support providers
- Exploring opportunities for developing joint bids for funding
- Developing an Enterprise Network group in line with InvestSefton’s delivery strategy

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Objective 2 Grow existing businesses and stimulate the economy

What are the challenges?

Business growth remains a key priority for both Sefton and the LCR. While business formation has shown a gradual improvement this has been offset by the number of business failures which has led to an almost levelling off in terms of economic performance. (Sefton has 45 businesses per 1,000 population compared with 39 for the LCR and the gap with the UK has narrowed).

Key challenges remain for both Sefton and the LCR both in terms of increasing the number of businesses (20,000 required) and GVA required (£8.2bn) to meet UK levels.

Who are we working with?

The council continues to work closely at LCR level with the LEP, LA's and Chambers of Commerce to develop Business Growth Hubs which are part of the City Growth Deal approved by Government.

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Robust partnership arrangements have been established with the LEP, LA's, Chambers of Commerce and the private sector. A Memorandum of Understanding has also been agreed with Liverpool and Sefton Chambers of Commerce to develop mutually beneficial joint working arrangements including the pending Business Growth Hub and engagement with the Southport BID team.

InvestSefton continues to work closely in partnership with the LEP and other LA's in delivering the RGF Business Growth Grants programme. The Business Growth Grant is a £15 million investment programme secured by Liverpool City Region Local Enterprise Partnership (LEP) and administered in conjunction with the City Region's Local Authorities. InvestSefton delivers the scheme in Sefton.

How are we addressing the challenges?

In order to meet the challenge of GVA, the council continues to engage with Sefton businesses through its front facing teams InvestSefton, Sefton@Work and Reech into Business, to help drive up business growth and productivity, jobs and business reduction in Co2 emissions.

The council is also consulting with businesses through a new 2014 Sefton business survey to help assess future demand requirements and business needs. This information is vital as it will help shape new delivery leading up to the development of Business Growth Hubs and the new ESIF programme (2014-2020).

The RGF programme is starting to gain momentum and InvestSefton has received over 35 expressions of interest from Sefton businesses. Progress to date includes:

- 18 projects at full application and/or appraisal stage
- Total project pipeline of £1.28m of potential investment generating £7.18m of private sector leverage
- Project could lead to the creation of 188 new jobs with local employment opportunities being maximised by Sefton@work
- A further 140 jobs will be safeguarded

Case study

Hi-tech robotics company Aintree - The company develops and integrates machining solutions using industrial robots. The business was originally located in a warehouse in Baltic Road, Bootle and was born out of a scenery and set building business that used robots to produce some of its products. In October 2012 the business moved to new premises at Sefton Business Park in Aintree. This move gave the business the right image to operate effectively in the advanced manufacturing sector. In 2013, the business was identified as one of 250 fastest growing companies in the manufacturing sector by Lord Young and the Business Secretary, Vince Cable. InvestSefton assisted the business in its £600k capital investment through detailed diagnostics and 1:1 business support. This resulted in the award of a £10,000 Business Growth Grant to develop and integrate five CNC robotics applications solutions namely: stone machining, plasma cutting, quick tool change systems, laser profiling and water jet cutting. The project will create six new jobs over the next 15 months

InvestSefton's 'one to many' approach includes an extensive events/workshop programme which can accommodate 15-50 businesses up to the more formal setting of Sefton Economic Forum which regularly attracts 200 businesses. These events are part of a wider model that provides a 'ladder of participation' for all businesses ranging from a light touch support (attending an event/phone enquiry/initial meeting) through to an extensive 12 hour programme of support including a full business diagnostic and managed referrals.

In September InvestSefton hosted five events to support the Council's new procurement policy. The events, *New Ways of Doing Business with Sefton Council*, were attended by 145 business owner/managers who learned about a new system of Risk-Based Sourcing for Requests for Quotes (RFQ), relating to goods and services from £1,001-£172,514, and works up to £4,332,012. The new system has been designed to make it easier to do business with the Council. Following the events there were workshops for experienced bidders and businesses new to public sector supply on a range of topics.

International Sefton

Sefton Council has invested £37,000 in developing Sefton's export and new markets ambitions. This included support during the International Festival for Business and work on helping businesses enter new business markets. This has led to the following outcomes:

- Identifying opportunities with Councils, NHS, Universities, and government agencies
- Costing and Pricing Tenders
- The Bid-No Bid Decision Tree
- Developing a Tender Readiness Toolkit
- Over 1700+ Sefton businesses sent updates direct to their inbox on IFB on a weekly basis
- Creation of an IFB page on the Invest Sefton website and updated with information and tenders <http://www.investsefton.com/business-support/international-festival-business-ifb-2014/>
- Two further awareness raising events held in the North & South of the Borough before IFB started. Collectively these attracted over 400 Sefton business delegates
- 19 intensive one to one broker meetings
- 440 Sefton businesses became members of IFB business club
- Meet the Buyer opportunities including Tesco and United Utilities - 30 Sefton businesses were supported by InvestSefton in submitting a PQQ of which 15 won appointments with a buyer

The most significant and welcome development, however, has been the establishment of the Sefton Export Advisory Group (SEAG). InvestSefton has brought together a cross sectoral private sector led group to steer and support the development of International Sefton, and a new Sefton Exporters' Network.

Its membership (primarily 12 leading Sefton SMEs) is drawn from the manufacturing, distribution, logistics and service sectors. There is also representation from business agencies, including UKTI, and Liverpool & Sefton Chambers of Commerce.

Some of the group's activities to date include:

- Awareness raising and promoting the International Festival for Business 2014 to Sefton businesses
- Development of a new Sefton Exporters' Network and Exporters' Pack
- Development of a new 'Export Sefton' web site with soft launch in December 2014 before going live early in the new year
- Business-to-business peer mentoring scheme involving Advisory Group members, for new exporters, and exporters wishing to enter specific markets
- A planned LCR 'Expo' 2015, in partnership with the Federation of Small Firms, Ireland
- A business engagement programme aimed at stimulating further interest in export and wider business support through InvestSefton.

Encouragingly there is also an excellent read across to the Knowledge Economy sector with the majority of this group being leading manufacturers.

Inward Investment

Invest Sefton continues to work directly with potential inward investors and collaboratively with Liverpool City Region LEP and UKTI on maximising investment opportunities for Sefton.

Demand for industrial space, in particular from port related businesses has increased with a significant investment by an occupier leasing over 200,000 sq ft at 'Big Ft 2, Atlantic Park'. Other projects include:

- Turtle Wax have taken just under 5,000 sq ft at Alaska House, Atlantic Park for their European HQ
- 500,000 sq ft requirement for Distribution Centre is still live, however there is no longer adequate space on Atlantic Park to accommodate this. Alternative options being investigated.
- Office user negotiating to take 5-10,000 sq ft at Alaska House
- Enquiry for large new build office on Atlantic Park
- Enquiry for contact centre to take Caspian House (35,000 sq ft), creating 300-500 jobs.
- Working with manufacturing business to relocate to larger 200,000 sq ft new build premises on Atlantic Park.

Access to Finance

Access to finance from conventional borrowing remains an obstacle for businesses despite Government targets and investment. This has led to an increase in alternative finance programmes such as crowd funding, invoice trading and peer to peer lending. InvestSefton works closely with Merseyside Special Investment Fund (MSIF) in referring Sefton applicants for loan support. To date over £2.6m has been invested in Sefton businesses under the Loan & Equity Fund. A further 30 loans have also been placed with Sefton businesses totalling £994k.

InvestSefton in conjunction with the Council's Treasury team have allocated resources to allow Sefton MBC to invest in Sefton businesses via Funding Circle crowd lending platform. This is the first of its type in the Liverpool City Region. Cabinet has approved the use of £100,000 from council reserves to support applications for loans from Sefton businesses. Funding Circle enables people to directly lend to creditworthy small businesses, sidestepping the banks. The business was set up in August 2010 in direct response to the difficulties small businesses were facing in accessing finance.

There have been 8 Sefton applicants who all received funding from the platform without any requirement from the council’s fund. However InvestSefton and the Council’s Treasury team are working closely on supporting Sefton businesses who are credit rated in the B and C categories. There is real opportunity to not only support Sefton businesses through the platform but also generate strong rates of return for the Council ranging from 6% upwards.

InvestSefton also delivered the Stepclever Legacy fund, which provided capital grant support to existing businesses in the six Stepclever qualifying wards of Derby/Linacre (south Sefton) and County/Anfield/ Kirkdale/Everton (north Liverpool). The programme ended in June 2014 surpassing all its contracted output targets as follows:

Stepclever Output	Target	Actual
No of Business start ups assisted	74	97
No of business expansions assisted	34	41
No of grants awarded	122	138
No of jobs created	124	317.5
No of jobs safeguarded	20	88.5
Private sector leverage	Not Targeted	£1,008,610

Grant awards were overseen by a private sector led steering group and a dedicated team was on hand to provide direct support to new and existing businesses in the area.

Case study

Electrical services company Bootle - The company provides specialist electrical services to major utility providers. Originally established in 2000 as a sole trader business, the company incorporated in 2003 after quickly earning a reputation as a leading specialist electrical company and consultant within “The Utility Network”. The company trades in a very specialist market, in which there are only a few contractors throughout the UK who are able to carry out the contracts. Having previously traded as a sub contractor, in 2011 the business won a major contract to work direct with SP Networks (Scottish Power), becoming a preferred main contractor on a 5 year £45 million Lateral Mains and Mural Wiring framework contract. This resulted in a significant increase in operations, leading to the business moving into industrial premises at the Bridgewater Business Complex, Bootle. InvestSefton assisted the business with dedicated business planning and diagnostics support and by awarding a £20,180 Stepclever Business Expansion Grant towards costs of £54k for capital equipment required to deliver the contract. The project created 7 new jobs.

InvestSefton delivers the Linacre Bridge Business Grant Fund which to date has supported 10 businesses with the potential of creating 16 jobs. 7 of the businesses which have been funded are business start ups. The types of business range from Sandwich Bars & Cafes to Printers and Florists, with the funding being used for a range of activities from supporting the purchase of equipment to helping the business to advertise their services. The total grant fund available is £25,000 over £22,000 has been allocated to date. There is a further application in the pipeline which if approved will utilise the balance of the funding.

Case study

A Sefton commercial florist has extended its range and commercial contract business due to support from the Linacre Bridge project. Two large, bespoke walk-in air chiller units have been installed to allow large commercial flower contracts to be prepared and stored in advance of their use to enable a doubling of capacity to accommodate the increased demand from clients. They are one of only a hand full of professional commercial florists in the country to have Interflora and Vera Wang accreditations as an approved supplier which confirms their quality, reliability and value credentials, and are the placement opportunity provider of choice by Hugh Baird College for their floristry students and have been for many years.

What have we achieved?

Indicator	Annual Target 2014/15	Target Apr - Sept 2014	Actual Performance Apr - Sept 2014	
No. of businesses engaged	1645	672	863	😊
No. of jobs created	120	50	201*	😊
No. of jobs safeguarded	55	25	75*	😊
Amount of private sector investment secured	11,000,000	6.5m	7.2m	😊
No. of business engagement and consultation events	40	20	10**	😐
No. of businesses attending engagement and consultation events	1400	200	255	😊

*Includes RGF and Stepclever completion totals

**Events targets reduced to focus on smaller quality workshops

Moving forward 6 months and beyond?

The LCR is moving towards a centralised Business Growth Hub, which Sefton fully endorses. LA's and Chambers of Commerce, together with commercial provision, will be pivotal in this approach. Sefton has been leading on a review of the ERDF Merseyside Business Support Programme and a key recommendation arising from this is more cohesive business support activities and simplifying the delivery model for businesses. While the future funding landscape remains uncertain it is inevitable that a cross LCR approach will be at the heart of post April 2015 delivery although this may yet take time to come to fruition, particularly as new ESIF monies are not expected to be drawn down until Q4 2015.

The council is well positioned at LCR level in terms of developing a new Enterprise Strategy and the establishment of a Memorandum of Understanding with Liverpool and Sefton Chambers of Commerce (with council representation on the Chambers board) will focus on developing potential joint bid and partnership arrangements within the new business growth hub.

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Objective 3 Target traditional and emerging growth sectors:

(i) Superport , (ii) Visitor Economy, (iii) Knowledge Economy, and (iv) Low Carbon Economy

In 2014 there were 4,700 business units within Sefton's key growth sectors with a significant increase of 300 over the past 12 months. Business and Professional services has seen the largest increase. Approximately 37% of Sefton's workforce is employed in the four key growth sectors including sub-sectors of construction and manufacturing.

InvestSefton & Sefton@work have made a concerted strategic effort to target businesses in sectors. There is often cross cutting activity within each business that straddles more than one sector (e.g. A port related manufacturing company, construction companies operating in low carbon housing/retrofit sector). However company information is captured on CRM systems (CORE & Tractivity).

For the period April-September 2014 863 businesses have been engaged of which 60% were in key growth sectors including construction. The remaining 40% include retail, healthcare/business services/charities/third sector, MOT/Garages.

Business engagement performance is shown for each sector below:

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(i) SuperPort

(including warehousing/distribution/maritime& logistics/transport)

What are the challenges?

It is paramount that we identify the specific challenges being faced by businesses operating in this sector.

We know that businesses in the borough continue to trade locally, with too few exporting and trading with external markets.

With regards to inward investment we have a shortage of suitably sized sites to accommodate larger distribution and logistics uses.

Who are we working with?

We are currently working with the Liverpool City Region LEP and the Highways Agency. In order to develop export activity in the borough we are also working with Liverpool and Sefton Chamber of Commerce, LCR LEP and UKTI.

How are we addressing the challenges?


As part of a wider brief, looking into the employment potential of planned Port expansion, Ekosgen have been commissioned to undertake a survey of 500 port and port related businesses in Sefton’s maritime sector. This is the first stage in a larger piece of work to prepare south Sefton for the investment, trade, traffic, environmental impacts, jobs and skills associated with Peel’s investment in the Port of Liverpool.

The business survey will provide critical information to enable InvestSefton to build support programmes and enable growth in this sector.

The council has recognised the importance of international trade and has provided funding for International Sefton development. Over the past 18 months Sefton has seen the emergence of some unique opportunities arising from both Liverpool City Region and council-led international trade and investment activities. At the forefront of this was the International Festival for Business which ended in July 2014 and preparations for the 2016 festival (also to be staged in Liverpool) are underway.

Work will be take place with developers and through Spatial Investment Strategies and Local Plan process to identify sites to host investment.

What have we achieved?

Indicator	Annual Target 2014/15	Target Apr - Sept 2014	Actual Performance Apr - Sept 2014
Superport Businesses Engaged	100	50	95 

This work has led to a range of related outcomes including:

- 95 SuperPort sector businesses supported under MBSP
- Port Expansion is driving several large inward investment projects
- The Export Sefton Group will support further development of SuperPort activities
- Upon completion of the Sefton business survey there is also the opportunity to develop a more specific SuperPort sector network for Sefton, working alongside other key partners such as the LEP and Mersey Maritime.

Moving forward 6 months and beyond?

The development of the offer relating to Superport will be a key emerging area of work during the coming 6 months. Key to this will be the results of the port related business survey. This will be used to shape tailored support programmes to local businesses who are connected with the port and for whom the investment in Liverpool 2 could offer a considerable opportunity for growth.

The initial intention will be to engage with those businesses with specific needs identified by the survey. In the slightly longer term this work will help shape joint activities with the LEP (and other 'Maritime; boroughs) and potentially identify future funding opportunities associated with ESIF

Currently working on an initiative in partnership with local businesses, chamber of commerce, LEP and UKTI to develop export activity in the borough and increasingly utilise proximity to the port as an asset in enabling reach to new Markets. The next 6 months will see the launch of the Export Sefton website and a regular Exporters Network, plus continued development of the New Markets programme and potential funding opportunities associated with this.

This area also presents unique opportunities to build a focussed inward investment offer, taking into account the spatial investment strategies and identification of suitable sites. This work will again be developed in conjunction with LCR partners.

(ii) Visitor Economy

(including hotels/ leisure/sport/entertainment/retail)

What are the challenges?

A comprehensive review of our public private partnership needs to take place in order to create a robust destination management organisation structure with partners including the BID and STBN. The review will also look at the implementation of the Conference Bureau that will give an extra resource with regards to the conference team.

Extensive reviews of key assets such as the Market Hall, Southport Theatre and Convention Centre along with smaller concessions will also take place. Through the ESIF the establishment of a physical businesses hub for Southport needs to be investigated supported by the private sector in order to allow dedicated support to the visitor economy sector.

On a City Region level we must engage and work more closely with the Visitor Economy Board in order to ensure that, for key strategy documents such as the City Region Visitor Destination Management Plan, reflect our aims and objectives.

Who are we working with?

We continue to work with private sector partners such as the STBN and Southport BID, other Local Authorities and the Liverpool Enterprise Partnership.

How are we addressing the challenges?

We are addressing the key challenges facing the visitor economy by looking to establish a robust Destination Management Organisation; this will involve the establishment of a conference bureau that will give us an extra resource in order to win more conferences over the next 3 years.

We are also looking to secure match funding to support the aims and objectives of the visitor economy, this is being complemented by using the private sector contributions as match.

Following on from the establishment of a Destination Management Organisation a new visitor economy strategy will be produced to underpin the activity required.

What have we achieved?

Indicator	Annual Target 2014/15	Target Apr - Sept 2014	Actual Performance Apr - Sept 2014	
Visitor Economy Businesses Engaged	100	45	46	😊
Visitor numbers (calendar year)	8.00m	TBC	TBC	
Value of visitor expenditure (calendar year)	£425m	TBC	TBC	
No. of FTE tourism related jobs	5500	TBC	TBC	
Number of new/existing Brand Partnership/STBN members	105	105	109	😊
No. of major events	5	5	5	😊
No. of conferences confirmed	35	15	8	😞

Due to the publication of the STEAM report it is not possible to set targets and report actual performance on a number of the indicators above at this time. The STBN continues to increase its membership base even in light of the BID being established that does pose a slight risk to STBN membership levels due to duplication. All major events were delivered successfully while the number of conferences confirmed is below target due to a reduced resource.

Four major events have been delivered by Economy & Tourism along with a further major event being the Flower Show delivered by the private sector. All 5 events have been successful and continue to attract both day and staying visitors, both the Air Show and British Musical Fireworks achieved record numbers.

There has been a noticeable up shift in conference enquires, however numbers still remain below pre recession days and this is likely to remain for some time.

Through the support of Economy and Tourism the Southport Business Improvement District achieved a yes vote in March 2014, the BID forms part of the proposed new destination management structure.

Businesses classed as Visitor economy have been supported under MBSP. These are predominantly Southport based businesses although support is restricted due to ERDF eligibility issues which rules out any assistance to retail. Nevertheless InvestSefton has

provided light touch assistance to this sector, through initial advice and referral, and is also lending its support to the Southport BID. InvestSefton, Sefton@work and the Southport BID team is co-located in the Promenade office which serves as a local focus for support to businesses in north Sefton.

A total of 46 Visitor Economy businesses have been supported primarily through Invest Sefton and Sefton@work activities through dedicated engagement activities delivered through the Southport promenade office.

Moving forward 6 months and beyond?

Establish a new public/private sector partnership in Southport in order to deliver a new visitor economy strategy along with adopting the Southport Development Strategy.

Secure a new long term operator of the Southport Theatre and Convention Centre that will enable the conference bureau to be implemented thus helping improve the number of confirmed conferences.

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(iii) Knowledge Economy

(including manufacturing/creative/ICT/financial & professional services/automotives)

What are the challenges?

A key challenge is to convert growth in Sefton's Knowledge Economy sub-sectors into job creation which has been slow across all sectors. Successive business surveys (2011/12) also show that access to finance and increasing sales through new and diverse markets remain the key priorities for small business across Sefton. The pending 2014 business survey will help identify any further key issues which need addressing.

Small businesses are not adopting innovative practises, nor making uses of knowledge based assets to the level they should. This impacts on the productivity and competiveness of the business and therefore their ability to compete in national and international markets.

Who are we working with?

InvestSefton continues to work with a range of partners including the Liverpool Vision, LCR LEP, MAS and Universities. Whilst continuing to work closely with businesses within the Knowledge Economy, providing them with both 1:1 and 1 to many support. The Superfast Broadband project brings together Liverpool City Council, Halton, Knowsley, St Helens and Wirral Councils, BDUK and British Telecom.



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How are we addressing the challenges?

The Knowledge Economy has the highest amount of business engagement of all four key sectors and includes notable key strengths in both manufacturing and financial and professional services. Indicative of increasing strength in Sefton's manufacturing sector is the number of successful Regional Growth Fund Business Growth Grant applications from manufacturers in the borough.

Sefton Council is a major partner in the Merseyside Connected Superfast Broadband project lead by Liverpool City Council. The Economy & Tourism Service is co-ordinating the roll out of superfast broadband in the borough as a result of funding secured from BDUK and ERDF. Sefton is the fourth of the five local authorities to be targeted by BT as part of the programme hence the low number of completed cabinets when compared to other boroughs.

What have we achieved?

Indicator	Annual Target 2014/15	Target Apr - Sept 2014	Actual Performance Apr - Sept 2014	
Knowledge Economy Businesses Engaged	320	160	244	
Indicator	Project Target	Target Apr - Sept 2014	Project Performance to Date	
Merseyside Connected broadband cabinets commissioned	60	N/A	8*	

Since April 2014, business growth projects totalling £5.9m have been approved from manufacturers in Sefton. Invest Sefton has assisted businesses in this sector to secure £872,000 grant funding, unlocking £5m private sector leverage which will be invested by March 2015, creating over 60 new jobs.

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Sefton has been working with the LEP on the 'Making It' project. This is now entering a phase of engagement and practical application with businesses. It will encourage innovation and assist the development of key knowledge based sectors. In addition the LEP has also released a draft innovation strategy for the City Region.

68 cabinets have been surveyed to date, 14 have been completed to technical test stage. Of these 8 cabinets have been commissioned and are available to customers. In addition to rolling out superfast broadband the project is supporting local businesses.

*Sefton is the fourth of the five local authorities to be targeted by BT as part of the Merseyside Connected programme hence it low number of completed cabinets when compared to other boroughs.

Case studies:

A Maghull based food manufacturer has purchased the Merseyside assets of a national competitor, increasing turnover within 6 months from £8m to £14m. Invest Sefton has assisted the business to manage this growth by advising on a successful application for a Regional Growth Fund Business Growth Grant to purchase bespoke IT equipment and also reduce overheads by facilitating a review of energy costs through the REECH into Business energy efficiency scheme.

A Seaforth based engineering business has won a contract with a major defence sector armour supplier. Invest Sefton advised on business planning and cash flow forecasting for a successful funding application to purchase CNC machinery required for the increase in production which will see the employment of additional skilled staff.

Invest Sefton assisted a Bootle based manufacturer of leather industry blades to secure funding to purchase machinery following an increase in export sales. By providing business plan support, Invest Sefton helped the company to formulate a strong business case for funding which enabled them to purchase new machinery and create skilled job opportunities.

Moving forward 6 months and beyond?

Invest Sefton will continue to fully participate in 'Making It' and maximise the benefits to Sefton businesses. We will support the implementation of the Innovation Plan and ensure Sefton businesses and assets play an active role.

Funding opportunities associated with ESIF will be maximised for Sefton projects and programmes.

The roll out of cabinet commissioning will continue across Sefton over the next six months.

iv) Low Carbon Economy

What are the challenges?

A **low-carbon economy** is an economy based on low carbon power sources, thereby reducing the amount of greenhouse gas emissions into the environment. Changes in policy and development advances now mean that renewable and energy efficiency technologies can play a significant role in displacing fossil fuels, meeting the demand for energy while reducing carbon dioxide emissions.

Sefton like all regions is facing similar challenge as it strives to become a low carbon economy:

- The rising costs of energy (domestic and commercial)
- CO₂ emission targets (national and international)
- The demand for a low carbon supply chain (businesses and skilled employees)
- A platform on which to develop sustainable businesses

There are many stages to developing a local carbon economy but the first simple step is clear 'save energy save money', the money saved can be:-

- spent by households in the local economy; and
- invested by businesses to make their business more sustainable, increase competitiveness and help to provide a platform for growth.

CO₂ Emissions

The UK has a target to reduce CO₂ emissions by 60% by 2050. This is a huge challenge and will need to be tackled on several fronts over many years. Emissions don't just come from power stations and transport, homes produce 27% of the UK's CO₂ emissions with commercial properties emitting 18%.

Supply chain

Long term challenging targets means that the market for low carbon goods and services can only grow. The low carbon goods and services supply chain will become crucial to achieving those targets as large companies look to their suppliers to help them hit their targets. Businesses need to adapt now if they are to retain their competitiveness in a supply chain. The first phase is demonstrating that the business has taken steps to taken to reduce energy consumption and reduce CO₂.

Sustainable businesses

Businesses need to be sustainable before they can grow further. Sustainability can take many forms such as adapting to changing market place, including making use of the Information Communication Technology. In Sefton that means improving broadband provision to ensure 'superfast broadband' is rolled out, making it easier and faster for businesses to trade electronically. More information is available under the Knowledge Economy sector.

Who are we working with?

The challenges faced by Sefton in developing a low carbon economy apply to other LCR boroughs and affect the country at a national level. It is crucial that Sefton Council work with a variety of partners to ensure our objectives are met:

Housing retrofit

Housing Providers (One Vision, Plus Dane, Riverside, Helena Partnerships, Liverpool Mutual Homes, Villages Housing, Regenda, Your Housing and Pine Court)

Liverpool City Council, Halton, Knowsley, St Helens and Wirral Councils

Liverpool John Moores University

Energy Saving Trust

VIRIDIS

Business Assessment & Retrofit

Groundwork Trust

Liverpool City Council, Halton, Knowsley, St Helens and Wirral Councils

Chambers of Commerce St Helens, Liverpool & Sefton

The partnership created for the REECH initiative has just won a prestigious European award EURO CITIES Award for Co-operation

How are we addressing the challenges?

Sefton Council acts as either the accountable body for city region wide projects or a key partner in projects where other organisations act as accountable bodies.

REECH Initiative

Sefton Council developed and acts as accountable body for the REECH initiative. A city region wide £13,939,450 European Regional Development Fund project, match funded by housing provide, local authorities and local businesses. Raising awareness of, and increasing the demand for, energy saving and renewable energy measures are its key aims.

REECH does this by partnering with social landlords and installing (retrofitting) homes with renewable and/or energy efficient measures, such as insulation (external wall and internal wall), solar thermal hot water and triple glazing. This multi million pound work programme is helping to alleviate fuel poverty, reduce CO₂ emissions and provide opportunities for local businesses.

Thanks to REECH Sefton businesses (SMEs') have been receiving 'free' comprehensive energy and resource efficiency assessments to highlight areas where savings can be made and CO₂ reduced. Grants are available to businesses to install eligible energy saving measures such as LED lighting. To date 73 companies have expressed interest in REECH into Business. This has resulted in 39 applications being submitted. 27 companies have submitted full applications to date and have been referred to Groundwork Trust for Scoping to ascertain the suitability of the business and their premises for the full Energy and Resource Efficiency Assessment, only one referred business has failed to progress past the Scoping stage.

What have we achieved?

Indicator	Project Target	Target Apr - Sept 2014	Project Performance to date	
Reduction of CO ₂ emissions	10,194	N/A	10,193	😊
No. of new technologies introduced	14	N/A	13	😊
Increase in GVA	£3,788,086	N/A	Awaiting data	
No. of indirect jobs generated within the low carbon sector	229	N/A	Awaiting data	
No. of houses refitted with energy improvements	2900	N/A	1768	😊
Amount of money leveraged	£12m	N/A	£11.84m	😊
Businesses Assisted (minimum 12 hours or £1000 grant aid)	20	N/A	4	😐
Businesses with Improved Processes	14	N/A	4	😐

REECH is on target to exceed its contractual targets in addition the initiative has contributed to the following qualitative outcomes:

- Fostering skills development and local apprenticeship opportunities
- Creating more sustainable communities through behaviour change programmes
- Catalysing delivery partners to coordinate local environmental improvement projects

Case Study:

Sefton's largest housing provider One Vision Housing has been awarded an ERDF grant of £971,926 by the REECH Initiative to install external wall insulation, triple glazing and LED solid state lighting to 8 blocks of flats off Linacre Road, 96 homes in total.

The scheme match funded by OVH's own funds will improve the comfort levels of residents, help to combat fuel poverty and reduce CO2 emissions. Work is currently underway and will be fully completed early in the spring summer 2015.

Case study:

A 'micro' business based in Maghull which specialises in alternative and eco-friendly transport and energy services. The business owner, who is in his 20s, originally qualified as a civil engineer at the University of Liverpool. He subsequently obtained work in the Biogas industry, which took him into his current area of expertise, involving the installation of electric vehicle charging points in the Liverpool City Region. The business was supported by InvestSefton with business planning, access to finance, and apprenticeships, available through Sefton@Work. A meeting was also facilitated with a REECH into Business advisor, in relation to energy audits, and electric vehicle grants for businesses. Franklin Energy Ltd has since engaged with local authorities and Mersey Travel and a large taxi company, in relation to electric vehicles and charging posts. The business is currently being considered for a contract with a national house builder, for the installation of charging posts within a development of 90 new build properties in Merseyside.

Moving forward 6 months and beyond?

We will continue to deliver current programmes and draw them to a successful conclusion. Simultaneously exploring opportunities presented by the new ESIF programme to develop new low carbon initiatives with key city region partners such as VIRIDIS.

Objective 4 Create conditions for growth

What are the challenges?

Sefton needs to increase the number of businesses operating in the borough and in order to do this suitable sites need to be identified and developed to make them attractive to businesses wishing to invest in the borough. Bringing forward new sites that could generate additional business income is difficult because land preparation is a complicated and time-consuming activity, examples of activity include marketing sites to investors and facilitating landowners and developers in converting land.

The Housing Investment Team continues to work with a number of developers and Registered Providers to facilitate new housing across the borough. Officers continue to work with local Registered Providers and the Homes and Communities Agency regarding the next bidding round for the Affordable Homes Programme to secure a pipeline of social and affordable rented properties, particularly in areas in the north of the borough where they are required most.

Bringing forward land for employment, new homes and access are key to this.

Who are we working with?

Identifying and bringing forward sites for development requires the involvement of all sections of the community including local businesses, residents, community stakeholders and developers. Each has a vital role in ensuring the most appropriate sites are brought to market and our economy grows. We also continue to work through the LEP, and have continued involvement in the Regeneration Directors Group and Working Group.

How are we addressing the challenges?

We will pursue a number of Sefton's key priorities through ongoing partnership with the LCR LEP and the Combined Authority, particularly where they are of City Region significance, as explained in the City Region Growth Deal to Central Government.

The Council is undertaking four Investment Strategies to identify development opportunities in Bootle Town Centre & Office Quarter, Dunningbridge Road, Crosby Town Centre and Southport.

Port Access

Multimodal Port Access – The Steering Group continues, supported by Sefton Council with the participation of DfT and the Highways Agency. Terms of Reference for the group, governance and a set of key messages have been agreed. A work programme, building on

the Port of Liverpool Access Study is currently being developed. Government have announced funding in the Autumn statement which enables further feasibility work to progress.

The Highways Agency will invest £6m in the A5036 Princess Way roundabout, due to be completed in Spring 2015. The Thornton Switch Island Link is also due for completion in Spring 2015.

Local Plan

The Sefton Local Plan is facilitating the conditions for future investment by making sure adequate land is available to meet future employment and housing and transport needs. A Draft Local Plan is due to go out for public consultation early in the new calendar year 2015.

What have we achieved?

Bootle Town Centre Investment Strategy

Lambert Smith Hampton has been engaged to develop the strategy. The Strategy will consist of: a Visioning and Evidence Document, a Draft Development Framework Document, a Delivery Plan and Investment Prospectus.

Crosby Investment Strategy

Nexus have been appointed to undertake a comprehensive study of Crosby Town Centre. Several investment sites have been identified – Regen Area 1: Moor Lane (north), Moor Lane (south) and Islington.

Dunnings Bridge Road Investment Strategy

The consultant BE Group has been commissioned to undertake this regionally significant study that reflects the growth potential of the Port of Liverpool and the particular implications of the Deep Water Berth. Component parts include an extensive spatial analysis of the area and individual site analysis both mapped for future use. A land ownership profile, a baseline study and the preparation of indicative development proposals for each of the sites is being developed.

Southport Development Strategy

In partnership with the Southport Business Improvement District (BID), a development strategy for Southport has being commissioned with Nexus being appointed. The Development Strategy is expected to strike a balance between an exciting long term vision and

ambition, and one that includes viable and commercially deliverable interventions in the short, medium and long term. It will include a focus on the town centre, the future of Marine Park and destination management.

Housing Regeneration

Queens Bedford: (Keepmoat Homes) 463 units have been completed in total so far.

Klondyke: (Bellway homes) 753 units have been completed in total so far.

There are currently 182 units under construction on Council owned regeneration sites in the south of the borough, and a further 150 scheduled to start on site before the end of the financial year.

AMEC Consultants have been appointed to do the investigation and to provide a set of options to manage contamination at the former People's site, together with options that may help bring forward all or part of the site for new housing development. Interim findings have been provided recently and the consultants have been asked to consider further option appraisals.

Moving forward 6 months and beyond?

The next 6 months will be the most intense period as we bring the studies to a successful conclusion in the spring of 2015. Then the exciting and challenging phase commence as we take steps to realise the potential of the sites identified in each of the studies.

In the north of Sefton, the Council will be seeking Expressions of Interest for a preferred developer on the extension to Southport Business Park in the near future. David Wilson Homes are progressing remediation works on the Town Lane Housing site.

Objective 5 Increase opportunity and employment

What are the challenges?

An ongoing key objective is to identify sources of funding to ensure continuity of services to our clients and businesses, and to secure future resources to support those furthest away from the labour market. We are currently engaged in negotiations with partners across the City Region on the new European Programme 2014-2020.

The fall in the number of JSA claimants and the increase in those claiming the newly introduced Universal Credit provides new challenges as the changes are significant and the impact relatively unknown. Aiming to support those that are making the transition remains a priority for Sefton@work.

Challenges remain with how to support people with health conditions into employment, however, we have made significant headway in this area and working closely with partners and addressing specific needs, we have been able to place more clients into work than originally anticipated and we will continue to identify areas of best practice to maximise the support available to residents with health issues.

Who are we working with?

We continue to work closely with the Liverpool City Region, through strategic linkages with the Employment and Skills Board, and with our partners in the LEP. In particular, liaison with the other Local Authorities continues strongly regarding both practical contract delivery and strategic planning.

Close working relationships have been established across the Authority to maximise opportunities for local people and improve the linkages between employment and other services or needs such as health initiatives. Examples include joint initiatives with Leisure Services, with Adult and Community Learning, and with schools through linkages with our Workforce Development Team.

Sefton@work are involved in the ongoing delivery of mainstream contracts with Prime Contractors, with whom we deliver on a sub-contract basis. There is ongoing outreach and partnership working across service delivery, sharing premises with other providers and delivery opportunities and training across the borough.

Working with local businesses through the delivery of an Apprenticeship programme, ensuring that our young people can access a formal apprenticeship framework, and gain valuable training and paid work experience at national minimum wage for the age.

How are we addressing the challenges?

Family focussed working through initiatives such as Families Come First, and the Families Programme. This enables a holistic approach to be developed, tailoring our one to one and group support to meet their needs. We are tackling issues such as digital exclusion, by ensuring that clients can meet benefit requirements, avoid sanctions and concentrate on job focussed activity.






We have developed a new programme in conjunction with Sefton Adult and Community learning teams to provide a structured, accredited training provision linked specifically to specific employment sectors such as retail and care. This offers a routeway to employment incorporating work placements and incentives for employers to take on previously unemployment clients.

The first phase of the Sefton Apprenticeship Scheme is coming to completion and an evaluation will inform phase two of the initiative. This involves providing a grant to employers but is only offered if the minimum wage for the age is paid to our apprentices rather than the apprenticeship wage. This challenge aims to encourage employers to pay the higher rate, and the success rates of our clients being kept on after completion of the apprenticeship is extremely encouraging.

Page 150 Reaching young people through the introduction of the Youth Employment Gateway programme given that the unemployment rate for this client group is continually falling may provide a future challenge and we will require an innovative approach and service offer to ensure that we can reach these clients and effectively engage them in provision. Referrals are to come from DWP and we are therefore working closely with them to familiarise their front line staff with this new provision.

Working closely with our colleagues across the Authority by participating in the Welfare Reform Corporate task group ensures that we can understand the impact changes in the benefits system has on our residents and service users, particularly around the introduction of Universal Credit as it continues to be rolled out.

What have we achieved?

Indicator	Annual Target 2014/15	Target Apr - Sept 2014	Actual Performance Apr - Sept 2014	
Total Sefton@work registrations	870	435	493	
No. of registrations by those making an ill health self declaration	100	50	70	
No. of clients accessing employment	232	116	156	
No. of clients into employment with ill health self declarations	20	10	13	
No. of looked after children into work/placements	2	1	0	

N.B. Due to multiple reporting systems used within Employment & Skills it is not possible to report on age and gender breakdown until the end of March 2015. Figures will be reported in the next Performance Report.

Case Study:

B is a 26 year old single mum from the Bootle area; she left school in 2006 with GCSE's and went to college on a three year hairdressing course. Then she had a child and decided to concentrate on taking care of her little girl; also in this period there was a serious family illness and B had to dedicate her time as a carer and also a mother. With the improvement in health of her family member and her child starting school, B now feels she is ready to go back into employment.

B came to Sefton@work, and with support and guidance from her advisor, she has started to take courses that she knows will help her gain employment and is currently on a Work Routes programme. She would also like to do voluntary work and in the future would like to start up her own business. B has shown great determination, drive and effort in her goal to return to the job market despite very difficult personal times over the past few years. But with her positive attitude, new skills and future career planning she feels that her job goals are now accessible to her. *"When I came to Sefton@Work my confidence was at a low point, with the help of Sefton@Work, I feel my confidence has improved and I have gained new skills that will help me get back into employment"*.

Case Study:

When K came to Sefton@Work he was not looking for jobs outside of his current experience. He had been looking for warehousing work, but was having difficulty in finding suitable vacancies in the area. He felt he needed support to get an interview with an employer and wanted help with IT applications and CV, as he was constantly being rejected for jobs. His adviser worked closely with him discussing his current skills such as having a driving licence and his communication skills and encouraged him to apply for a variety of roles he felt he would have the skills and experience for. His advisor helped him conduct a job search on Universal Job Match and apply for a milk delivery vacancy by showing him how to upload his updated CV and sending it via Universal Job Match. The next day the employer rang K and offered him an interview slot, which he felt prepared for after having a mock interview in the previous week, which helped him to promote himself and the skills he possessed. K was successful at interview and gained a full time permanent contract with a local dairy as a milk delivery driver and is able to start to save for holidays and for a new car.

Moving forward 6 months and beyond?

Identifying and securing resources for future delivery remains a key priority to ensure continuity of service provision. This is ongoing since becoming self financing three years ago.

The latter part of the year will focus on the launch of the Youth Employment Gateway initiative aimed at 18-24 years olds. This is a LCR initiative with Sefton@work responsible for delivery to Sefton residents in year 1. This will take the form of generic and personalised support to overcome barriers faced by young people accessing the labour market and aims to be flexible and innovative in its approach.

We continue to focus on working with clients furthest away from the labour market and facing multiple levels of disadvantage. Through the Families Come First project we are helping to meet the core objectives of the Council in placing employment at the forefront of the journey families to help overcome barriers. This provides a closer alignment with social care, educational welfare and anti-social behaviour and crime prevention.

DRAFT

Appendix A Statistical Profile – Latest Indicators

Key Indicators	Sefton's Position		Date of latest data	Sefton's performance compared to LCR/Merseyside average	Is the gap with the national average narrowing or widening		
	Rate/%	Value					
Worklessness Rate	13.6	22,600	May 13	Strong: Sefton's rate is 2.5% lower than for the LCR and is continuing to improve.	↑	The gap is slowly closing as Sefton's rate continues to improve	😊
Working age Population Educated to level 4+	31.3	51,100	2013	Strong: Sefton's performance continues to grow and is now 4.1% higher than for the City Region	↑	The gap between Sefton and the UK has narrowed significantly to 3.7%	😊
JSA Claimant Rate	2.5	4,179	Sept 14	Strong: Sefton continues to see a greater improvement in its claimant rate.	↑	Sefton's rate continues to improve and the gap has narrowed to just 0.2%	😊
JSA Claimant Rate 18-24	4.4	955	Sept 14	Strong : the rate has continued its improvement and is now better than the LCR	↑	The gap with the UK has narrowed to just 0.6%	😊
Sefton Jobs	N/A	90,000	2013	Weak: Sefton experienced a 2% growth in employment numbers between 2012 and 2013, but the LCR saw a slight decline.	↑	Sefton performance proportionally better than the UK in 2013.	😊
NEET Population	5.2	424	Sept 14	Comparison with the LCR is no longer available due to changes in data collection	N/A	N/A	N/A
Self Employment Rate	7.6	12,600	Jul 13 – Jun 14	Strong: Despite a fall in self employment rates Sefton remains stronger than the LCR.	↑	Declining numbers in the last quarter means that the gap with the UK has widened	😐
Unemployment Rate	8.8	11,200	Jul 13 – Jun 14	Strong: Sefton's rate has improved remains below the LCR rate.	↑	The gap between Sefton and the UK has widened slightly	😐
Gross Disposable Household Income	N/A	£15,960	2012	Strong: Sefton is now 9.6% higher than the LCR	↑	The gap with the UK has widened and is currently £831.	😐
Business Stock/Density per 1,000 population	45	7,570	2012	Strong: Sefton has 45 businesses per 1,000 population compared with 39 for the LCR.	↑	The gap with the UK has narrowed	😐
Business Births	53	895	2012	Similar : Sefton had 53 business starts per 10,000 population, a significant improvement compared to 48 for the LCR	↑	The gap with the UK has narrowed over the last 12 months	😐
Average Earnings (residents)	N/A	£25,546	2013	Similar : Sefton's residents earnings increased in 2013, and are slightly higher than to those for the LCR	↑	The gap continues to widen	😞
Employment Rate	70.8	116,400	Jul 13 – Jun 14	Strong: Both Sefton and the LCR saw their rates fall but the gap remains unchanged.	⇒	Sefton's rate has fallen back and is now lower than the UK	😐
Working Age Population with no qualifications	10.4	16,800	2013	Weak: Sefton's performance has taken a step backward but still remains lower than the LCR	⇒	Sefton is no longer outperforming the UK	😞
Average Earnings (workplace)	N/A	£23,368	2013	Weak : Sefton's average workplace earnings grew in 2013 and the gap has closed slightly	⇒	The gap continues to widen.	😞
LTU Rate All Ages	36.3	1,515	Sept 14	Weak: Long term unemployment is improving but is now 3.4% higher than for the LCR	↓	Sefton rate is over 6% higher than the UK, the gap is widening.	😞
LTU Rate 18-24	24.1	230	Sept 14	Weak: the count is improving but the gap with the LCR continues to widen	↓	The rate is more than 8% higher than for the UK	😞
GVA per head	N/A	£12,363	2012	Weak: Sefton is 73% of the LCR average, a slight narrowing on the gap.	↓	The gap with the UK has closed slightly but still remains wide	😞
Business Deaths	N/A	910	2012	Similar: Sefton's saw a 18.2% increase in the number of business failures in 2012, twice the increase for the LCR	↓	Sefton performed poorly in comparison to the UK and the gap has widened	😞
Private Sector Emp	73.8	66,400	2013	Weak: Sefton's proportion of public sector employment is 2.4% higher than for the LCR. With the gap widening in 2013.	↓	Sefton continue to have a much lower proportion of private sector employment. With the gap widening in 2013.	😞
Public Sector Emp	26.2	23,600	2013				

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Appendix B - Glossary of Terms

Annual Population Survey - A national sample survey of households

Average Earnings - Annual full time workplace earnings

BRES - Business Register and Employment Survey

Business Demography Statistics - The Business Demography statistics will include all businesses which are PAYE registered

Business Births - Number of new businesses (Business Demography Statistics)

Business Deaths - Number of failed businesses (Business Demography Statistics)

Business Stock - The count of live businesses (Business Demography Statistics)

Claimants - The number of people claiming Job Seekers Allowance.

Confidence Levels - Extent to which an assumption or number is likely to be true when using a sample survey. For example: a confidence level of 1% means that the figure could be 1% higher or lower than that given.

Employment Jobs – Employees plus working proprietors (BRES)

Employment Support Allowance -

Employment Rate - The number of people in employment expressed as a percentage of the working age population.

GDHI - Gross disposable household income (GDHI) is the amount of money that individuals (i.e. the household sector) have available for spending or saving. This is money left after expenditure associated with income, e.g. taxes and social contributions, property ownership and provision for future pension income.

GVA - Gross Value Added is the difference between the value of goods produced and the cost of actually producing them.

LCR - Liverpool City Region

LEP - Local Enterprise Partnership

Long Term Unemployed - The number of people claiming Job Seekers Allowance for 12 months or more.

NEET - Young people 16-18 years Not In Education, Employment or Training

On-Flow - New claimants moving on to Job Seekers Allowance. These figures will not include those claimants moving onto Universal Credit.

Off-Flow - Claimants moving off Job Seekers Allowance, either into work, other benefits, education or who just failed to sign. The percentage of off-flows with a "not known" or "failed to sign" destination has increased since the start of the series (representing in excess of 40% of total Sefton off-flows). This is because the completion levels of the forms filled in by JSA leavers have decreased. Many of these unknown leavers will have moved into employment. For the purposes of this exercise we are only using the number of "Known" destinations.

Unemployment Rate - Unemployed people are those without a job, have actively sought work in the last four weeks and are available to start work in the next two weeks or; out of work, have found a job and are waiting to start it in the next two weeks. The rate is calculated as a percentage of the working age population.

Universal Credit - This benefit will replace the 6 main benefits and tax credits, income based Job Seekers Allowance, income related Employment Support Allowance, Income Support, Working Tax Credit, child Tax Credit and Housing Benefit.

Worklessness Rate - the proportion of working age residents claiming out of work benefits (JSA, ESA/Income Support, Lone Parent and other income related benefit)

Working Age Population - All residents aged 16 – 64

Statistical Terminology

When looking at residents who are **not in employment**, it is necessary for us to use three different data sets:

Unemployment is measured by a national sample survey – the Annual Population Survey – and is the most comprehensive dataset for understanding the number of residents who are without a job, regardless of whether they are receiving benefits (the definition used by the International Labour Organisation). These residents must also be actively seeking work. Datasets are produced quarterly, with each dataset containing 12 months of data.

Worklessness is a term for residents of working age who are not working whether they are seeking work or not. They are measured by counting all out of work benefits: JSA, ESA/IB, Lone Parent and other income related benefits (Department of Work and Pensions). Data release was quarterly, however, future data will only be released 6 monthly.

Claimant Count provides information just on the number of residents who are seeking work i.e. in receipt of Job Seekers Allowance (Department of Work and Pensions). Data is released monthly, one month in arrears. This dataset allows us to see more immediate changes in unemployment.

As *Universal Credit* is phased in it will replace the Claimant Count. At present the claimant count does not include new claimants of the job seekers element of Universal Credit.

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Data sources

Data	Website
Annual Population Survey Annual Survey of Hours and Earnings UK Business Counts DWP Data Business Register of Employment	www.nomisweb.co.uk
Gross Value Added Gross Disposable Household Income Business Demography	www.ons.gov.uk
CO ₂ emissions	www.gov.uk/government/statistics/local-authority-emissions-estimates
Destination of School Leavers	www.gov.uk/statistics
Not in Education, Training or Employment	www.connexionslive.com

DRAFT

DRAFT

Economy & Tourism Service
1st Floor
Magdalen House
30 Trinity Road
Bootle
L20 3EF

Tel No: 0151 934 3483



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Annex 5 – Summary of Youth Employment Gateway in Sefton

The programme has now commenced in Sefton, with first 'starts' expected w/c 8th December 2014.

Key points:

- Year 1 is funded solely through the Youth Contract underspend, with Years 2 and 3 funds to be matched with EU funds.
- The concept behind the funding is to test whether the provision of a personalised budget and greater choice will improve outcomes.
- While allocation per person is flexible, an approximate figure of £500 per individual is expected.
- Sefton target is 177 people with aim of 50% into employment and 70% of those entering employment to be retained for 13 or 26 weeks.

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Report to: Overview and Scrutiny Committee (Regeneration and Environmental Services) **Date of Meeting:** 20 January 2015

Subject: Employment Development and Development of Local Town Centres and Economies Working Group - Town Centres Final Report

Report of: Director of Corporate Services **Wards Affected:** All

Is this a Key Decision? Yes **Is it included in the Forward Plan?** Yes

Exempt/Confidential No

Purpose/Summary

To present formally the final report of the Town Centres Working Group.

Recommendation:

That the Overview and Scrutiny Committee (Regeneration and Environmental Services) supports the contents of the Town Centres Working Group Final report and recommends Cabinet to agree the recommendations as set out in paragraph 9 of that report.

How does the decision contribute to the Council's Corporate Objectives?

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

Reasons for the Recommendation:

The Working Group has made a number of recommendations that require approval by the Overview and Scrutiny Committee (Regeneration and Environmental Services) and the Cabinet.

What will it cost and how will it be financed?

There are no financial implications arising for the Council as a direct result of this report.

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Implications: N/A

The following implications of this proposal have been considered and where there are specific implications, these are set out below:

Legal	
Human Resources	
Equality	
1. No Equality Implication	<input checked="" type="checkbox"/>
2. Equality Implications identified and mitigated	<input type="checkbox"/>
3. Equality Implication identified and risk remains	<input type="checkbox"/>

Impact on Service Delivery: N/A

What consultations have taken place on the proposals and when?

The Head of Corporate Finance and ICT has been consulted and notes that the contents of the report indicate that there are no direct financial implications for the Council (FD3361)

The Head of Corporate Legal Services has been consulted and has no comments on this report as there are no legal implications arising from the contents of this report. (LD 2653/14).

Are there any other options available for consideration? The Cabinet and Council could decide to amend or not approve the recommendations.

Implementation Date for the Decision

Following the meeting of the Cabinet on 26 February 2015.

Contact Officer: Ruth Harrison

Tel: ext. 0151 934 2042

Email: ruth.harrison@sefton.gov.uk

Background Papers:

There are no background papers available for inspection.

BACKGROUND:

The Overview and Scrutiny Committee (Regeneration and Environmental Services) established the Employment Development and Development of Local Town Centres and Economies Working Group. Accordingly, the Working Group has met on numerous occasions to undertake such review and its final report, together with associated recommendations, is attached. The Committee is therefore requested to support the

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contents of the Working Group Final report and recommend that Cabinet agree the recommendations as set out in paragraph 9 of that report.

The Overview and Scrutiny Committee is requested to support the recommendations and commend them to the Cabinet for approval.

The Cabinet is requested to approve the recommendations.

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**OVERVIEW AND SCRUTINY COMMITTEE
(REGENERATION & ENVIRONMENTAL SERVICES)**

**TOWN CENTRES WORKING GROUP
FINAL REPORT
NOVEMBER 2014**

Overview
& Scrutiny



‘Valuing Improvement’

www.sefton.gov.uk
scrutiny@sefton.gov.uk

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LEAD MEMBER'S INTRODUCTION

I am very pleased to introduce this Overview and Scrutiny Final Report for Regeneration and Environmental Services.

The context for the investigations undertaken by the Working Group was to conduct a review of policy related to town centres based on the terms of reference agreed at the scoping meeting. The intention is to assist the Council in its policy deliberations by making a series of improvement recommendations based on the evidence given during investigations and the key findings of the process. We requested that all witnesses produce a SWOT analysis as part of their input, which enabled the Working Group to ask directed questioning in a focused way, thereby quickly getting to the crux of the matter in hand.

This report is timely as the scale of cuts imposed on Authorities such as ours has drastically reduced the ability of the public sector to make positive interventions to support growth, and stimulate demand through increased employment. Our town centres are suffering shortfalls in demand partially as a result of falling incomes due to downward pressure on wages and the changing nature of shopping habits and the emergence of online shopping via the internet. These factors inevitably threaten the long term viability of traditional town centres. These challenges cannot be ignored and the investigation has enabled us to highlight some of the positive innovative work undertaken by the Council, in this respect the Council continues to act as the catalyst for change that otherwise would not happen if left to the private sector alone. The various Council sponsored initiatives are different and reflect the fact that one size doesn't fit all, however what they will provide is a framework for identifying and sharing good practice.

I am pleased with the results of the work as I do believe it provides a basic template/action plan that, if implemented, will ensure that the Council's assets are organised in an effective whole organisation manner where we can continue to have a positive impact on town centres in spite of the very difficult times the public sector finds itself in.

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I wish to thank all those people who took part in interviews and facilitated visits and for giving up their valuable time to inform the Working Group. I am tremendously grateful to my fellow Working Group Members for their commitment to our project and I would like to thank Ruth Harrison for her support and professionalism throughout this process.



Councillor Patrick McKinley
Lead Member of the Economic Development and Development of Local Town Centres and Economies Working Group; and
Chair of the Overview and Scrutiny Committee (Regeneration & Environmental Services)

1.0 BACKGROUND

- 1.1 At its meeting on 18 September 2012, the Overview and Scrutiny Committee (Regeneration and Environmental Services) resolved that:-

Councillors Bennett, Gatherer, Jones, Lappin, McKinley and Maguire be nominated to serve on the Employment Development and the Development of Local Town Centres and Economies Working Group.

- 1.2 At its meeting held on 13 November 2012, the Overview and Scrutiny Committee (Regeneration and Environmental Services) were informed that Councillor Weavers had also joined the Working Group.

- 1.3 At its meeting on 22 January 2013, the Overview and Scrutiny Committee (Regeneration and Environmental Services) resolved that:-

- 1.4 Councillor Dutton replace Councillor Jones on the Employment Development and Development of Local Town Centres and Economies Working Group.

- 1.5 Details of Working Group meetings are as follows:-

Date	Activity
26.10.12	Scope Review
13.9.13	Re-affirm Terms of Reference and Objectives; and Interview Key Witness – Alan Young, Sefton MBC
4.10.13	Interview Key Witnesses: Mark Catherall, Southport BID and Andrew Walker, Sefton MBC.
18.10.13	Interview Key Witness – Dave Marrin – Sefton MBC
15.11.13	Interview Key Witness – Hugh Evans – Southport BID
17.01.14	Next Steps Meeting
31.01.14	Interview Key Witness – Catherine Caddick, Crosby Town Centre
14.02.14	Interview Key Witness – Bob Greenhalgh, Manager, Bootle New Strand Shopping Centre
28.02.14	Interview Key Witness – Nick Thompson, Waterloo Town Team
13.03.14	Interview Key Witness – Pete Spiers, “A Better Crosby”
27.03.14	Interview Key Witness – Ged Gibbons
10.04.14	Interview Key Witness – Cabinet Member- Regeneration and Tourism
	Reflections from Members – Next Steps
	Consider Draft Final Report (Employment Development)

- 1.6 For the purposes of conducting this review, Members agreed to investigate Employment Development first, and to consider Development of Local Town Centres and Economies in a later session. This report addresses the town centres objectives of the Working Group.

- 1.7 Members of the Group drafted and agreed the following terms of reference and objectives of the review:-



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2.0 TOWN CENTRES

2.1 Terms of Reference

- (1) To engage with town centre stakeholders including centre managers, town centre businesses, Council services supporting town centre functions, trade bodies, and town centre users
- (2) To scrutinise the Council's performance as regards the vitality, viability and economic potential of Sefton's Town Centres
- (3) To make recommendations for the improvement of Sefton's town centres and the contribution of the private, public and Voluntary Community and Faith sectors to their prosperity.

Objectives

- (1) To understand the role of Town Centres in the local economy and the many functions they fulfil
- (2) To focus on a list of settlements which make up Sefton's Town Centres and profile their performance using available data, including the impact of the "double dip" recession
- (3) To review stakeholder perceptions of the value, effectiveness and long-term prospects of each of the listed centres
- (4) To critically assess the Council's policy towards town centre improvement, in terms of core functions (cleaning, safety & movement, planning), and additional activity such as marketing, regeneration and town centre management
- (5) To understand the new national policy context for town centre improvement set out in the Portas Review and subsequent announcements, and assess the implications for Sefton
- (6) To make recommendations to Cabinet for short, medium and long-term action on the priorities identified above.

3.0 METHODS OF ENQUIRY

- Background reading
- Presentations



4.0 RESEARCH AND BACKGROUND INFORMATION

4.1 Town Centres

- 4.1.1 Almost 90% of us live and work in towns and cities. Nearly all of us depend on them for meeting friends and colleagues, for shopping, entertainment, leisure, culture, public services and transport. As individuals and families, we depend on them for jobs. As businesses, we depend on them for our survival, profits and growth.
- 4.1.2 High Streets are changing, and there is a realisation that retail space will have to shrink in some cases to survive. This does not mean that high streets should disappear or stop reinventing themselves; just that they will simply be different in the future.
- 4.1.3 The business of town centres is a serious and highly complex subject requiring energy, skill and enterprise. That is what we are seeing with the Town Team phenomenon, where a group of like-minded people have come together to establish their Town Team, and begin creating marketing material to illustrate what they want to do to make their place better. Indeed, simply having the conversation is a great catalyst to start implementing this change.
- 4.1.4 The business of town centres is more than just retail – it includes businesses across the board in all guises, and from both private and public sectors. The town centre is a community, one that needs to be dynamic, and change with the times. Times have changed, and turning the clock back is not an option – although the careful conservation of certain town centre features to encourage character and belonging is.
- 4.1.5 It is a fact that that Internet and multi-channel (“omni commerce”) trading will increase, especially with the development of “smart phones” and this must be embraced. All physical retailers will have to grasp new technology for future survival.
- 4.1.6 A town centre that offers its own diverse and distinctive environment, with a strong sense of place, is a magnet that attracts people to work, visit and live. However, it has to meet several key challenges in order to survive and succeed:
- It must be easily accessible, clean and safe at all times of the day.
 - It must have its own unique identity, using architecture, events, marketing and all forms of media to reinforce vital points of difference.
 - It must have professional, active management.

For all the above to happen, stakeholders and organisations should come together rather than fight for recession-squeezed resources.



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- 4.1.7 Sefton is home to a number of national and strategic assets which lie at the heart of the city region's prosperity: the Port of Liverpool at Seaforth, the maritime cluster of port-related businesses; important employment centres including Dunningbridge Road and Southport Business Park; a rejuvenated Seafront and Town Centre in Southport; major visitor destinations including golf, events and the award-winning natural coast; location of choice for household name companies such as Santander and Fujitsu; a data communications hub (Hibernia Atlantic, The Vault); a major Office Quarter in Bootle with the headquarters of the Health & Safety Executive, and three Further Education learning and enterprise sites.
- 4.1.8 Southport is the premier visitor destination and was once the primary shopping destination for Merseyside and the North West. It's also an important seaside resort destination which provides key leisure facilities for visitors and tourists. The future is in Leisure and its core retail/leisure offer is at the heart of a cluster of hospitality businesses and their supply chains. The town's distinctive infrastructure and public domain defines its identity and underpins conference, golf and shopping-led visits from the UK and beyond.
- 4.1.9 In the recent past there has been planning permission granted for retail allocation for example Sainsburys, Southport, Members agreed that such developments will have a detrimental affect on the Boroughs Town Centres. There is an urgent need for Town Centre Strategies to be developed across the Borough.
- 4.1.10 Bootle is identified as the second largest shopping centre in Sefton and the key retail and service sector destination in the south of the Borough and in that respect the Group interviewed the Bootle Strand Manager, as detailed in paragraph 5.7 of the report.
- 4.1.11 The economic downturn has lasted more than five years and has had a dramatic impact on Town Centres. Falling retail sales, reduced consumer spending, increased business failures, rising vacancies and the growth of Internet Shopping have resulted in "fragile" business consumer and investor confidence in retailing and High Streets.
The recession and competition from out of town malls have resulted in closed-down businesses, run-down high streets and the proliferation of charity shops and betting offices, creating a spiral of decay.
- 4.1.12 It has become apparent that "temporary is the new permanent". Whereas 20 years ago retailers tended to sign 15 or more years leases or more on shop premises, they now sign much shorter deals. Landlords have to pay business rates on their premises if they stand empty for more than three months, so they're prepared to lease them to charities for little or nothing, just to avoid being hit by rates. This means that we're seeing many more charity shops or temporary users and "pop-up shops".



In the past these used to be a seasonal phenomenon, around Bonfire Night (selling fireworks etc.) and Christmas, but now some premises are hosting pop-ups all year round. We can not do things the way they were done in the past.

(Reference: Recommendation 4 to the report).

4.1.13 In the past there was resistance to having too many food and drink outlets on our high street due to concerns about breaking up the retail line. That changed some years ago and it could be said that the cafe culture has helped sustain our town centres in keeping them vibrant places that visitors and the local community want to visit. The introduction of street theatre, in pedestrianised Town Centres, to compliment the cafe culture should be encouraged with management of such activities being through the Neighbourhood Plan.

4.1.14 During the time spent researching Town Centres the Group took a view that looking at our Town Centres from a retail-focus missed a real opportunity to explore the wider activities that take place in Town Centres and that their success doesn't and shouldn't depend on shops alone; they also need offices and services. Some thought is required to attracting service providers and office-based users to remain in or relocate to Town Centres. This will become more important as the population gets older and is living longer as people in their seventies and eighties, along with other age groups, don't want to have to make a special journey to visit a health centre.

4.1.15 The Working Group also recognised that it can't be assumed that the affluent Town Centres are best equipped for the future. Each Town Centre needs to develop an identity and scale which works for its local community. There isn't a "one size fits all" solution for all the Town Centres. Different Town Centres will need different approaches. There needs to be a balance of competing needs while ensuring an environment in which investment can flourish and a vibrant mix of uses thrives.

(Reference: Recommendation 5 to the report).

4.1.16 The Working Group explored the issue that Local Authorities are responsible for a diverse range of assets including theatres, cinemas, civic centres, schools, parks, care homes and leisure centres. With this in mind it could be stated that Local Authorities are stewards of their localities and have an important economic development remit and planning powers as well as the diverse asset base stated above. It became apparent that while there was a need to drive efficiency in the use of all public assets, it makes financial sense to encourage assets that give Town Centres a focal point, lever in resources and create strong multiplier effects in local economies.

(Reference: Recommendation 5 to the report).



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4.2 Sefton's Town Centres

4.2.1 The following Town Centres make up the Borough of Sefton:

- Southport
- Formby
- Bootle
- Maghull
- Crosby Village
- Waterloo

4.3 Transport and Access

4.3.1 The Working Group were advised that in line with City Region City Deal, Sefton Council was leading a Liverpool City Region Steering Group to develop a package of sustainable transport measures and minor highway improvements, aimed at improving access to the Port of Liverpool for all modes of transport. A major highway scheme is a possible long term outcome. The Working Group welcomed those plans as Members believed that any transport improvements should improve transport access to Town Centres beyond the Port.

5.0 KEY WITNESSES – SWOT ANALYSIS AND SUMMARY OF STATEMENTS

5.0.1 Members of the Working Group gathered evidence through various methods, including presentations and briefings and receiving reports. Evidence was also given when Members had the opportunity to interview key witnesses, various Officers and Partners.

5.0.2 As part of their brief, key witnesses were asked to submit a SWOT analysis of their service.

5.0.3 The following points are a summary of the discussions held with key witnesses who had been invited to attend Working Group meetings:-



5.1 **Alan Young – Strategic Planning and Information, Sefton MBC**

SWOT Analysis – General issues relating to all Town Centres

Weaknesses

- Recent major retail developments at Liverpool 1, 'Project Jennifer' and the opening of M&S, Next, and TK Maxx at Aintree Retail Park (using planning loopholes) have and will likely draw trade away from established centres.
- The recent 'National Planning Policy Framework' (NPPF) has reduced the Council's ability to successfully resist 'out-of-centre' retail developments.
- The rise of internet shopping is taking a greater proportion of retail expenditure away from town centres.

Opportunities

- First signs of economic recovery
- Availability of development opportunities in and around most centres in Sefton

Threats

- Online retail expenditure is forecast to significantly increase in the years ahead.
- Inflation continues to erode disposable incomes.
- Uncertain investment climate and reluctance to invest in town centres.
- Perception about lack of free car parking
- Business rates perceived by some retailers as being high relative to profitability

Bootle Town Centre

Strengths

- Adjacent to the Bootle Office Quarter – the Strand is used by a large number of office workers.
- In an area of high density housing – a large and loyal catchment population lives within walking distance.
- Recently opened Asda is trading well, with evidence of linked trips to-and-from the Strand
- Presence of M&S as the key 'anchor' retailer
- Recent investments by Wilkinson and Tesco in new stores within the Strand. New Aldi and Lidl stores constructed near to the Strand.
- Good public transport links, by both bus and rail.

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Weaknesses

- Recent major retail developments at Liverpool 1, 'Project Jennifer' and the opening of M&S, Next, and TK Max at Aintree Retail Park compete with existing centres.
- Somewhat dated (at least in part) 1960s shopping centre building. Adjacent to poor quality 1960s office blocks, some of which are vacant.
- Many of the units within the Strand are of a size which is poorly suited to modern retail requirements
- The recent loss of key tenants including TJ Hughes, JD Sports.
- 19% of units were vacant at July 2011, accounting for 11.9% of floorspace. This is higher than the national average. The rear of the Strand is currently largely vacant.
- Bootle has declined 13 places in its national retail ranking, from 247th in 2005, 267th in 2007 and 260th in 2011.
- ASDA sells similar goods to shops in the Strand, but with free parking
- Centre closes down completely at 17:30 – very limited night time economy

Opportunities

- Expansion of Hugh Baird College has and will bring more students to the area, providing more customers for shops in the Strand.
- Potential re-development opportunity at the large car park site fronting Stanley Road accessed via Trinity Road.
- Potential to convert large office buildings to new uses
- Central Government staff relocating from Liverpool into Bootle buildings giving short term boost to numbers
- The Strand has recently been acquired by a new investor
- Public realm improvements to Stanley Road frontage

Threats

- Public sector spending cuts are likely to mean there are fewer office workers in Bootle in the years ahead (the Office Quarter is dominated by public sector occupiers)
- Benefit reform (including the 'Bedroom Tax') is likely to reduce local spending power.

Southport Town Centre

Strengths

- Recent investments in the Atkinson Centre, Kings Gardens and the Market Hall.
- Benefits from being a Merseyside and wider high quality tourism destination. Tourism economy draws in additional visitors to the centre.
- Major visitor attractions e.g. Flower Show, Air Show, Royal Birkdale, etc.
- Attractive historic Town Centre, particularly Lord Street.
- Relatively affluent catchment population
- Railway station centrally located bringing visitors straight into the Town Centre.
- Strong and active private sector groups/traders associations etc.
- Small boutique streets/arcades e.g. Wesley Street and Wayfarers Arcade, with independent retailers.
- Attraction of successful cafe culture.



Weaknesses

- Catchment area is reduced by coastal location.
- The development of Liverpool 1 has inevitably drawn some trade away.
- Few redevelopment opportunities to expand/develop new retail floor space within the Town Centre.
- Many existing units are too small and/or are poorly suited for major chain stores.
- Prominent vacant units.
- Poor quality pedestrian linkages between Lord Street and the Promenade.
- 13.4% of units were vacant at July 2011, accounting for 13.6% of floor space. This is higher than the national average.
- Southport has declined 37 places in its national retail ranking, from a peak of 44th in 2005 to 81st in 2011.
- Poor transport links from the east.
- Station site and other gateways are perceived as visually unattractive.
- The convenience of car parking.
- Perceived issue with the Evening Economy.

Opportunities

- Development opportunity at the former “Pleasureland” Site on the Promenade.
- Potential Business Improvement District – from March 2014.
- Refurbishment of the former Waitrose building on Tulketh Street.

Threats

- National chains looking to reduce number of stores due to changing consumer habits, and already having a presence in Liverpool One or Manchester.
- A growing trend in low end retail operators.

Formby District Centre

Strengths

- Low vacancy rates (6.9% in August 2011).
- Presence of Waitrose at the main “anchor” retailer. This is the only Waitrose in Merseyside which attracts customers from a wider catchment.
- Affluent catchment population with high disposable income.
- A number of specialist independent shops.
- Good balance between retail/leisure/services users.
- Central Pool, leisure facilities, and a number of GP surgeries are located next to the centre – brings in additional people.
- Attractive Town Centre environment, including planters and trees. Buildings generally in good condition.



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Weaknesses

- Low density housing means that fewer people live within walking distance.
- Some distance from the Formby train stations.
- Not located on a major through road.
- The convenience of car parking.
- The Police Station has recently closed.
- Perception that there are too many charity shops in the centre.

Opportunities

- Development opportunity at former Holy Trinity Primary School.

Maghull District Centre

Strengths

- Low vacancy rates (6.2% in August 2011)
- Relatively affluent catchment population with higher disposable income.
- Thriving and bustling discount retail environment at peak periods.
- Good mix of conventional retail and service facilities (banks/building societies etc.) affording linked trips.

Weaknesses

- Severed by major roads from residential areas to the east resulting in poor connectivity.
- Poor quality, unattractive 1960s units in “Maghull Square”.
- Limited availability of car parking.
- The main supermarket (Morrisons) is relatively small compared to those in other similar sized centres
- Significant distance from Maghull Train Station.
- Perception that subways and passageways facilitate opportunities for crime and anti-social activity.
- Perception of poor quality public realm.

Opportunities

- Maghull Square and adjacent land is in a single ownership. Potential opportunity to reconfigure or redevelop this land with modern town centre floor space.
- Council-owned redevelopment opportunity at Stafford Moreton Way (former library and youth centre – both currently vacant)

Threats

- Landowners intentions regarding implementing recent planning approval at Maghull Square and uncertainty for tenants.



Crosby District Centre

Strengths

- Relatively affluent catchment population with higher disposable income.
- Low rents in locations such as Cooks Road and Endbutt Lane has seen a number of independents start up.
- Good transport links by both road and public transport (bus)

Weaknesses

- Uncertainty following the refusal of Sainsbury's proposals in 2010.
- The pedestrianisation of Moor Lane has been subject to criticism.
- The Centre is surrounded by busy roads on all sides. This inhibits pedestrian access into the centre.
- The main shopping parades back on to Liverpool Road/Moor Lane, providing an unattractive street frontage.
- Vacant land and buildings in and around the Centre.
- Traffic congestion in and around the Town Centre.
- A number of prominent empty units
- The convenience of car parking
- Centre shuts down at 17:30 with little activity thereafter
- Centre is looking tired and dated.
- Lack of identity for the Centre.
- Low rental in peripheral roads means the centre is spreading down Coronation Road and others.

Opportunities

- The Council is currently seeking to prepare an Investment Strategy for Crosby Centre.
- Potential to redevelop one or more of the Council-owned car parks on the edge of the Centre, and other vacant/under-used sites.
- A private sector group has formed to help guide future development.
- The continuing growth of Crosby Market and the potential Crosby Night Market.

Threats

- Sainsbury's have confirmed that they are no longer interested in expanding their current store.
- Proximity to Liverpool City Centre.
- High rents in the Centre may deter independent retailers.

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Waterloo District Centre

Strengths

- Large proportion of independent and local, committed retailers.
- Good public transport links by both bus and rail.
- In an area of relatively high density housing – a large catchment population lives within walking distance.
- Proximity to the beach attracts additional visitors in summertime.
- Good opportunities for night time activity after shops close.
- Cinema continues to succeed against all expectations.

Weaknesses

- Proximity of residential dwellings to bars/restaurants causing harm to amenity.
- Perceived dominance of non-retail uses.
- Congestion on Crosby Road North.
- Pressure on car parking spaces close to shops.

Opportunities

- Potential redevelopment/refurbishment sites on Crosby Road North, Brighton Road, and elsewhere.
- Potential for better use of former Bus interchange.
- Potential improvements to junction with Haigh Road to relieve congestion.

General Issues Discussed:

Unitary Development Plan

- The Council's policy position is as set out on our adopted UDP where the Council seek:-
 - To protect Sefton's retail hierarchy
 - To give priority to Town Centres and only allow development at out of town centres, based on a sequential approach (i.e. town centres first, edge of centres then out of centre and then where a clear need with no major detrimental impact on town centres.
 - As far as possible to only allow bulky goods retail sales on our retail parks, although there are exceptions where "planning loopholes" have been exploited.

National Planning Policy Framework

- The National Planning Policy Advice was published in March 2012. It:
 - Continues to support competitive Town Centres and existing retail hierarchies
 - Continues to apply tests to out of centre development but now limits them to applying a sequential test, as referred to above.



Local Plan

The Council has now prepared draft policies supporting the retail hierarchy in existing town, district and local centres.

The Council are not proposing any new retail allocations.

There is a separate Working Group reviewing the Local Plan and findings of that review are proposed to be available towards the end of July/beginning of August.

Other Issues

There is little doubt that the demand for retail floor space is going to reduce over the next five years due to changing retail habits and the internet. Some national figures indicate up to 20%.

Major food stores, which have anchored retail growth in many town centres, are cutting back radically their investment programmes. This means that new food stores are likely to be smaller than in the past and will only happen when there is a significant unmet demand or “market gap”.

Challenges for Sefton (but not unique to Sefton) include:-

- Planning positively in a situation where retail demand is reducing.
- Ensuring that other non-retail uses can fill the void left by vacant retail floor space.
- Ensuring that particularly Bootle and Southport maintain the vitality and viability in difficult times.
- How do we revitalise the Crosby Centre post-Sainsbury’s withdrawal from proposals to build a new food store? (this was a big issue at the local plan consultation amongst Crosby residents).
- The Local Plan process can enable but can’t, in itself, deliver much needed town, district and local centre investment.
- The challenge will be to positively engage with key landowners, retailers and developers.

(Reference Recommendation 1 and 5 to the report).

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5.2 **Mark Catherall – Southport Business Improvement District Development Officer – Sefton MBC**

Town Centre Management

Strengths

- Town Teams established in 4 Towns: Crosby, Maghull, Southport and Waterloo.
- A strong Partnership approach in a number of Towns across the Borough.
- Town Centres along with Town Centre Management models high on the local and National agenda.
- Sefton M.B.C Neighbourhoods Team provide some support, guidance and co-ordination to Town teams.

Weaknesses

- Many centres lack a clear vision with little buy-in from the private sector.
- Reduced resources mean it's difficult for Sefton MBC to facilitate any town centre management approach.
- Lack of a Strategic Policy for Town Centres across the Borough.
- Lack of promotion in relation to the "Green Pound".

Opportunities

- A Business Improvement District proposal for Southport .
- Funding for Town Centres available from the Portas funds, High Street Innovation Fund and Development Fund.
- Approved funding for Bootle, Crosby and Southport Investment Strategies.
- Increased Leisure facilities.

Threats

- The disillusion of the private sector.
- Continuing reduction of public spending.
- Local Authority Bureaucracy along with fees driving the private sector away (Town Centre Management Involvement).
- Consumer habits are changing – difficult questions to be asked regarding retail being converted to residential.
- Car parking charges will always be controversial – need to strike a careful balance – Lord Street Parking was being used by the retail workers so the occupation of spaces all day by retail proprietors/staff vehicles was deterring shoppers away – Pay and Display can be useful as it ensures a higher turnover of shoppers.

(Reference: Recommendation 1 to the report)



5.3 **Andrew Walker – Head of Direct Services – Sefton MBC**

Strengths – Security

- Sefton Security operate from the Head quarters at Linacre Lane which is the alarm receiving centre. Sefton Council are the only Local Authority to receive a triple Gold Star accreditation for the operation of the Security System.
- Throughout Sefton there are 3.5 thousand cameras of which 100 monitor public areas and Town Centres. Sefton Security have a number of systems in place. One of the most valuable features of those is that the police have I-Pads that are compatible with the cameras, which means that they can be directed as required, in liaison with Sefton Security and can ascertain what, if any, assistance is required.
- Sefton Security has been awarded 3 Gold Stars which means that the Council can undertake certain privileges and make independent decisions in terms of Security and Cameras and this allows the Council to operate and trade.
- Sefton Security are audited six times per year – every incident is recorded and the monitors are reviewed in that respect.
- Security across the Borough's Town Centres is deemed a strength, in terms of prospective business investors.

Strengths – Cleansing

- The Council collects refuse from commercial operations/businesses, providing a service that's cost effective. Local Authorities have a statutory duty to provide commercial refuse collection and in that respect some Local Authorities seem to have taken a different approach by pricing themselves out. Sefton provides a Service that is cost-effective and we see that as a strength.
- Street cleansing is a visible positive that can be seen by all who visit or trade in the Town Centres across the Borough.

Weaknesses/Threats - Security

- Some of the older cameras are 10/11 years old. Technology has and will continue to move on at a rapid rate, but with no budget to update or renew the equipment, the Council needs to look at innovative ways of updating the existing cameras.
- The I-Pads used by the Police can only be linked to the 3 G cameras and as stated earlier, many of the cameras are relatively older.

Weaknesses/Threats – Cleansing

- Culture issue in that a vast majority of visitors have no interest in the amount of litter generated so there are disposal issues along with litter picking.
- Fewer Enforcement Officers to enforce the local laws of littering (pavement culture).

Opportunities - Security

- Sefton Security are currently undertaking a review of all the cameras across the Borough and will rank them in order of replacement need.



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Opportunities – Cleansing

- Transformation may allow the opportunity to review the smaller issues of different agreements previously agreed in terms of side alleys along with new and innovative ways of providing a cleansing service.
- Number of different agencies involved in Street Cleansing, with different Departments responsible for various and different elements of the service. Over the past 12 months the Council has made progress in re-aligning all those elements to cleansing in order that the service is no longer disjointed.

(Reference: Recommendation 2 and 7 to the report).



5.4 Dave Marrin – Service Manager, Traffic and Transportation – Sefton MBC

Town Centre Parking Policies

Parking continues to be an emotive and sometimes difficult issue and one where a consistent, strategic approach is required, but has been lacking. Consequently, as part of Phase 2 of the Parking Review a framework will be developed that can be presented to Members and agreed for the Authority. Key stimuli for the work are:

- Ongoing parking review – initially focusing on management and enforcement, but second stage will include strategy and policies.
- Emerging Local Plan – in terms of development requirements, allocations and the need to prepare a coherent set of development policies.
- Existing policies and standards coming under increasing scrutiny about whether they are effective or appropriate.
- Request from Development Control colleagues for a coherent strategy and specific, agreed policies that they can present to developers.
- Parking surveys undertaken in 2010 in Bootle and Southport, but no use made of results yet.

Strengths

- Established Operation / Management.
- Public Awareness of existing arrangements.
- Flexible – reflects local circumstances.

Weaknesses

- Lack of control over competition.
- Lack of clearly defined and agreed policies.
- Public perception.
- Is it fit for purpose? – response to economic situation.
- Clarity about what is needed / desired.

Opportunities

- Local Plan
- Policy Review (Parking Review)
- Managing Traffic in Town Centres
- Upgrade of Operational Systems (payment methods)
- New Developments

Threats

- Competition – Private Operators
- Lack of Control over Competition
- Ongoing Economic Situation
- Town Centre Viability
- Operational Systems at end of life.
- New Developments

(Reference: Recommendation 3 to the report)



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5.5 Hugh Evans – Southport Improvement District

Key points:-

- There have been misgivings in relation to the value of the Portas Review.
- Towns throughout the Borough have seen an increase in empty properties.
- The Government have moved on apace with Business Improvement Districts (BID). One of the advantages to BID is that it devolves the running of business to the proprietors themselves.
- Southport began the process of a BID in March 2013 when a consultation began. It's important that a BID is produced that's owned and managed by the businesses themselves.
- A well produced BID should increase footfall, reduce crime and make the Town a vibrant and great one to visit, looking and feeling nice in order that visitors have a desire to return.
- The Southport BID will need to make improvements to the look and feel of the Town, improve signage and focus on improvements to the side streets and businesses operating there.
- The levy formula is based on the rateable value of the property. All money collected is spent on projects agreed by the proprietors and the scheme only works well if businesses work collectively together for the good of the Town. A cap has been introduced for those businesses with a rateable value of £2000 so that they do not pay a levy.
- Businesses include retail, accommodation and hospitality.
- Sefton Council's involvement in the BID is as follows:-
 - Supportive in progressing the BID (expertise within the Council to advise and guide)
 - Resource to follow the BID through.
 - Manage the levy payments.
 - The Council will have one of the twelve seats on the Board.
 - Help and assistance with base line agreements.
 - Ensure the Council delivers on what it has said it would deliver.
 - Evaluation of the impact of the BID will be done by producing an Annual Report identifying all the achievements, what has worked well and what has not worked so well, demonstrating how footfall has increased and crime decreased as a result of the BID and the interventions in place.

(Reference: Recommendation 5 to the report)



5.6 Catherine Caddick – Proprietor of business, Crosby Town Centre

Key points:

- Condition of Crosby Village has deteriorated over the years and the town is in great need of regeneration; for the proprietors it is soul destroying. It's not a great shopping experience.
- Too many betting shops and charity shops.
- Maghull Developments have erected hoardings that are not in keeping with the quality of the high street in Crosby. They are a health hazard and unprofessional and need to be able to withstand the elements. Past experience has demonstrated that Maghull Developments are unapproachable. Since the proposal of Sainsbury's trading in Crosby collapsed, very little progress has been made on that site. If Sainsbury's had gone ahead it would be open now with 2/3 hours free parking which would have encouraged increased footfall. The ideal would be to operate a minimum of 2 hours free parking with the introduction of a tariff thereon thereafter.
- In 1993 Crosby Town Centre was badly pedestrianised and two years earlier car parking charges were introduced. Instead of addressing the issues it's spiralled out of control.
- People are frustrated. Crosby town looks and feels tired, and doesn't portray a positive image of the town. If the general housekeeping such as painting the lampposts and cleaning the town up was addressed, then businesses operating in the area would have a fighting chance. It's the little things that let the Town down, such as the caging around the Christmas tree being left for some time after the tree had been taken down.
- ABetterCrosby has established a Town Team in Crosby with various representatives in eligible positions across Crosby and the Team was successful in obtaining £10,000 of Portas monies.
- There doesn't seem to be any spirit in Crosby but if proprietors, residents and visitors saw the Town moving forward then the Town and spirit would evolve, thereby making it a wonderful place to visit with a happy ambiance.
- Car parking charges has become a fund raiser for the Local Authority. If the money or a percentage of the money went back into the Town for development and improvement work, then this would also contribute to the progress of the Town.
- Having been involved with the Business Village Partnership many years ago which was a vehicle for Crosby to have a voice, Town Teams provide a similar opportunity. Establishing a Town Team would require some communication and commitment from local Councillors and some key players.

(Reference: Recommendation 5 to the report)



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5.7 Bob Greenhalgh, Bootle Strand Centre Manager

Strengths

- The Strand attracts shoppers from local Community and Neighbourhoods (95% live within Bootle, loyal shoppers) along with office workers in the area. The Health and Safety Executive employ approximately 1200 Members of staff and Hugh Baird College has approximately 2500 students who may shop at the Strand.
- Strong traffic links to the Strand.
- New owners who have stated they intend to be in it for the long haul and are committed to spending money on the Centre to try to increase footfall. They have drawn up a 10 year plan involving significant investment to make aesthetic improvements to the Centre, making it an enjoyable shopping experience in order that shoppers spend more time in the Centre and return.

Weaknesses

- Loss of major retailers (T.J.'s, International Clothing, Thorntons, Textile World, Clinton Cards)
- Reduced footfall by 12% (190,000/week reduced to 165,000/week)
- Unable to attract any of the major retailers.
- Port – unloading and loading the vessels used to take up to 3 days which meant all the staff on the vessels were visiting the Strand and spending money. Now the operators turn the loading and unloading around in a day so the Strand has lost that trade.
- An attempt was made at attracting evening trade. However, it never portrayed the appropriate image, atmosphere and ambiance so the idea was rejected by the tenants at their tenants meeting.

Opportunities

- The possibility of using the lampposts outside the Strand as advertising space, possible income generator.
- Valentines promotions.
- Theme activities.
- The use of vacant units as kiosks for Community Groups and local schools.
- We have been Members of the Chambers of Commerce. This didn't give the Centre many benefits, but it provided networking opportunities and gained new contacts in order that the Centre can use local trades people for work such as signage.
- Intention to have markets outside the Centre on a six weekly basis to increase footfall/trade.
- Introduction of incentives to attract traders to rent units and to continue to remain in the Centre.
- Need to look at alternative uses for the Centre.



Threats

- On-line shopping has contributed to reduced footfall, with a predicted 20% of surplus space.
- There are 28 flats located within the Centre that are tired and in need of investment and improvement works.
- The conversion of St. Georges House into flats would prove difficult and creating residential units wouldn't provide a viable return unless rents of £800+/week were secured.

(Reference: Recommendations 4 & 10 to the report)

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5.8 **Nick Thompson - Waterloo Town Team**

Strengths

- The coast.
- The seaside.
- Seafront Gardens.
- Restaurants and Pubs.
- Active local communities.
- Church ward forum.
- Active and supportive Councillors.
- Resilient High Streets.
- Good public transport and highway links.
- Good relationships with SMBC.
- Strong voluntary sector.
- Good mix of different types of housing.
- Connectivity to the wider city region.

Weaknesses

- Poor image regarding pubs/drunken behaviour.
- Illegal parking on South Road.
- Linear structures of South Road and St. John's Road can lead to disconnection.
- The need to develop a strong traders association.
- SMBC relationship can be overwhelming and contradictory.
- Retail based economy.
- Subject to downturns in the economy.
- Little promotion of Waterloo as the area where the Gormleys begin.
- Lack capacity to progress work programme.

Opportunities

- Need to develop a stronger traders association.
- Recognition by the Portas and SMBC through high street fund that Waterloo has potential.
- Port development could offer jobs to local residents.
- Tourism – promotion of the Gormleys.
- Improved Street Scene.
- Develop branding for the area.
- Continual development of the Waterloo Town Team.
- Access to the wider city region's opportunities.



Threat

- Port development could lead to environmental degradation, increase in traffic and little benefit for local people regarding the accessing of jobs.
- Lack of local support.
- Council cuts.
- Hidden poverty affecting the area.
- Lack of affordable housing.
- Poor community engagement by lack of public or private agencies.
- Small businesses and projects not taken seriously.
- Regeneration agencies with no local knowledge.
- Local agencies fail to understand lack of capacity.

A Town Team has been established in Waterloo. The journey began 4 years ago. It was important to have the right, like-minded representatives on the Team. The Team comprises of representation from Traders, Voluntary Groups, Faith Sectors and Statutory Bodies from Health, Police and the Fire Service.

There was a desire from all representatives to create a Strategy to shape Waterloo into a great place to live, work and visit.

The successful bid for Portas money gave Waterloo Town Team a goal and focus. The team gelled well together, and it became clear that Waterloo is one of Sefton's hidden gems. Tapping into visitors attractions is important and a golden opportunity and one advantage is Waterloo being in front of Gormleys statues.

(Reference: Recommendation 5 to the report)

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5.9 **Pete Spiers, Adrian Swift and Jamie Scott - A Better Crosby**

Key Issues:

- Great Crosby is a relatively large suburb of the Liverpool City Region, comprising around 21,000 households and 52,000 residents.
- This large catchment area should be well capable of supporting a successful and vibrant Crosby Village centre.
- Over the last 10-15 years, the strength and vitality of Crosby Village has suffered dramatically, as a result of the combined impact of limited investment, poor pedestrian and cycle access, parking constraints and costs, and a rising number of vacant properties.
- In 2010, Sainsbury's announced plans to develop a new superstore in Crosby Village. Although this development would have led to much needed investment in the area, there were concerns by residents and local politicians about the proposed scale and design of the development and it did not receive planning permission.
- A local community group, ABetterCrosby, was formed in 2010 with the aim of bringing about positive change in the Crosby area by building on its heritage and looking to help direct its future in a more positive manner.
- It was recognised that a much wider consensus of local community groups, traders and politicians was required in order to effect meaningful change of Crosby Village.
- In 2011, The Crosby Area Partnership (CAP), formed The Crosby Village Redevelopment Group (CVRG). The aim of the group was to start developing a clear strategy to support the revitalisation of Crosby Village.
- The CAP's 2012 outline Business Plan highlights the key initiatives and actions that are required to support the transformation of Crosby Village into the thriving retail and leisure area that the residents of Crosby would like to see.
- The inability of Crosby Village to attract a much wider variety of stores and restaurant/cafe facilities is symptomatic of a number of issues:-
 - A general lack of investment in Crosby Village and its stores.
 - Ownership of parts of the Village real estate being in the hands of property development companies which are prepared to wait, rather than to actively invest in the area.
 - General poor access issues, with pedestrians and cyclists having to negotiate busy road crossings and inadequate "pay and display" parking spaces for car users.
 - Residents preferring to use other local centres, with superior facilities, for their retail and leisure needs (eg Formby, Southport, Aintree)
 - A lack of confidence by traders and residents to engineer change.
- Over the last 10-15 years, Crosby Village has suffered from the classic "vicious circle" of a lack of attractive shops, leading to lack of customers, leading to an even greater lack of shops. There is a real danger that unless action is taken to reverse these trends and to break this vicious circle, the decline of Crosby Village could become terminal.



- Crosby Area Partnership has identified a number of strategic initiatives, featured in the outline business plan, to help underpin the realisation of Crosby Area Partnership’s vision for Crosby Village. The initiatives are grouped in three core areas:-
 - Business Promotion and Attracting More People
 - Investment
 - Transport and Access
- For each initiative, specific targets and measures have also been identified to help support the monitoring process.

1. Business Promotion /Attracting More People	
<i>Active Marketing and Promotional Activity</i>	
<u>Targets</u>	<u>Measured by</u>
<ul style="list-style-type: none"> • Secure Crosby as a Fairtrade town 	<ul style="list-style-type: none"> • At least 4 events each year including “Annual Goose Fair”, Christmas Lights Switch on
<ul style="list-style-type: none"> • Annual event programme developed in conjunction with local businesses to complement the area and encourage more footfall for retail and leisure activities 	<ul style="list-style-type: none"> • Ideas include a website advertising services available, retailers joining together to offer online ordering and delivery services
<ul style="list-style-type: none"> • Using the concept of Totally Local, develop a brand identity for Crosby that all local businesses can sign up to 	<ul style="list-style-type: none"> • Measure increase in footfall, turnover rate of car parks as Key Performance Indicators
<ul style="list-style-type: none"> • Develop an understanding of Crosby’s customer base and potential for improvement 	<ul style="list-style-type: none"> • Promotion of ideas with businesses, property owners and developers in Crosby Village.
<ul style="list-style-type: none"> • Research and develop practical ideas for promoting mixed use retail in Crosby village 	<ul style="list-style-type: none"> • Preparation of “Investment and Opportunities Prospectus”
<ul style="list-style-type: none"> • Undertake a “Good News” campaign 	<ul style="list-style-type: none"> • Development of positive relationship with local media, including regular news releases and updates on achievements

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2. Investment	
<i>New Business Start-Ups</i>	
<p><u>Targets</u> Innovative new businesses in other parts of Crosby provide exemplars of what can be achieved with the right approach in the right location.</p>	<p><u>Measured by</u></p>
<ul style="list-style-type: none"> Develop a business incubator programme to offer seed funding for new business initiatives and support focusing on promoting retail development and usage. Ideas include the development of a local retail and service sector academy to support utilising expertise of existing businesses to share ideas, guidance and tips on how to set up and run a successful small business and small grants to allow potential retailers to test the market with their business idea in Crosby Village. 	<ul style="list-style-type: none"> Attracting funding packages via the Local Economic Partnership, Invest Sefton (and other similar bodies) from public and private sources
<ul style="list-style-type: none"> Work with landlords so that unused upper floor accommodation is made available to local start-up entrepreneurs for offices and workshops. 	<ul style="list-style-type: none"> Examination of feasibility of establishing a Community Interest Company to promote and if necessary undertake the provision of appropriate space, e.g. underused upper floors; provision of “micro-business” space, e.g. stalls, kiosks for specialist traders, etc .
<ul style="list-style-type: none"> Increase expertise in the Partnership to support businesses 	<ul style="list-style-type: none"> Establishment of links with the National Skills Academy for Retail and number of participants/local businesses undertaking training/courses.
	<ul style="list-style-type: none"> Invest expert speakers on relevant subjects
	<ul style="list-style-type: none"> Benchmark good practice elsewhere.



2. Investment	
<i>Built Environment (continued)</i>	
<u>Targets</u>	<u>Measured by</u>
<ul style="list-style-type: none"> Raise the standard and quality of design of new development in Crosby Village 	<ul style="list-style-type: none"> Working with Sefton Council and other partner agencies to pursue external funding opportunities for capital improvement works and amount of funding attracted.
	<ul style="list-style-type: none"> Amount of Section 106 and Section 278 monies raised in conjunction with development opportunities as they arise and ensuring that it is allocated to enhancement projects in and around Crosby Village.
<i>Development Opportunities</i>	
<u>Targets</u>	<u>Measured by</u>
<ul style="list-style-type: none"> To capitalise on investment opportunities when they come along with focus on best outcome for Crosby 	<ul style="list-style-type: none"> Proactive and constructive engagement with Sainsbury's and Maghull Group on potential investment proposals through Design Charettes, Workshops and consultations.
<ul style="list-style-type: none"> To influence development in and the regeneration of Crosby Village 	<ul style="list-style-type: none"> Promotion of the role of centres in the preparation of an "Economic Strategy for Sefton", in the Sefton Core Strategy, in the Local Transport Plan and other such strategies at the appropriate stage of consultation.

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3. Transport and Access	
<i>Crosby Cycling Hub</i>	
<u>Targets</u> A network of cycle routes will be introduced, with a focal hub in the village, connecting all schools into the village. A key route to the station and beach will be created, feeding into the Sefton Coastal Park, and links to Liverpool and Southport.	<u>Measured by</u>
<ul style="list-style-type: none"> • Cycle training for school children and their families is provided in the village. 	<ul style="list-style-type: none"> • The length of cycle routes improving physical accessibility into the village.
<ul style="list-style-type: none"> • Tourist routes linking the village, beach, train and the Iron Men bring people in. 	<ul style="list-style-type: none"> • Number of secure cycle parking stands/facilities provided in Crosby Village.
<ul style="list-style-type: none"> • A cycle friendly cafe/cycle hire/community venue created in the village 	<ul style="list-style-type: none"> • Numbers of school children receiving cycling proficiency training.
<ul style="list-style-type: none"> • This network drives new internet use which is linked into marketing of the whole village. 	<ul style="list-style-type: none"> • The success in promoting Local Sustainable Transport Initiatives to owners and employees of business and services in the village.
	<ul style="list-style-type: none"> • The attraction of Local Transport Plan/Merseytravel funding
<i>Promotion of Local Public Transport</i>	
<u>Targets</u> Working in partnership with Merseytravel and bus operators to encourage more people to use public transport to get to Crosby Village.	<u>Measured by</u>
<ul style="list-style-type: none"> • Promotion of the No. 53 Quality Bus Partnership. 	<ul style="list-style-type: none"> • Regular meetings with Partnership Officers at Merseytravel.
<ul style="list-style-type: none"> • Local circular bus service between rail stations and key shopping areas including Crosby Village, St. John's and South Road (all in the Crosby/Waterloo area). 	<ul style="list-style-type: none"> • Dissemination of information about services via media; via availability of travel/service information leaflets to local residents; collection of data from operators to measure success.
<ul style="list-style-type: none"> • Improved bus facilities for users around Crosby Village. 	<ul style="list-style-type: none"> • Commissioning of Feasibility Studies for both proposals.



3. Transport and Access	
<i>Promotion of Local Public Transport (continued)</i>	
<u>Targets</u>	<u>Measured by</u>
<ul style="list-style-type: none"> Longer term ambition of a new bus station 	<ul style="list-style-type: none"> Inclusion of proposals in Local Transport Plan programmes
<i>Access to Village Centre</i>	
<u>Targets</u>	<u>Measured by</u>
<ul style="list-style-type: none"> Look at potential for de-pedestrianisation of Moor Lane in Crosby Village to encourage more passing trade and improve security at night. Particularly relevant to potential Sainsbury's development. 	<ul style="list-style-type: none"> Preparation of feasibility study by Council in conjunction with any forthcoming developing/redevelopment proposals.
<ul style="list-style-type: none"> In conjunction with Sefton MBC, research innovative new ways of looking at parking charges in Crosby Village. 	<ul style="list-style-type: none"> Agree an access and parking strategy with Council including encouraging and facilitating short-stay parking in the village.
<ul style="list-style-type: none"> Further exploration of parking issues within residential streets surrounding Crosby Village, particularly in relation to potential Sainsbury's development. 	<ul style="list-style-type: none"> Negotiate with Council about possibility of managing pricing structure to encourage visits and increase dwell times at quieter periods.

(Reference: Recommendations 5, 6 & 11 to the report)

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5.10 **Ged Gibbons – Regional Chairman of the Association of Town and City Management**

Key points:

- Town Centre Management – need to have individuals with a “can do” mentality and who want to drive a shared vision forward. It’s difficult to deliver actions with individuals that have a parochial vision and we need to have “like minded” people on board. Beware of the Progress Prevention Officer.
- “If you always do what you’ve always done then you’ll always get what you’ve always had.”
- Threats to town centres: online shopping, budget cuts – no funds to pay for Town Centre Managers, conflict in managing the hope, expectation and demand of the younger generation – lifestyles have changed.
- Retail offer has changed; individuals are shopping around. Town Centres are seeing an increase in shops such as Poundland, Home Bargains, Pound World, B&M, charity shops etc.
- Two different shopping experience:-
 - Basic regular shopping for food and other everyday incidentals; and
 - Leisure – sense of destination.
- The culture of all the town centres throughout the Borough are all diverse; they all have their own character – one size doesn’t fit all – important to tap into opportunities such as publicising local historic buildings to increase footfall by way of visitor attractions.
- Requirement in the future for the private sector to work with the public sector, less funding with greater demand – essential to look at the make-up of town centres; the competition needs to be balanced with different players.
- Town teams should have regular meetings with the Head of Planning Services and draft a 10 year plan with a clear vision.

(Reference Recommendations 1, 4 & 12 to the report)



5.11 Ian Maher – Cabinet Member for Regeneration and Tourism

Key points:-

Town Centres play a key role in making communities attractive and vibrant places to live. They also generate investment and jobs and attract visitor spend from a wide catchment area. If Town Centres go into decline, then they reduce opportunity for everyone. For these reasons, the future of Sefton's Town Centres is one of six top priorities endorsed by Cabinet.

Town Centres are varied and need to be looked at individually:

- Town Centres (many convenience and comparison goods, wide catchment area, variety of non-retail uses, extensive transport links, investment opportunities, major public realm) – Southport and Bootle.
- District Centres (mainly convenience goods, smaller catchment area, mainly retail, local transport links, opportunities for investment and/or re-modelling, modest public realm) – Crosby, Formby, Maghull, Waterloo.
- Local Centres (convenience goods, small scale, retail, local catchment area) – Ainsdale, Birkdale, Churchtown, Old Roan, Netherton, Linacre Bridge.

The SWOT analysis below looks at issues facing all these different types of centre, but solutions will need to be tailored to the prospects of each centre.

Strengths

- Retail/leisure offer of Southport.
- Office Quarter and College campus sustain the Bootle offer.
- All suburban residential areas are served by District and Local centres, which help define their identity.
- Commitment of Southport Town Centre ratepayers to the future of the Town.
- Entrepreneurship strong in centres that have struggled (e.g. Maghull Emporium).

Weaknesses

- In South Sefton, social deprivation caps purchasing power and limits growth.
- For centres with a coastal location, the size of the natural catchment area is constrained by the sea.
- Declining residential population of Sefton.

Opportunities

- Investment strategies commissioned for Bootle and Crosby Centres (Southport to follow).
- Growing support from businesses and government for Town Centre Partnerships.
- Continuing interest in Sefton from the multiples.
- Opportunities to innovate in Town Centre enterprise e.g. pop-up shops, markets, events.
- The conditional use of business rates relief to secure social value e.g. local jobs.



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Threats

- The superstore revolution, reducing the market share of small independent traders.
- Competition from the internet, especially for non-food and digital goods.
- Competition from out-of-town Centres including Liverpool One and the Trafford Centre.
- Failure of Government to reset rateable values for commercial premises.
- The slow recovery from the recession.

(Reference: Recommendations 4, 5, 6, 7, 8 & 12 to the report)



5.12 Christine Finnigan, Partnership and Local Taxation Officer and Angela Ellis, Customer and Transactional Services Support Manager, Sefton MBC.

Key Issues:

- Charities, Voluntary or not-for-profit organisations may be entitled to help and support with their Business Rates bill – charitable relief/discretionary relief may be applied for and this can reduce the bill by 80-100%.
- Collection rates are improving
- Three New Rate Reliefs:
 - Rateable Value – retail businesses with a rateable value of £50,000 or less are eligible for a new additional special discount worth £1000 which relates to the rate bills Sefton has approx. 150 businesses which fall under this category. Letter to be sent to all those businesses which are eligible.
 - Retail Relief: Empty properties – Re-occupancy – A shop/unit empty for more than 12 months and re-occupancy occurs, the new occupier receives 50% off rates for the first 2 years.
 - All empty properties are exempt from paying business rates for three months after they become vacant.
- Sefton has approx. 200 empty shops of which 150 benefit from retail relief.

(Reference: Recommendations 8&9 to the report)

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5.13 Jane Gowing, Head of Planning Services

Key Issues:

Planning – town centres, changes of use, retail developments etc.

National Planning Policy framework - “the purpose of the planning system is to contribute the achievement of sustainable development”. There are 3 dimensions of “sustainable development” running through planning;

Economic role – building strong economies by ensuring sufficient land of the right type in the right place at the right time to support growth and provision of infrastructure.

Social role – supporting strong, vibrant and healthy communities by providing a supply of housing required to meet the needs of present and future generations, high quality built environments, accessible local services that support its health, social and cultural well being.

Environmental role – protecting or enhancing our natural, built and historic environment, prudent use of resources, minimise waste pollution and adapting to climate change etc.

‘These 3 roles should not be taken in isolation because they are mutually dependent – e.g. economic growth can secure higher social and environmental standards and well designed buildings and places can improve the lives of people and communities.’

‘Economic, social and environmental gains should be sought jointly and simultaneously through the planning system.’

Major new (retail) developments – how do we assess (social) impacts?

Legislation and case law establish the various planning issues that can (and can't) be taken into account when making decisions on planning applications. These are wide and include issues like;

- Highways impacts
- Impacts on neighbours' amenity – e.g. through hours of operation, noise disturbance, loss of light etc.
- Economic impacts - £investment, jobs created, contribution to regeneration objectives etc.
- Ecology/environment issues – e.g. harm to habitats, species, mitigation etc
- Policies in the Development Plan – does the application comply?
- Design
- Retail impacts.

Issues that can't be taken into account:

- Competition – e.g. too many charity shops already
- Loss of value (house prices)
- Covenants
- Matters covered by other legislation – e.g. Building Regulations



How do we access retail impacts of new supermarkets?

Developments over 2,500 sq. M. need to be accompanied by a Retail Impact Assessment (RIA),

This includes various technical and other information such as: breakdown of floorspace and uses (comparison or convenience shopping); amount of existing and proposed trading (£); trade draw – where will customers come from and how many?; are existing premises over trading?; site assessment /sequential test– why here?; Policy analysis; new jobs created; **vitality and viability assessment** etc.

The RIA is prepared by specialist retail consultants with recommendation regarding the likely impacts of the development in the locality taking into account the issues set out above.

National Planning Policy Framework – Ensuring Vitality of Town Centres

Local Plans should recognise town centres as the heart of communities and policies should protect their vitality and viability.

Define a network and hierarchy of town centres – e.g. local centre, town centre etc.

Promote competitive town centres and provide customer choice and a diverse retail offer.

Allocate appropriate edge of centre sites for main town centre uses – if no sites are available.

Allocate sites in other accessible locations that are well connected to the town centre.

Sequential test- to planning applications for retail that are not in an existing centre.

Applicants and Local Authority should demonstrate flexibility on issues of store format and scale.

Where an application fails the sequential test or will have a **significant adverse impact** it should be refused. Need to be able to demonstrate that impact and harm in order to refuse.

Vacant uses; Use Classes Order

Various changes in the UCO mean that more uses than ever before can now change without the need for planning permission. The following sets out those uses ordinarily found within town centres and as such excludes industrial/office uses.

At present there are three types of permitted change:

- a) Those not requiring prior-approval to the Council and not time-limited.
 - b) Those not requiring prior-approval to the Council but can only operate for a two-year period.
 - c) Those that require prior-approval to the Council and not time-limited.
- a) No prior approval/not time-limited

From	To
A2 (professional and financial services) when premises have a display window at ground level	A1 (shop)
A3 (restaurants and cafes)	A1 or A2
A4 (drinking establishments)	A1 or A2 or A3
A5 (hot food takeaways)	A1 or A2 or A3
Casinos (sui generis)	D2 (assembly and leisure)

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Note: A1 uses include but are not limited to shops, retail warehouses, hairdressers, funeral directors, travel and ticket agencies, post offices, pet shops, sandwich bars, domestic hire shops, internet cafes.

A2 uses include professional and financial services (other than health or medical services) such as banks, building societies, estate and employment agencies, betting shops.

b) No prior approval/time-limited

Since 30 May 2013:

Buildings with A1, A2, A3, A4, A5, B1, D1 and D2 uses will be permitted to change use for a single period of up to two years to A1, A2, A3 and B1 uses.

c) Prior approval/not time limited

Since 6 April 2014:

A1 (under 150m. sq./A2 to C3 (Residential). This is not applicable within Conservation Areas (only Lord Street and Chapel Street benefit).

A1 to Bank/Building Society/Friendly Society/Credit Unions (mentioned explicitly to the exclusion of any other A2 use such as a bookmakers).



6.0 Key Opportunities – Business Improvement District (BID)

6.1.1 A BID is a flexible funding mechanism to manage a clearly defined retail, commercial or industrial area.

The Local Government Act 2003 allows local businesses and other stakeholders to form a partnership to improve their area: improvements which must be additional to services the Council already provides.

The BID business plan is put to a ballot and must be agreed both by the Council and by the majority of business ratepayers (and a majority of the (Rateable Value) in the area).

The Council, as billing authority, is then authorised to levy an additional rate on all balloted businesses (whether they supported the BID or not), and to pass the revenue onto the BID Company (BidCo).

The BidCo is responsible for delivery of the business plan and is accountable to its ratepayers and to the Council. It is normally a not-for-profit limited company, and is governed by the Business Improvement District (England) Regulations 2004.

Every BidCo is required to periodically re-ballot business ratepayers to renew consent to the levy and the business plan.

6.1.2 BIDs are a tried and tested method of regenerating town centres, commercial districts and some tourism zones. There are currently 126 formal BIDs in the UK, of which 39 have been successfully renewed. Around 80% of ballots for a new BID return a “yes” vote. BIDs on Merseyside include City Centre BID and The Commercial District.

6.1.3 Tourism BIDS (TBIDs) are new and actively being promoted by Visit England who have established an “Early Adopters” group to help develop and share best practice. Sefton and its Southport BID are invited members of that group.

6.1.4 Sefton has had previous experience of BIDs. About 120 businesses in Chapel Street, Southport were balloted in 2006 and 2007, but on both occasions declined by the narrowest of margins to become a BID. This is believed to be mainly due to the opposition of the Arcadia Group which had a national policy of not joining BIDs. However, Arcadia’s presence in the town centre has since reduced and the climate has changed considerably in the High Street, with much greater interest in collaboration.

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- 6.1.5 Southport has a strong core group of retailers, attraction operators and other town centre and seafront businesses, who have worked with each other and alongside the Council in Southport Partnership, Southport Tourism Business Network, and most recently in Southport Town Team.
- 6.1.6 This core business group had demonstrated a real willingness to take a leadership role. The business group established a Development Group and have submitted their manifesto.
- 6.1.7 The BID is projected to raise a total of £2.4 million over 5 years; this includes the levy and voluntary contributions along with other revenue streams.
- 6.1.8 The ballot papers for the BID were sent out on 27 February 2014, the deadline for return being 27 March 2014 and the successful result was announced on 28 March 2014.
- 6.1.9 Southport BID was launched on 1 June 2014. This is a fantastic opportunity for Southport, “The Classic Resort”, to re-establish itself by undertaking some key initiatives grouped together in two main priorities: Promoting and Improving. In considering the two main initiatives, the Working Group agreed that the following should be considered.

6.2 Research: Key Drivers – Town Centre Change – A Struggling Economy

- 6.2.1 UK consumers are struggling in the aftermath of one of the deepest and most prolonged recessions in recent history. Higher taxes, heavier indebtedness and tighter lending conditions will keep town centre spending more muted than in the previous two decades.
- 6.2.2 With consumers expected to suffer for the foreseeable future we can assume town centre footfall will continue to fall, or at least remain depressed. The pressure on retailers and other town centre businesses is unlikely to improve in the short-term. They will need to adjust to the fact that most customers will not only have less disposable income, but may also exhibit different behaviour – a thrifty and price conscious outlook.

6.3 Research: Key Drivers – Town Centre Change – Ageing Society

- 6.3.1 We live in an ageing society and in some areas Southport in particular, over half the residents are 60 years of age or over.
- 6.3.2 An ageing consumer base will increase the requirement in town centres for facilities such as good access, health services, and public conveniences. This may lead to a growing demand for safer and cleaner environments for socialising and leisure activities.



6.4 Research: Key Drivers – Town Centre Change – Changing Consumers

- 6.4.1 The economy, demographic change and technology will shape the behaviour of future consumers.
- 6.4.2 Future consumers are likely to be characterised by 5 key drivers: service, expectation of choice, technology use, the pursuit of value and the desire for experiences.
- 6.4.3 It is likely that town centres will be impacted to some degree by the 5 key future consumer trends:
- An ageing population: will lead to specific demands for particular services and facilities, as well as an attractive and safe environment in which to shop and socialise.
 - Ever increasing demand for choice: will place town centre operators under pressure to break from traditional business models to satisfy the demand for convenience.
 - The continuing rise of e-commerce: may take trade from traditional retailers, yet mobile technology will be so embedded in people's lives that town centre operators could embrace and exploit it for their own benefit.
 - The demand for value is here to stay: there will be an increasing demand for good value but with high quality goods and services.
 - Leisure time will continue to be very important, more than ever before. If Town Centres are to survive the Leisure element of the Town Centre offer should be exploited accordingly: people's expectations are ever higher, in a world where innumerable options compete for their attention. If town centres are to compete they will need to offer people a viable alternative where they can shop, eat, work and play in a unique cultural, social, and exciting environment.

6.5 Research: Town Centre Futures: Responding to Change – Ageing Population

- 6.5.1 Maximising access, whether parking or public transport.
- 6.5.2 Creating safe and attractive environments for shopping.
- 6.5.3 Ensuring the provision of important facilities such as toilets and mobility.
- 6.5.4 Fostering community spirit through local cultural and social events.
- 6.5.5 Bringing important public and private services (such as health) on to the high street.
- 6.5.6. A greater focus on good service, often on a face-to-face basis, will no doubt be attractive to older consumers.

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6.5.7 Greater opportunities for informal leisure and socialising.

6.6 Research: Town Centre Futures: Responding to Change – Economic Uncertainty

6.6.1 Supporting local businesses (e.g. through favourable rents and lease terms).
(Reference paragraph 5.12 to the report: Witness Statement – Christine Finnigan)

6.6.2 Supporting “pop up” businesses and short-term/seasonal enterprises.
(Reference recommendation 4 to the report)

6.6.3 Setting up town centre business and entrepreneurship mentorship schemes.
(Reference recommendation 4 to the report)

6.6.4 Providing town centre based re-training opportunities.

6.6.5 Achieving a favourable balance between budget, mass, and premium retailers.

6.6.6 Avoid the clustering of value retailers, bookmakers, bars, and fast-food outlets.
(Reference paragraph 5.13 to the report: Witness Statement – Jane Gowing)

6.6.7 Supporting and fostering local markets, community and participation.

6.7 Research: Town Centre Futures: Responding to Change – Consumer Change

6.7.1 Get to know your people and strike an appropriate balance between the 5 consumer drivers of value, service, experience, choice and technology.

6.8 Research: Key Findings - Demography

6.8.1 The population of the UK is projected to increase by 4.9 million between 2010 and 2020. This is based on an annual average growth rate of 0.8%, a higher rate of growth than that experienced over the past four decades. We also live in an ageing society, a trend set to continue with the median age of the population expected to rise from 39.7 in 2010 to 42.2 by 2035.

6.8.2 Some population projections refer to the following:-

- In 5 years time there will be half a million fewer teenagers and young adults.
- In 10 years time there will be 3 million more people aged 70 and above.
- The proportion of middle aged people will fall.
- In some areas, over half the residents will be 60 or over.
- By 2017 people over 60 will make up close to 24% of the population (in some areas more).



6.9 Research: Key findings - Impact on Towns and Centres

6.9.1 Although we can only speculate about the impact of demographic change, we can draw a number of logical conclusions.

6.9.2 First, the growth in the number of older people in society will have an obvious impact on pension provision and health costs. Considering the elderly have the lowest incomes of any adult age group (although some have significant asset, holdings), it is possible that the growing size of this group may depress overall consumer spending.

6.9.3 It might also be assumed that certain businesses will benefit from the ageing population such as those providing health services, mobility products or organised holidays. However, it would be wrong to assume the elderly for the future will behave like those of yesteryear. Indeed, any of the post-war 'baby boomer' generation who are now reaching retirement are both technologically savvy, fashion conscious, and driven by a very different moral code, than their parents. We should assume they will want many of the same products and services as younger customers.

(Reference recommendation 2 to the report)

6.9.3 An ageing consumer base is likely to increase the requirement in town centres for certain facilities such as good access, health services and public conveniences. It is also likely to lead to a growing demand for safer and cleaner local environments for socialising and leisure activities, with a focus on facilities such as cafes and community centres.

6.9.4 The expected decrease in the proportion of young consumers will also have an impact, for instance, it may be speculated that this may lead to less demand for particular services, such as bars, which appeal to this group. Yet, it is the increase in the proportion of people of working age that is perhaps of greatest significance who are value led, a trend which is unlikely to diminish in the face of economic constraints and burgeoning choice, both on- and off-line. It is fair to assume that this age group in particular will continue to drive the trend towards highly convenient, value led retail and leisure for the foreseeable future.

6.10 Research: Key Findings - Future technology

6.10.1 If there is one thing that can be predicted with some certainty is that multi-channel consumption is here to stay.



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6.11 Research: Key Finding - E-commerce

6.11.1 The UK online retail sector is the largest and most mature in Europe, having experienced significant growth over the last decade. The growth in e-commerce has far outpaced store-based trading, and a continuation of this pattern in the next few years should be expected. Between 2011 and 2015, the proportion of all retail spending accounted for by the internet is expected to increase by 8.9% to 12.1% albeit at a slower rate of growth than has been experienced in the past.

6.11.2 The internet is increasingly used for bargain hunting and discount dealing, a trend expected to continue for the foreseeable future. Research has revealed online customer's increasing tendency to browse between competitors' websites and also on social forums. This suggests that customers are becoming even more savvy and are spending time researching best value. It is also thought that internet users are increasingly using Cashback, Social Shopping and Voucher sites to hunt for a good deal.

6.12 Research: Key Findings - M-Commerce

6.12.1 UK consumers are pioneers of M-commerce, with visits to retail websites using smartphones increasing dramatically in recent years. There are 48.5 million mobile subscribers in the UK, and smartphone usage is increasing rapidly, with estimates of as many as 20 million users in 2011. At present the M-commerce audience is young: 63% of mobile email users are aged 18-24. However, it is reasonable to expect the median age will increase as older consumers begin to adopt smart phone technology. Associated with the rise in M-commerce is the growth in social networking. Smartphone technology allows for real-time and location specific networking, where the sharing of comments, opinions, information, and images, with a wide audience, is now the norm for many people.

Emerging statistics can help us think about what the future may hold for M-commerce:

73% of connected smart phone users use their phone while shopping

45% of mobile users in the UK aged 16 and above use a smartphone

69% of smartphone users regularly surf the internet

71% of smartphone users search to find information about goods and services after seeing an advert

M-commerce accounted for just 2% of E-commerce in 2011, but this is expected to rise to 7% by 2016.

6.12.2 It is expected that M-commerce will grow rapidly and we can expect it to become an increasingly important means for consumers to research and buy goods and services, engage with companies, and each other.



6.13 Research: Key Findings: Technological Innovation

6.13.1 Technological innovation is changing the way we behave, particularly in terms of how we communicate, and buy goods and services. This is likely to have far-reaching consequences for the way we shop and use town centres.

Perhaps the greatest threat for traditional retail, and not just town centres, is the trend for using the Internet to search for the best deals – people increasingly find it a more effective and less costly place to buy what they need.

Logically, we might expect to see traditional town centres suffer, given the impact online shopping has had on categories such as books, music, and electronics.

Smartphone technology offers consumers the ability to access information at speed and on the go, research and purchase goods anywhere, and communicate instantaneously. While E-commerce itself might understandably worry town centre operators, M-commerce offers opportunities for innovation on the high street. As such, engagement with this technology may afford an important means to boost the vitality of our town centres.

6.14 Research: Key Findings - Future consumers

6.14.1 The economy, demographic change and technology will shape the behaviour of future consumers. Combined with existing drivers such as the demand for convenience, experience and choice, a composite picture can be painted of the UK consumer in 2020 and could be characterised by 5 key drivers:-

- Getting Older – “Focus on good service and leisure in nice, safe, local places”.
- Expect Choice – “Want to be able to shop and live on own terms. Businesses must meet our needs – anywhere and anytime”.
- Use technology – “Technology is part of life, used for information, shopping, socialising and deal hunting”.
- Driven by Value – “New outlook, less credit, high costs, depressed income”.
- Want experiences – “Leisure is important. Individuals want places that offer unique retail, cultural, social experiences”.

6.14.2 The impact of future consumer trends and groups on town centres will vary from town to town dependent on the exact make up of the local population. For example, the existence of value driven Family Value and Hard Pressed groups may ensure some businesses struggle to cope with the low consumer spending that this entails, while businesses in town centres with a high volume of Retiring in Style or Juggling Parents may experience the opposite situation.



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However, it is arguable that all town centres will be impacted to some degree by the 5 key future consumer trends:

An ageing population: will lead to specific demands for particular services and facilities, as well as an attractive and safe environment in which to shop and socialise.

Ever increasing demand for choice: will place town centre operators under pressure to break from traditional business models to satisfy the demand for convenience.

The continuing rise of e-commerce: may take trade from traditional retailers, yet mobile technology will be so embedded in people's lives that town centre operators could embrace and exploit it for their own benefit.

The demand for value is here to stay: there will be an increasing demand for good value but high quality goods and services.

Leisure time will continue to be important: people's expectations are ever higher, in a world where innumerable options compete for their attention. If town centres are to compete, they will need to offer people a viable alternative where they can shop, eat, work, and play in a unique cultural, social, and exciting environment.

6.15 Research: Key Findings - The Portas Review

6.15.1 Understandably, there are growing calls from business, the public sector, town centre managers, and ordinary people, for society to get to grips with the problems facing town centres. Questions about what has happened, why, and what we want from our town centres going forward have become increasingly vocal.

6.15.2 Yet the most important question is the how. How can businesses, communities, landlords and local councils pull together to address decline and deliver vibrant and engaging town centres fit for the twenty-first century?

Mary Portas's recommendations aimed to kick-start the beating heart of our communities. She recognised community life as a prerequisite for economic vitality and vice versa, and described future town centres as diverse multifunctional centres for shopping, socialising, living and working – the ultimate destination for experiences unavailable anywhere else.

Portas's comprehensive list of recommendations focus on the following five themes:

1. Town centres must be run like businesses
2. The conditions to help businesses flourish must be fostered
3. The problem of competition must be addressed
4. Landlords' roles and responsibilities must be better defined
5. The local community must feel encouraged to participate in their town centre's future.

6.15.3 The recommendations were purposefully broad in scope and high level. While some challenged the thinking of the local community, town centre managers and local councils, others could only be readily implemented by central Government. The report rightly acknowledged that there was no such thing as



a generic town centre, and 'a one size fits all' approach would simply not work.

6.15.3 The review's recommendation of the creation of Town Teams, with the specific remit to deliver the change required to improve their places, is highly important. It will be their responsibility to develop unique plans tailored to the needs of their towns.

6.15.4 What is the right strategy for my town centre?

The Portas Review encourages town centre managers, as the enablers of change, to collaborate with local people, businesses, and landlords, to implement strategies to create vibrant sustainable places which meet the long-term needs of the community at large. This is a laudable objective with the potential to arrest decline and place town centres firmly at the heart of our communities once again.

6.15.5 The challenge of limited budgets and the weight of expectation that they 'have to do the right thing' will no doubt place Town Teams under significant pressure to select well conceived and impactful strategies, which in turn deliver positive change.

Arguably, the key to selecting the right strategies is for Town Teams to understand the needs of their community, in detail. Consequently, they must get to know their places and the people who use them.

7. Conclusions

Prepare place-based investment and marketing strategies for the principal town centres (Southport, Bootle, Crosby)

These strategies to cover (as a minimum):

- development of local leadership, with appropriate governance arrangements to involve all stakeholders (Business Improvement District as the most advanced level of engagement)
(Reference paragraph 6.0 to the report)
- preparation of a vision and a strategy for getting there
(Reference recommendation 1 and 7 to the report)
- product development, in terms of consolidating and re-modelling the central business district, matching the supply and demand for premises and attracting fresh investment (public and private) where the centre has a unique advantage
- quality environments, with attention to access by bus and cycle as well as car, parking, safety, lighting, signposting and additional street cleaning/maintenance
(Reference recommendation 2 and 3 to the report)



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- business development, such as promotion of pop-up shops/incubators, business mentoring, training and apprenticeships, digital inclusion, a commitment to a “Sefton Welcome”
(Reference recommendation 4 to the report)
- place marketing, so the offer is placed before potential customers and clearly distinguished in a crowded marketplace
- co-ordinated use of Council leverage, so its landholdings, head leases, investments, Local Plan, development control policies, business support, employment services and rates relief policies all point in the same direction for each centre.
(Reference recommendation 1 to the report)

Consider “triage” so stronger centres are bolstered to grow and invest and weaker centres (or the very weakest) are helped to adjust gracefully as traditional customers switch to the internet, edge-of-town centres or alternative centres.

Each area should be encouraged to develop a Neighbourhood Plan to include a Town Centre Strategy for the associated Town serving that area. Town Centre Strategies will need to address the impacts and pressures Town Centres will experience such as a struggling economy, changing consumers, economic uncertainty, future technology, E-commerce, M-commerce, Technological Innovation and the future consumers as identified throughout the review.

8. Monitoring Of Recommendations

Members of the Working Group stressed the importance of a robust monitoring and evaluation mechanism following the conclusions of the review and observations and comments from Cabinet.

The Working Group agreed that:

- Each recommendation agreed by the relevant Cabinet Member should have an action/implementation plan completed by the identified officer, including timescales and milestones for completion.
- The action/implementation plan could be the substance for the six-monthly Overview and Scrutiny Committee monitoring and evaluation report.
- The Overview and Scrutiny Committee (Regeneration and Environmental Services) should receive a six monthly monitoring report, setting out progress made against each of the recommendations.
(Reference recommendation 14 to the report)



9. Recommendations – Town Centres

1. That the Director of Built Environment be requested to review the Town Centre Strategies in order that there is a co-ordinated and systematic approach to Town Centre Development that links into other strategies across the Council.
2. That the Director of Street Scene be requested to produce individual cleansing programmes for each commercial centre across the Borough, recognising that one size doesn't always fit all.
3. That the Director of Built Environment, as part of any future Parking Review, be requested to investigate the possibility of undertaking a more focused and robust approach to a cost/benefit analysis. The Parking Review has now been completed.
4. That the Director of Built Environment be requested to investigate the work that has been undertaken by Maghull Community Enterprise in designing and opening a Pop-up Shop known as "The Emporium" with a view to designing a Sefton Model for Pop-up Shops in order that other Town Centres across the Borough could adopt a similar approach.
5. That the Director of Built Environment, as resources allow, assign appropriate Officers to the Town Teams across the Borough in order that those Officers may offer support and guidance in promoting and improving Town Centres, assets and tourist attractions associated with individual Town Centres across the Borough as a possible income generator.
6. That the Director of Built Environment (Regeneration) in consultation with the Director of Corporate Services (Neighbourhoods) be requested to engage with local businesses, the Community, Voluntary and Faith sectors to encourage the development of the Borough's Town Centres with a view to evidencing engagement with those groups to develop a proposed work programme that is effective and inclusive.
7. That an Officer and Member Working Group be established consisting of Officers from Built Environment (Regeneration) and Corporate Services (Neighbourhoods) and Members along with any other relevant Officers to take the task of Town Centre Development forward.
8. That the Director of Built Environment be requested to draft clear criteria to support Community Social Enterprise that reduce bureaucracy and create a greater understanding and empathy towards local business to include a consideration of rate rebates for social enterprises equivalent to registered charities when additional social value and support for community development can be clearly demonstrated.

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9. That through the investment strategies for Bootle, Crosby and Southport, the Director of Built Environment be requested to contact the Town Centres and suggest that they conduct a mapping exercise of landlords in each of their Town Centres, using the Cabinet Member for Regeneration and Tourism Capital Fund.
10. That the Director of Corporate Services be requested to investigate the possibility of landlords using the empty rate relief regime provided this leads to enterprise development, job creation and longer term economic and social value.
11. That the Director of Corporate Services be requested to ensure that Charity Shops continue to be inspected prior to awarding relief and reviewed from time to time to ensure that relief criteria are met, with any abuse reported being investigated and appropriate action taken accordingly.
12. That the Director of Built Environment be requested to investigate the possibility of using the lampposts outside the Bootle Strand Shopping Centre as advertising space and a possible income generator and if this proves to be successful, adopt a similar principle, wherever possible, throughout the Borough.
13. That the Working Group welcomes that the Director of Built Environment intends to consult and seek local community representation in relation to any proposal to draft an investment strategy that impacts on that local community.
14. That, in the spirit of the One Council vision, all Directors and Heads of Service be requested to consider how their individual Departments actions impact on Town Centre development and how the development or decline then impacts on local residents and citizens.
15. That the Working Group seeks reassurance from the Council that the regeneration of the Borough's Town Centres should not be delayed or blocked due to any unnecessary internal procedures within the Council by adopting local protocols that seek to support local community activities in a positive and supportive way.
16. That investment and operational planning be more closely aligned through the Director of Built Environment.
17. That the Director of Built Environment, as resources allow, be requested to submit a quarterly progress report to the Overview and Scrutiny Committee (Regeneration and Environmental Services) detailing the proactive work being done to promote and create vibrant Town Centres across the Borough.
18. That the Director of Built Environment, as resources allow, be requested to submit a six monthly performance monitoring report to the Overview and Scrutiny Committee (Regeneration and Environmental Services), setting out progress made against each recommendation of this Final Report.





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10. ACKNOWLEDGEMENTS AND THANKS

In producing this report on Economic Development and Development of Local Town Centres and Economies, acknowledgements and thanks are attributed to the following individuals for their time and input:-

- All Key Witnesses
- Mark Long, Head of Economy and Tourism and Lead Officer to the Review

Thanks must also go to the Members of the Working Group who have worked hard and dedicated a great deal of time to this review, namely:-



**Councillor Patrick
McKinley
(Lead Member)**



**Councillor Denise
Dutton**



**Councillor Lynn
Gatherer**



**Councillor Paulette
Lappin**



**Councillor Peter
Maguire**



**Councillor Fred
Weavers**

**Overview
& Scrutiny**



For further Information please contact:-

Ruth Harrison

Senior Democratic Services Officer

Telephone: 0151 934 2042

E-Mail: ruth.harrison@sefton.gov.uk

Sefton Council 



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Report to: Overview and Scrutiny Committee **Date of Meeting:** 20 January 2015
(Regeneration and Environmental Services)

Subject: Cabinet Member Reports

Report of: Director of Corporate Services **Wards Affected:** All

Is this a Key Decision? No **Is it included in the Forward Plan?** No

Exempt/Confidential No

Purpose/Summary

To submit to the Overview and Scrutiny Committee recent Cabinet Member Reports.

Recommendation(s)

That the report be received.

How does the decision contribute to the Council’s Corporate Objectives?

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

Reasons for the Recommendation:

In order to keep Overview and Scrutiny Members informed, the Overview and Scrutiny Management Board has agreed for relevant Cabinet Member Reports to be submitted to appropriate Overview and Scrutiny Committees.

What will it cost and how will it be financed?

There are no financial implications arising directly from the contents of this report. Any specific financial implications associated with the attached Cabinet Member reports have been included in those reports as appropriate.

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Implications: N/A

The following implications of this proposal have been considered and where there are specific implications, these are set out below:

Legal	
Human Resources	
Equality	
1. No Equality Implication	<input checked="" type="checkbox"/>
2. Equality Implications identified and mitigated	<input type="checkbox"/>
3. Equality Implication identified and risk remains	<input type="checkbox"/>

Impact on Service Delivery: N/A

What consultations have taken place on the proposals and when? N/A

The Head of Corporate Finance and ICT has been consulted and notes the report indicates there are no financial implications arising directly from the contents of this report. Any specific financial implications associated with the attached Cabinet Member reports will have been included in those reports as appropriate. (FD 3375/15)

The Head of Legal Services has been consulted and has no comments on this report. There are no legal implications arising from the contents of this report. (LD 2667/15)

Are there any other options available for consideration? N/A

Implementation Date for the Decision

Immediately following the Committee meeting.

Contact Officer: Ruth Harrison

Tel: ext. 2042

Email: ruth.harrison@sefton.gov.uk

Background Papers:

There are no background papers available for inspection.

1. Introduction/Background

1.1 In order to keep Overview and Scrutiny Members informed, the Overview and Scrutiny Management Board has agreed for relevant Cabinet Member Reports to be submitted to appropriate Overview and Scrutiny Committees.

1.2 Attached to this report, for information, are the most recent Cabinet Member reports for the period December 2014 – January 2015 for the following portfolio's that fall within the remit of this Committee:-

- Cabinet Member – Communities and Environment;
- Cabinet Member – Regeneration and Tourism; and

- Cabinet Member – Transportation; and
- Cabinet Member – Children, Schools, Families and Leisure (Leisure Element)

2. Background

- 2.1 At its meeting on 30th August 2011, the Overview and Scrutiny Management Board proposed that, in future, Cabinet Member reports will be published on the Modern Gov library and an e-mail alert will be sent to Scrutiny Chairs. In the event that Chairs identify any issues they would like to raise for discussion at their next Overview and Scrutiny Committee, they should alert the appropriate officer and this will enable appropriate officer attendance at that meeting.
- 2.2 The Cabinet Member update reports attached were e-mailed to the Chair of the Committee on their availability.
- 2.3 Accordingly, the appropriate officer attendance has been requested at the meeting.
- 2.4 *The Committee is requested to receive the Cabinet Member Update Reports.***

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**CABINET MEMBER UPDATE REPORT
Overview & Scrutiny (Regeneration and Environmental Services)
20 January 2015**

Councillor	Portfolio	Period of Report
Ian Moncur	Children, School & Families and Leisure	December 2014

LANDSCAPE SERVICES - Head of Service, Rajan Paul

PARKS AND GREEN SPACES

Engaging with the Community – Community Parks Officers (CPO's):

As part of the aim to encourage more people in the community to play an active role in managing the parks, and increase their capacity and resilience, the CPOs help, support and develop groups and organisations in a variety of voluntary activities.

- Sporting Lights: The Community Parks Officers (CPO's) form a part of the Sefton District Bonfire planning group; a multi-agency partnership aimed at alleviating antisocial behavior across the Mischief, Halloween and Bonfire Periods. For the past three years, the CPO's have created and led on a Sporting Lights partnership initiative in Coronation Park in Crosby, which is flood-lit for the evening when a variety of sports and craft activities take place. The initiative has a highly successful track record for reducing levels of antisocial behavior.
- Christmas Lantern lit Carol Concert: The inaugural lantern lit carol concert took place in December. The events created an over-arching partnership between the friends of Alexandra and Coronation Parks and the Friends of Waterloo Seafront Gardens. The Sing Our Socks Off Community Choir volunteered to lead the carols and the Crosby and District Lions were in attendance along with Father Christmas.
- Tennis For Free: Sefton MBC's Victoria Park (Waterloo) Tennis For Free Scheme has now been named in the top five of the 27 UK wide schemes. The scheme will be continued for a further year of provision of free coaching and equipment at site for all community members. The scheme will start again in the New Year on the 18th January.
- Park Watch: The CPO's met with partner agencies such as Merseyside Police and Merseyside Fire and Rescue to discuss the launch of two pilot Park Watch schemes in Bootle and Crosby. The scheme engages with and engenders ownership of their parks by the local community who will act as the 'mouth, eyes and ears' of the park. Local Schools will work with their respective CPO's to create a Park Watch mascot for their park. The scheme will hopefully roll-out in spring 2015.
- Bootle Schools/ Colleges in Derby Park: Year 3 pupils from St Monicas Primary have visited Derby Park for a guided tour by CPO's. As part of their literacy studies, the pupils are writing a story using the park as the setting. CPO's have also been carrying out practical and survey work in the park with pupils that have been referred to Christ Church Primaries 'Nurture Base'. These pupils have displayed behavioural problems

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in the classroom and receive pastoral care in school. CPO's are working with Pastoral Care Managers in school to provide activities in the wider community.

Hugh Baird College Performing Arts students, supported by the local CPO's, have been visiting Derby Park, utilising the bandstand area to plan and deliver a performance as part of their studies. Skills for Working Life students from Hugh Baird College have also been carrying out improvement works in Derby Park. Works include the creation of a vegetable bed, painting benches and gutter clearance.

Supporting Friends of Parks and In Bloom Groups

P&GS is supporting over 40 different groups who are helping the Council to manage and maintain their parks and local environment. Groups are encouraged to develop and become sustainable in the long term, to ensure the environment is maintained to an acceptable standard, despite significant reductions in Council funding.

- Northwest in Bloom (NWiB) Awards Ceremony: In Bloom Groups were recently recognised at the annual NWiB Awards Ceremony, held in Southport. 26 Neighbourhood Entries received an Award and ten of these Groups also received a Discretionary Award of some sort. This is a record number for Sefton and shows the commitment of volunteers throughout Sefton. Also, Ainsdale, Crosby and Waterloo, Maghull and Southport all gained an Award for their respective categories.
- Volunteer Celebration Event at St Luke's Church: More than 58 community groups, individuals, businesses, Friends of Groups and charities across Sefton have been thanked for their efforts in contributing to this year's successful North West In Bloom results and making Sefton's parks and green spaces sparkle. The Event was attended by the Mayor of Sefton and the Chief Executive, and there were performances by local artists.

Developing Partnership Working

Work is also on-going to develop relationships with external partners, to help both these organisations and the Council achieve positive outcomes through volunteer work in parks.

- Killen Green Park Improvements: Sefton Residents Association have secured £5000 to undertake some improvements in the park which included turning a grot spot in the park into a 'cottage wildlife garden'. More than 300 plants and shrubs were planted as part of the project, along with improved seating areas. The project also involved L30 Community centre, Sefton Councils Parks and Greenspaces, The Landscape Group and pupils from the Grange Primary school.
- Santander Volunteer Day: In October, Santander got involved in a Project at 'Linacre Bridge Hub' and a Team of 10 staff carried out a range of activities that included; cutting back overgrown shrubs, painting park benches and repairing stone walls. Santander donated £250 towards further community development at Linacre Bridge.
- Lord Street: The Learning Rooms community group have started helping in the gardens, both alongside the existing garden volunteers and by themselves. For now, they help with litter picking and leaf clearance, and in time will help with weeding shrub beds. This means they now help out at Lord St and Kings Gardens.

- Hesketh Park Labyrinth: Hesketh Park, Southport is celebrating after receiving a Special Award for Innovation from the Green Flag Award Scheme. The Award is presented to Green Flag Award or Community Award winning sites that show that they have made changes which have brought outstanding benefits to both their site and the local community. Hesketh Park was chosen as one of 9 sites across the country for the award for the innovative maze in the park and its impact on people who use it, as an innovative remedy for stress, anxiety and depression.
- Prince's Trust Handover at Hesketh Park: Recently, a Team from the Prince's Trust (based at Southport Football Club) carried out its two week project in Hesketh Park. The young people got involved in painting many areas in the Park, including the children's play area railings, the boathouse and the carpet bed garden railings.

Promoting and Facilitating Community Ownership

In an effort to continue to find future savings within the service and create a sustainable model for sports facilities, officers are in talks with three new groups about self-management (Phoenix Football Club, Southport, Redgate Rovers Football Club, Formby and Sandbrook Bowling Club, Ainsdale). The football clubs are both looking for total site self-management, which would be a first for the borough, but could create a good new model for future sites.

Update on proposed surface water charges for parks and open spaces

A north west local authority meeting with OFWAT and United Utilities is scheduled to be held on the 16th January to discuss proposed charges that we impact significantly on Merseyside's parks and green spaces. United Utilities have no far delayed new surface water charges on parks until 2016, after which the 6 Greater Merseyside councils can expect phased in charges of over £2 million. The impact for Sefton's parks will be considerable and the authority has played a leading role in challenging the expectations of the water utility provider and its regulator. Officers are continuing to examine means of sensibly reducing surface water areas ahead of any expected increase.

Registrars

10 December – implementation day for couples to convert their civil partnership to marriage. 4 couples converted on 10 Dec, 2 couples on 12 Dec & 3 couples booked in before Christmas.

Phase 2 of the Immigration Act 2014 to be implemented on 2 March 2015 – extends notice period for couples getting married/civil partnership to 28 days from current 16 days. Also any person who is subject to immigration control will be prevented from getting married if it is thought that they are entering into a sham marriage.

HEALTH & WELLBEING SERVICE – Head of Service, Steve Deakin

SPORTS & LEISURE

- Active Kids/Tots football

Football in Netherton/Litherland continues to prove popular with between 40 - 60 children participating each week. The sessions which take place at both Netherton Activity Centre and Litherland Sports Park engage participants from the age of 2 to 11.

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As well as providing an ideal platform for grassroots football, the sessions have enabled progression in to voluntary sector sports clubs and beyond. Over recent months 6 players attending the sessions have been signed up to professional football clubs - Liverpool, Man City, Everton and Blackburn.

- **Sport England Inspired Facilities Funding**

As part of the support given to voluntary sector sports clubs, the Active Sports team have been instrumental in the success of three Inspired Facilities funding bids. Support and advice was given regarding grant applications and development plans, which resulted in £183,963 being awarded to improve sports club facilities. The successful grants were as follows;

- The Northern Club - £50,000
- Southport and Birkdale Squash Club - £75,000
- Hillside Lawn Tennis Club - £58,963

- **Be Active October Half Term**

Following the successful Be Active summer programme, both the free sessions and sports camps proved to be equally successful during October half term.

Key statistics were as follows;

- 17% overall increase in attendance in comparison 2013 (2013 had 1064 attendances; 2014 had 1240 attendances)
- 35% of participants attended the free sessions
- Individual centre increases in attendance were as follows;
 - Litherland Sports Park **83%**
 - Dunes **157%**
 - NAC **42%**
 - Meadows **57%** (Dry side)
 - CLAC **73%**

- **Merseyside Sporting Champions Awards**

Following the Sefton Sports Awards a number of winners were nominated to receive awards at the Merseyside Sporting Champions Awards held on 28th November. In addition open categories were included and saw nominations shortlisted from schools and the Active Sports Team. Sefton had its most successful evening winning 3 of the 9 awards:

Lifetime Achiever - John Rourke

Coach of the Year - Gareth Roberts

Young Volunteer of the Year – Zach Nicholson

Young Sports Personality of the Year – Lizzie Tolman - Badminton **(Winner)**

Club of the Year - Sefton Stars Basketball Club **(Winner)**

Volunteer of the Year – Tommy Walsh

Community Project of the Year

Break the Boredom (ADHD) Programme **(Winners)**

Aspiring Instructors

Primary School of the Year – Churchtown Primary School

Secondary School of the Year

Greenbank High School

Formby High School

LIBRARIES

- **Summer Reading Challenge**

The Summer Reading Challenge is a successful national initiative that challenges young people to continue reading during the summer holidays. This week we were given the very exciting news that Sefton Library service has contributed to this accomplishment by producing the **highest percentage of 'completers' in the 23 North West authorities**. **77%** of our young Borrowers that signed up went on to complete the challenge!

Each of the six Sefton Libraries saw in an increase in the numbers of children joining the Summer Reading Challenge, (joiners up 16% to 2684 children) and completing the challenge up 14% to 2073 children.

- **Sefton at War display**

A display highlighting the war time activities of the townships of Sefton between 1914-18 has produced to accompany an educational resource booklet that has been gifted to all school children in Sefton in years 7 and 8. The display and booklet was funded by the Heritage Lottery Fund to help Sefton commemorate the centenary of the start of World War I. The display has now travelled around the borough's libraries and is now to be displayed at Bootle Town Hall ,before possibly going over to Mons.

- **Celebrating Library Volunteers**

The library service is holding a 'Celebrating Library Volunteers' event Wednesday 17th December in recognition of all the work library volunteers have done across the library service over the past year. The library service has nearly 200 volunteers who undertake various roles enriching and extending the reach of the library service. Councillor Moncur will be gifting certificates to the volunteers at the event.

ARTS

- **The Atkinson Museum**

The first 25% of the museum has been completed and opened to the public on the 3rd November. The Council's Egyptology collection is the main exhibit and has attracted just over 20,000 visits in its first 3 weeks. The target attendance figure agreed with the Heritage Lottery Fund was 64,000 in the first year following opening, so we are well on the way to meeting and exceeding that target. Egyptology is a main element in the National Curriculum so a large number of Sefton Primary schools have either visited or booked to visit the exhibition, which is the first time for more than 40 years that it has been on public display.

- **Chorus of the Coast**

Sefton Coast Landscape Partnership Scheme, funded by the Heritage Lottery Fund, commissioned The Atkinson to deliver four special projects to interpret the 20 miles of the coastal path through artists' eyes. The music inspired by working with children and young people, Friends of King's Gardens and the Alzheimer's Society to explore the sounds of the coast. The concert was delivered on 24th November with participants from St Elizabeth's Primary School, Formby High School, Merchant Taylors School, the Sefton Youth Jazz Orchestra and Sefton Music Service. The event was well attended with over 300 people listening to the children recite the poetry they had written and sing and play to the new piece of music recorded about the sounds of the coast.

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CABINET MEMBER UPDATE REPORT (O & S) Regeneration and Environmental Services		
Councillor	Portfolio	Period of Report
P. Hardy	Communities and Environment	January 2015

Conservation

Work has previously been undertaken to identify areas/properties within Sefton for inclusion on the English Heritage at Risk Register which was made public by English Heritage on 23rd October 2014.

As previously reported Community Support funding has been approved to fund a 'Heritage at Risk' officer, to be employed by the Council. The recruitment process is now underway and the post has been externally advertised, the closing date for applications is 8/1/2015.

Work is already underway to identify potential funding opportunities that will help to remove Sefton areas/properties from the current 'at risk register' and this will be augmented by the anticipated appointment of a suitably experienced person to the Heritage at Risk post.

Waste Collection Services

- **Bulky Item collection service**

In the budget setting arrangements for the period 2013 – 2015, it was agreed make a saving of £210,000 on the bulky waste collection service. It was anticipated this would be achieved partly by applying a charge for the service (£5 per collection) and partly by reducing the level of resource utilised to provide the service.

Demand significantly reduced, therefore the resource was further reduced to offset costs in order to achieve the approved overall saving. Whilst this contributed to the saving the level of income being generated was still insufficient. However as this also resulted in demand slightly exceeding capacity ad-hoc resources were required to address peaks in order to provide the chargeable service within agreed timescales (within 15 days following payment).

The financial position part way through 2014/15 was indicating that a shortfall would still arise, the full saving would not be achieved. Therefore it has been agreed to increase in the charge per collection to £7.50 with effect from 1st September 2014.

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- **Christmas & New Year refuse and recycling collection arrangements**

The normal cycle of refuse and recycling collections is affected over Christmas & New Year by public holidays. Revised collection arrangements have been agreed which are scheduled to return the collection services to 'normal' by week commencing Monday 5th January 2015.

Domestic Refuse and Recycling collection services will operate on both Saturday 27th and Sunday 28th to provide collections that would have normally been provided on the previous Thursday (Christmas Day) and Friday (Boxing Day).

The services will also operate on Saturday of the following week to recover collections that would normally occur on the Thursday (New Year's Day public holiday). Collections that would have normally been provided on Thursday will move to Friday 2nd January 2015 with Friday collections moving to Saturday 3rd January 2015.

The normal alternating pattern of collections will resume from Tuesday 6th January 2015 onwards.

- **Green (garden) waste collection arrangements**

Members will recall that approval was given to defer charging for green waste collections and introduce a plastic and cardboard collection service to achieve a financial saving between 2013 and 2015.

In order to contribute towards the further financial savings which need to be made between 2015 and 2017 Cabinet approval was given, on the 27th November 2014, to the implementation of the amended green waste refuse collection timetable for 2015/16, including associated working arrangements. The Director of Street Scene was also granted delegated authority to undertake all necessary arrangements to enable the amended green waste refuse collection to be implemented by March 2015.

The previously fortnightly Green Waste collection, with collections on either a Saturday or Monday will change to a 3 weekly collection service for Green Waste taking place only on a Monday (including Bank Holidays). The three week cycle of collections will operate for 39 weeks of the year, commencing in March 2015.

It is envisaged that the reduced frequency of collections will still result in a sustainable service which will continue to provide Sefton residents with an opportunity to dispose of their garden waste free-of-charge collection. It is anticipated that this arrangement will negate any significant reduction in green waste tonnage and will therefore help the Council to continue to achieve an acceptable recycling rate whilst providing a more sustainable base to work towards the future 50% recycling rate by 2020.

Households that produce, and are able to store an additional wheelie-bin, will be provided with the opportunity to obtain one as this will also contribute towards the recycling rate, maximise the amount of green waste collected and minimise any disposal of garden waste via grey 'residual waste' wheelie-bins.

Arrangements are underway to inform residents of this change, by providing a letter which explains this change, when the 3-weekly collections will commence and the dates when grey, brown and green wheelie-bins will be collected via a new collection calendar.

As a result of this change collections of green bins will now resume from March 2015 and will operate each year between March and November only, no green w/bin collections will be provided during December, January or February.

On the 25th November 2014 the Overview and Scrutiny Management Board welcomed the implementation of an amended green waste collection as a budget saving option and recommended that Cabinet approve the implementation of the amended green waste collection service for 2015/16.

Air Quality

The Cabinet Member has agreed to commence the process required to revoke the AQMA for Particulate Matter (PM₁₀) at Crosby Road North, Waterloo for the final decision on revocation to be made by full Council following consideration by the Licensing and Regulatory Committee.

The revocation is in compliance with government guidelines on air quality management and will remove the unnecessary identification of a part of the Borough as being in exceedance of a National Air Quality Strategy (NAQS) Objective.

Cabinet Member endorsement to proceed with the process was based upon the detailed information presented in the report published on 18th November 2014

Consultation on the revocation of this AQMA will be undertaken with statutory consultees and residents in a similar way to that undertaken for the declaration of the air quality management area.

A report detailing the proposal to revoke the AQMA and providing the results of the consultation exercise will be presented to the Licensing and Regulatory Committee before full Council for a formal decision on whether or not to revoke the AQMA for PM₁₀ at Crosby Road North.

Pest Control

A report was published on 23/10/2014 based on a review of the Pest Control Charging pilot. The following recommendations were agreed;

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- To continue to charge for the treatment of public health pests (rats, mice, bedbugs, cockroaches and fleas) subject to provision of concessionary (free) service for residents in receipt of Council Tax Reduction Scheme Benefit .
- Increase charges for the treatment of public health pests for those residents not eligible for the concessionary service as soon as practicable.
- Amend service provision for bedbugs and cockroaches to allow revisits
- without additional charge for treatment if arranged within one month of the
- original visit.

Based on the part income received to date and projected income for the remainder of the year, delivery of the approved savings option D1.30 for the financial year 2014/15 (£ 30k) should be achieved.

It was agreed to maintain the current £ 24 (inclusive of VAT) for rats, increase the current nominal charge to £ 36 (inclusive of VAT) for mice and to £ 60 (inclusive of VAT) for bedbugs, cockroaches and fleas.

The agreed increase will potentially generate between £ 2,169 and £ 10,773 (full year), assuming a further reduction in the number of requests for treatment service of between 10% and 30 %.

The Cabinet Member noted the potential impact of the increase referred to above and has requested a further update report six months following implementation of the revised charges, anticipated to be effective from 1st January 2015.

Flooding and Coastal Erosion

- The Flood Ready was launched in October and has received very positive feedback from a variety of users. The site can be viewed at www.floodready.co.uk. So far 1833 people have visited the site and on average spend 3.5 minutes viewing the content. The most popular pages being those of the real life case studies. The leaflet, that was produced in conjunction with the website, was distributed to all Sefton Libraries and has now been adopted by other authorities in the North West to promote their flooding services.
- The annual report will be presented to Overview and Scrutiny at your January meeting.
- The Met Office have produced a review of the weather last year and have reported that the 2014 was the fourth wettest year (across the UK) since 1910. A significant contributing factor was the stormy weather in January and February. This also coincided with astronomically high tides that caused some coastal flooding and erosion.

Revised Inspection schedule of YOTs 2015/16

- Her Majesty's Inspectorate of Probation has launched a revised inspection schedule for 2015/16 which outlines a greater emphasis on outcomes for young people in relation to re-offending.

The new inspection schedule will begin from 19th January 2015 and there will be 3 YOTs re-inspected. Given the poor inspection in 2012, there is a high probability that Sefton will be one of the YOTs re-inspected. Therefore, the service has embarked on a pre-inspection plan. The plan will focus on a self assessment of the quality of practice and leadership:

- Self Assessment on Practice – In the 2012 inspection findings identified poor re practice to protect the public; unsatisfactory re practice to reduce the likelihood of re-offending; unsatisfactory re practice protecting the child and good re ensuring the sentence is served*. Since YOT completed the post inspection improvement plan in April 2014 – consultants Cordis Bright has completed an independent audit on a sample of YOT casework using inspection audit rigor to support preparation for 2015/16 schedule for revised inspections. This audit has complemented internal service audit and assurance processes and has identified significant improvements across key inspection areas of practice: *keeping children safe; risk management; reducing the likelihood of re-offending and ensuring young people complete their sentence.*

However, these practice audits identified some inconsistencies in relation to the quality of management oversight, the quality of reviews (key milestones in a young person's court order that informs their progress or not against re-offending, safeguarding, public protection and compliance). As a response there is an action plan in place to ensure consistency and to target an inspection descriptor score of 'Good', if inspected.

- Self Assessment Leadership & Governance – In 2012 inspectors found that the quality of leadership and the role of the YOT Partnership Management Board were unsatisfactory*. The Youth Justice Board provided oversight to the YOT post inspection improvement plan with a particular emphasis on the quality of the leadership and governance provided to steer practice effectively. Significant improvements were made in relation to:
Vision and aims of the board

Revised terms of reference incorporating inspection quality standards and indicators (the board provides challenge and support to the delivery of youth justice services in Sefton)

Establishing coherent, strategic linkages with the Local Safeguarding Children's Board and Safer Stronger Communities Partnership Board

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Implementation of a 'refresh and induction' for board members to provide a clear understanding of their role, responsibility and provides an insight into the front-line delivery of youth justice services.

Board member 'pledges' – all board members sign a pledge which outlines their commitment and support for improving youth justice practice in Sefton

- Strategic governance – robust accountability and support for YOT through the Safer Stronger Communities Partnership and Local Safeguarding Children's Board's will provide inspectors with a positive context for strong governance that was in its infancy at the previous inspection in 2012.
Self assessment of the board is 'Good' based on inspection descriptors.

Future Actions: Service manager to report to SSCP re status of self assessment and inspection planning progress at the next board meeting on 29th January 2015.

Business Risks

- Funding reductions from the partnership
- Vacancy management
- Board member changes
-

*the methodology for assigning scores to each of the core themes

- Reducing the likelihood of reoffending
- Protecting the public
- Protecting the child, keeping the child safe
- Ensuring the sentence is served

Inspectors examine how well the work has been done across the practice areas outlined above – from assessment and planning to interventions and outcomes.

Core assessment score	Descriptor	Start rating
80% +	Very good	4 stars
65-79%	Good	3 stars
50-64%	Unsatisfactory	2 stars
- 50%	Poor	1 star

CABINET MEMBER UPDATE REPORT		
Councillor	Portfolio	Period of Report
Ian Maher	Overview & Scrutiny Cabinet Member Regeneration & Tourism	January 2015

Invest Sefton

Business Start ups

InvestSefton works closely with Merseyside Special Investment Fund in referring new businesses to its Start up Loans fund programme. **To date 31 start-ups have been supported with £213,800 of loan finance.** The fund is delivered as part of the Government's Start up Loans company initiative and is split into two demographics- Under 30's and over 30'. **To date 12 Sefton applicants (under 30) and 19 (30+) have been supported.**

Invest Sefton has continued to support start-ups through financial incentives, most notably the Stepclever Legacy fund which ended in June 2014 having supported 97 new business start ups

Business Growth Grants

InvestSefton continues to work closely in partnership with the LEP and other LA's in delivering the RGF Business Growth Grants programme. The Business Growth Grant is a £15 million investment programme secured by Liverpool City Region Local Enterprise Partnership (LEP) and administered in conjunction with the City Region's Local Authorities. InvestSefton delivers the scheme in Sefton.

The programme is starting to gain momentum and InvestSefton has received over 35 expressions of interest from Sefton businesses. Progress to date includes:

- 18 projects at full application and/or appraisal stage
- Total project pipeline of £1.2m of potential investment generating £6.6m of private sector leverage
- Project could lead to the creation of over some 215 new jobs with local employment opportunities being maximised by Sefton@work
- A further 327 jobs will be safeguarded

Case study

Hi-tech robotics company, Aintree. The company develops and integrates machining solutions using industrial robots. The business was originally located in a warehouse in Baltic Road, Bootle and was born out of a scenery and set building business that used robots to produce some of its products. In October 2012 the business moved to new premises at Sefton Business Park in Aintree. This move gave the business the right image to operate effectively in the advanced manufacturing sector. In 2013, the business was identified as one of 250 fastest growing companies in the manufacturing sector by Lord Young and the Business Secretary, Vince Cable. Invest Sefton assisted the business in its £600k capital investment through detailed diagnostics and 1:1 business support. This resulted in

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the award of a £10,000 Business Growth Grant to develop and integrate five CNC robotics applications solutions namely: stone machining, plasma cutting, quick tool change systems, laser profiling and water jet cutting. The project will create six new jobs over the next 15 months

Inward Investment

Invest Sefton continues to work directly with potential inward investors and collaboratively with Liverpool City Region LEP and UKTI on maximising investment opportunities for Sefton.

Demand for industrial space, in particular from port related businesses has increased with a significant investment by an occupier leasing over 200,000 sq ft at 'Big Ft 2, Atlantic Park'. Other projects include:

- Turtle Wax have taken just under 5,000 at Alaska House, Atlantic Park for their European HQ
- 500,000 sq ft requirement for Distribution Centre is still live, however there is no longer adequate space on Atlantic Park to accommodate this. Alternative options being investigated.
- Office user negotiating to take 5-10,000 at Alaska House
- Enquiry for large new build office on Atlantic Park
- Enquiry for contact centre to take Caspian House (35,000 sq ft), creating 300-500 jobs.
- Working with manufacturing business to relocate to larger 200,000 sq ft new build premises on Atlantic Park.

Linacre Bridge business grants

InvestSefton delivers the **Linacre Bridge Business Grant** fund which to date has supported 10 businesses with the potential of creating 16 jobs. 7 of the businesses which have been funded are business start-ups. The types of business range from Sandwich Bars & Cafes to Printers and Florists, with the funding being used for a range of activities from supporting the purchase of equipment to helping the business to advertise their services. The total grant fund available is £25,000 over £22,000 has been allocated to date. There is a further application in the pipeline which if approved will utilise the balance of the funding

Partnership working

A **Memorandum of Understanding** has been agreed with Liverpool & Sefton Chamber of Commerce to develop closer working arrangements in the coming year including business growth hub activities. E&T 's Head of Service has been appointed to the Chamber board.

Invest Sefton is leading on the Merseyside Business Support Programme for the LCR and recently completed a midterm review to help inform future business support strategy under the new European Programme

Business Events

- **10 workshops/forums took place between April-September 2014 attracting 255 business owner/managers.** The majority of workshops have had a maximum number of 15 places available for companies and in some cases the team has had to re- run workshops to satisfy demand. Event topics such as, 'Growing your business' 'Presentation skills' and 'Data Protection' have been covered.
- **Procurement support** – In September InvestSefton hosted five events to support the Council's new procurement policy. The events-, **New Ways of Doing Business with Sefton Council** were attended by **145 business owner/managers** who learned about a new system of Risk-Based Sourcing for Requests for Quotes (RFQ), relating to goods and services from £1,001-£172,514, and works up to £4,332,012. The new system has been designed to make it easier to do business with the Council. Following the events there were workshops for experienced bidders and businesses new to public sector supply on a range of topics.
- **Sefton Economic Forum took place on 25th November 2014** at Aintree Racecourse and was attended by over 176 business delegates. This was a joint event with Liverpool & Sefton Chambers of Commerce and was chaired by Jenny Stewart (CEO). Presentations were received from Margaret Carney (economic update) David Brown (Merseytravel transport update) and case studies from businesses supported by Invest Sefton and Sefton@Work. The event then extended into a series of small workshops on how to do business with Sefton Council, marketing, social media and intellectual property rights.

Tourism

Conferences

- Discussions are ongoing with a number of hotels and the operators of the Southport Theatre and Conference Centre to look at establishing a conference bureau
- The first and second quarter of the 2014/15 financial year saw a total of 38 enquiries generated with a potential economic impact of approximately £16.5m. Eight events confirmed which would see a spend IRO £2.7m.
- There has been a slight upturn in the number of enquiries for large destination conferences with a number of high level events seeking proposals. Likewise, the number of organisers attending site visits seems to have improved over the past few months.

Events

- The events programme for 14/15 has now come to an end, and planning has now already started for the 15/16 season

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- The British Musical Fireworks was the most successful to date with over 16,000 people attending over the three day event
- The Southport Air show continues to be the most popular event in our programme and also one of the biggest events in the North West. This year over 58,000 people attended the two day event. Due to the popularity a number of issues arose of traffic access. We will be looking if any new measures can be implemented for the 15/16 event.
- The Tourism Events team have also been working in Partnership with the Southport BID to help formulate and plan new events while also implementing the Southport Christmas switch on event.

Southport Market

- From the 1st of January 2015 Sefton MBC took over complete control of Southport Market due to the withdrawal of Quarterbridge.
- The current occupancy rate stands at 72%, a new marketing approach is being looked at in order to maximise the benefits of the Market

Southport Business Improvement District

- After achieving a Yes vote in March 2014 the Southport BID became fully operational on the 1st of November 2014. A full time manager has been appointed and a private sector board established that also includes Sefton MBC representation
- To date 63% of the levy has been collected, this by far exceeds the collection estimates in the BIDs operational plan

Housing Market Renewal – General

Klondyke

- Bellways Phase 1 site construction to deliver 86 new housing units began last year and is progressing well.
- Bellways planning application for construction of 142 new houses and a new layout proposal including demolition of the existing Phase 2/3 area, was considered by Planning Committee on 18th June 2014, and approval notice issued on 14th July. There has been no legal challenge to this decision.
- The process to procure demolition contractors for the Phase 2/3 area has been completed and demolition works should commence by the end of January.
- Former owners of the Tannery site are pursuing settlement of their compensation claim against the Council via the Lands Tribunal.

Bedford/Queens

- Construction of the Phase 2 site is almost complete. The use of Regional Growth Funding to help fund the development of Bedford Queens Phase 3, and St Winifred's sites was secured and claimed, and progress on site is good.

Housing Options Service

- The Local Authority partners have completed a Review of the common Property Pool Plus Allocations Policy. A revised policy has been the subject of consultation with stakeholders and public, which ended in April. The responses have been considered and an amended Policy agreed by the 5 local authority partners. This Policy was approved by Sefton's Cabinet on 11th September, and also by the Cabinets of the other Local Authorities. Following staff training on the operation of the new policy, it will begin to be implemented in January 2015.
- The number of homeless clients approaching the service for help, especially vulnerable single people, has increased over the last year, and there is little likelihood of this increase slowing over the coming months and years.
- We have also seen a year-on-year increase in the number of people Rough Sleeping in the Borough despite the introduction of the No Second Night Out project. However, numbers are relatively small, increasing from 4 cases in 2010, to 9 in 2013 and 11 in 2014.
- The Council have been working with Emmaus and Riverside Housing, to develop proposals for a new combined homeless accommodation and training facility in Seaforth. The scheme obtained Planning approval in February, and began on site in April 2014. Emmaus hope their scheme will be opened by April 2015.
- Proposals to introduce a 'Gateway scheme' are being taken forward with homelessness agencies. This is an action contained in the Council's Homelessness Strategy, and would see all agencies who provide temporary accommodation adopt a common assessment process, and prioritisation of homeless applicants in need of their accommodation. This should result in those in most need securing any available temporary accommodation and support service. The new arrangement began to be implemented in December.

Private Sector Housing Standards Service

- The Housing Standards Team have both an enforcement and advisory role dealing with Private Sector Landlords, tenants and owner occupiers. The Council has a legal duty to take action where a Category 1 Hazard (most serious hazard) exists. The vast majority of cases involve privately rented premises. We dealt with 1048 reports of hazardous housing

Agenda Item 9

conditions in 2012-13, and 1039 in 2013-14. There has been a significant increase in the demand for the service over the last 4 years. This level of increase in demand has surpassed the national increase in demand, which was reported by the charity Shelter.

- A Landlord Accreditation scheme was launched in July 2013. We have accredited 268 properties in the first year of operation. We continue to promote the scheme and encourage more applications.
- There is continued focus on dealing with empty homes, with staff taking enforcement actions on long term empty homes. This has resulted in 3 enforced sales of long term empty homes being completed in June. As well as improving the prospects of these houses being returned to occupation, approximately £90,000 of debt was repaid to the Council. Action is ongoing in another 3 cases, which should also result in a further £10,000 of debts recovered. Further cases will be recommended to Cabinet Member to approve action.
- Riverside Housing have received funding under an empty homes initiative; 'Clusters of Empty Homes'. They are seeking to purchase, repair and then sell properties under their Own-Place scheme, mainly in the Knowsley Rd & Peel Rd area of Bootle. Officers are helping to identify suitable properties. Two properties on Dryden St are the first to have been completed, and work has commenced on site with a further 4 houses at Hermitage Grove and Cinder Lane (Klondyke).

Home Improvements Team and DFGs

- The Team and DFG Budget delivered home adaptations for 257 disabled households in 2012-13, and a further 314 have been completed in 2013-14.
- 2415 clients have received minor adaptations works in 2013-14

Housing Strategy

- The Council was successful in it's application for circa £300,000 of funding from the HCA, to improve the Council's Gypsy & Traveller site at Formby. Work involved upgrading the utility blocks [for bathing and laundry] and the addition of 4 new family pitches within the site, to meet growing demand. Works has recently been completed and the new are now occupied.
- The Homes and Communities Agency launched their Affordable Homes Programme for 2015-18. This is the opportunity for housing associations to bid for grant funding to help build new affordable homes over the next 3 years. The Council provided a Strategic Needs framework to help inform housing associations of it's priorities. Four schemes bids on named sites were submitted by housing associations, all of which have been approved for funding. There will be opportunity for HAs to submit further bids up until May 2016, under the HCAs 'Continuous Market Engagement' arrangements. A small number of further scheme bids have recently been submitted by OVH.

- The Council commissioned a piece of research, looking at meeting the housing needs of its older citizens. The Strategic Housing Market Assessment research suggests that 14% of all future new-build homes should be 'specialist properties' for older people. The research will help inform the Council as to how these needs might be met. The final report was provided at the end of November. A launch event will be organised for all stakeholders who participated in the work, to share the results.

Kew Housing Site Southport

- David Wilson Homes have now tendering their civil engineering and remediation works for the site. They have needed to negotiate with the contractors to bring the submitted tender to an acceptable figure for inclusion into the project cost appraisal. The Full cost appraisal is now in the hands of the Council's appointed consultants Keppie Massie to review the specific elements outstanding. It is expected that disposal of the site will complete during January 2015.

5. Home Improvements Team and DFGs

- The Home Improvements Service are responsible for delivering both Major and Minor adaptations to the residents of Sefton. The aim of these services is to ensure that people are able to live safely and independently in their own homes for as long as reasonably possible.
- The Service delivered 230 Major home adaptations to disabled households in the current financial year (April – December 2014).
- The Service also delivered 2042 Minor home adaptations to disabled households over the same period.

Land Disposal for Housing

• Kew Housing Site Southport

The appraisal of the remediation and other costs associated with the development of the Kew site were submitted by David Wilson Homes to the Council in October. Because of the nature of the review it was only possible to agree the detail of the scheme just prior to Christmas. A registration of the site by Hesketh Estates for Manorial Rights (the right to extract minerals) has added an additional complication to the disposal. Consequently it has been necessary to seek insurance cover to address this matter. Completion of the land transfer should take place when the appropriate cover is available. The remediation contractor for David Wilson Homes is in a position to commence activity once the transfer is complete.

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Commercial Development and Economic Investment Strategies

- **Dunnings Bridge Road Economic Investment Strategy**

A more detailed analysis, an outline assessment of the potential development capacity and outline development costs of the sites along Dunnings Bridge Road has been carried out by consultants BE Group. A briefing paper summarising the details will now be prepared for CM to be shared at the earliest opportunity.

Land Disposal for Commercial Development

- **Senate Business Park, Bridle Road**

Advertisements to secure a developer partner for the Senate Business Park site were posted in the appropriate trade magazines in November 2014 and returned submissions are expected by the 20th February 2015. Further detail for CM will follow receipt of submissions.

- **Southport Business Park**

Some land related matters need to be addressed before it will be possible to prepare a more detailed briefing note for SCIG and CM Regen and Corporate Services. This note will detail a procurement/land disposal route for the site. With the appropriate CM agreement it will then be possible to place advertisements for a developer partner for the Southport Business Park.

CABINET MEMBER UPDATE REPORT		
Overview & Scrutiny Committee (Regeneration and Environmental Services) – 20 th January 2015		
Councillor	Portfolio	Period of Report
Cllr Fairclough	Cabinet Member for Transportation	December 2014

Strategic Transport

A5758 Broom's Cross Road (Thornton to Switch Island Link)

- Formation of the road foundation complete except for a short section at the culvert in Netherton Brook
- Installation of drainage system continuing
- Realignment of Long Lane and new junction with A565 completed
- Kerb laying and preparation for surfacing complete between Thornton and Brickwall Lane
- Surfacing of the new road has started at the Thornton end of the route
- Works at Switch Island largely complete – some overnight working remains to be completed in the New Year
- Monthly updates produced and distributed and published on website
- Progress update provided to local press at end of November

Port Access

- City Region Port Access Steering Group continues to meet every two months, being chaired by Sefton Chief Executive (next meeting planned for 26/01/15)
- Programme of interventions continuing. Measures include rail infrastructure requirements, promotion of coastal and inland shipping, short term highway improvement measures and an assessment of the options for long term major highway improvement.
- Network Rail's Northern Ports and Trans-Pennine rail capacity study to identify infrastructure requirements on the strategic rail network is expected to be complete by the end of the year.
- An initial options assessment and business case appraisal for a long term major highway option has been considered by the steering group. A report is due to be presented to the Combined Authority in the near future.
- Government announcement in the Roads Investment Strategy for development of a scheme to improve port access and address the A5036.

LTP & Growth Plan

- Sefton is continuing to work with Merseytravel and the other Merseyside authorities on the delivery of the LTP3 implementation programme. An update on the 2014/15 LTP Capital Programme was reported to Cabinet Member – Transportation in November.
- Work continues at the Combined Authority level, led by Merseytravel, on the preparation of the next LTP (Transport Plan for Growth). This is expected to be published in April 2015.
- Sefton is contributing to the development of a City Region package of sustainable transport interventions in line with the funding announced in the CR Growth Deal. Initial feedback from the DfT is positive and an announcement on funding is expected shortly.

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Local Transport Schemes

- Work on delivery of the LTP Capital Programme for 2014/15 has been continuing. This includes 20mph zones in 7 areas following on from the areas implemented in 2013/14. Work continues on the design of traffic management measures to be implemented on the Northern Perimeter Road/Lydiat Lane following completion of Broom's Cross Road and on the land acquisition for the South Road junction improvement.
- Work is also continuing on schemes fully or partly funded through the Local Sustainable Transport Fund. Proposals to improve links between Thornton and the Dunning Bridge Road area and to improve accessibility in Seaforth village are expected to start on site early in the New Year. Proposals for pedestrian and cycle improvements at the entrance to the Port will also be implemented early in the New Year.

Local Sustainable Transport Fund

- The current funding package from the Local Sustainable Transport Fund finishes at the end of March 2015. This has implications for the work of Sefton Travel Team, the Active Sefton programme, the recently established Travel Training service, the Cycle Hire scheme and the Sefton and West Lancashire visitor economy support. Opportunities for securing future funding for these initiatives are being explored, but as yet, no funding has been confirmed.

Network Management

Permit Scheme

- The permit scheme has been approved by the Secretary of State and the statutory instrument has been published
- The commencement date is set for 2nd February 2015 with charging commencing on 2nd March 2015.
- Systems are currently being installed and updated.
- Workshops are being held over the coming months in preparation

Street Works

- BDUK works to install superfast broadband mainly aimed at small businesses has commenced. The performance of the supplier has been very poor and the works are very badly organised. Officers continue to manage the process as well as possible to ensure the Council asset is protected.

Highway Management

IPI Reshaping

- The revised IPI structure has now been populated and the move to sit everyone on 3rd floor of Magdalen House is being programmed for January 2015.

Highway Asset Management

- The Yotta Horizons asset management system has been purchased and implementation is ongoing.
- The Government has recently indicated a possible change in funding mechanism for highway maintenance based on whole life costings so development of the Horizons system will benefit the Council should the opportunity to bid for additional Government support present itself. The first year's draft funding has now been allocated based on the new mechanism.

- The system is already providing useful and relevant data on the deterioration of the highway network and the repairs backlog.
- Outputs from the system have recently been used to support a bid to DfT for additional pothole funding
- The scanner surveys have been completed, a data accuracy check is due this week with an update to the highway repairs backlog report to be prepared once uploaded, hopefully by the end of September.

Highway Maintenance

- £219,000 Additional funding for pothole repairs resulting from winter deterioration of the network provided by Government to supplement highway maintenance budgets has been expended.
- A further £300,000 additional funding has also been allocated for 2014/15
- A condition of the funding is to place the evidence of expenditure on the Council's website before the end of April 2014.
- A bid has been sent to DfT for further additional Pothole Funding. The bid was successful in achieving £380,965 and is to follow the approval process and be fully expended this financial year.
- The team are currently working with the Highways Agency with the view to deliver physical upgrades and maintenance repairs to the service roads that are adjacent to the A5036T. Subject to final approvals the works are due to commence in January 2015. All works are to be funded by the Highways Agency.
- Steady State Analysis using Horizons Asset management software has been utilised to demonstrate the 10 year funding necessary to maintain the Sefton Council Network in a similar condition over the analysis period. However, it is recommended that authorities do not attempt to maintain a Steady State utilising the Performance since this is poor Asset Management and leading to a 'Worst-first' maintenance regime, which increases the Whole Life Costs of maintenance, complaints and litigation, instead that they utilise asset sweating principles to deliver cost effective solutions. Latest Performance Indicators indicate that the existing budget of circa £3 million per year is not sufficient to halt the deterioration of the network and that additional investment is urgently required to assist in delaying the deterioration of the network. However, the Performance Indicator projections clearly demonstrate the need for the development of a long term investment strategy to halt the significantly increasing deterioration of the network. This strategy would require large investments upfront with increased annual maintenance budgets to maintain the network at that level similar to what Blackpool Council and other local authorities are doing.

Mayrise Mobile

- Implementation of the system is continuing. There have been a number of IT issues to overcome and we are progressing well with finding adequate solutions.
- Much of the data gathering can also be input into the Horizons system to improve the robustness of deterioration data.
- Training is commencing on Street Lighting and Street Works modules
- Highway maintenance to follow, once a service review of inspection timescales and geographic locations are determined to enhance service delivery where possible based on a risk assessed approach.
- Partnership discussions taking place with contractor to coordinate systems for maximum efficiency of operation

Street Lighting

- An additional LED lighting pilot has been approved for installation on sections of the Formby ward, following installation, an engineer's assessment will be taken to see if this pilot can be expanded to approximately 1000 units this financial year.

Agenda Item 9

There have been approximately 100 units installed with only one issue raised to date.

- LED lighting has now been installed on sections of the A565 Formby Bypass.
- Part night switch off on the A565 and A59 has so far proved to be a successful cost saving initiative due to the configuration of the lighting and the rural environment. A further review of other potential sites is ongoing.

Traffic Signals (UTC)

- There is currently a cross boundary proposal being considered to link part of the Councils UTC systems with that of the five neighbouring authorities (Liverpool / Knowsley / St Helens / Wirral and Halton). If successful the project could provide greater coordination of traffic flow and incident/event management across Merseyside. The technical details are being considered along with the implication of ongoing costs. If agreement is reached to proceed, there is now a draft programme for implementation which would see Sefton going live in late February / early March.

Parking Services

- Following Cabinet approval a tender has been issued for the replacement of existing pay and display machines with 151 new machines. The machines will be capable of taking card and contactless payments
- Majority of new machines to be solar powered with mains machines only used on car parks where heavy use prevents solar powered machines being installed
- The new machines will be installed during March and April 2015
- Tender also being prepared for introduction of cashless parking (pay by phone)

Agenda Item 10

Report to: Overview and Scrutiny Committee **Date of Meeting:** 20 January 2015
(Regeneration & Environmental Services)

Subject: Key Decision Forward Plan - 1 February to 31 May 2015

Report of: Director of Corporate Services **Wards Affected:** All

Is this a Key Decision? No **Is it included in the Forward Plan?** No

Exempt/Confidential No

Purpose/Summary

To submit to the Overview and Scrutiny Committee the latest Key Decision Forward Plan.

Recommendation(s)

1. That the Committee considers items for pre-scrutiny from the Key Decision Forward Plan;
2. That completion of the review regarding Development of Local Town Centres and Economies be accepted;
3. That the Committee notes the establishment and progress of the Shale Gas (Fracking) Working Group;
4. That Councillors Hartill and Maguire be nominated to serve on the Fracking Working Group, along with Councillors Lappin, McGuire and Weavers;
5. That the scoping document of the Shale Gas (Fracking) Working Group, as set out in Appendix B to the report, be agreed; and
6. That the programme of work 2014/15, as set out in Appendix C to the report, be agreed.

How does the decision contribute to the Council's Corporate Objectives?

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

Reasons for the Recommendation:

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The pre-scrutiny process assists the Cabinet and Cabinet Members to make effective decisions by examining issues beforehand and making recommendations prior to a determination being made.

Any work programme topics should be chosen to demonstrate that the work scrutiny undertakes adds value to the Council.

What will it cost and how will it be financed? N / A

There are no direct financial implications arising from this report. However any financial implications arising from the consideration of a key decision will be reported to Members at the appropriate time

Implications: N/A

The following implications of this proposal have been considered and where there are specific implications, these are set out below:

Legal: There are no legal implications arising from the contents of this report		
Human Resources		
Equality		
1.	No Equality Implication	<input checked="" type="checkbox"/>
2.	Equality Implications identified and mitigated	<input type="checkbox"/>
3.	Equality Implication identified and risk remains	<input type="checkbox"/>

Impact on Service Delivery: N/A

What consultations have taken place on the proposals and when?

The Head of Corporate Finance and ICT has been consulted and notes there are no direct financial implications arising from this report. If any financial implications arise from the consideration of a key decision these will subsequently reported to Members in an appropriate manner (FD3374/15)

The Head of Corporate Legal Services has no comments on this report because the contents of the report have no legal implications (LD 2666/15)

Are there any other options available for consideration? N/A

Implementation Date for the Decision N/A

Immediately following the Committee.

Contact Officer: Ruth Harrison

Tel: 0151 934 2042

Email: ruth.harrison@sefton.gov.uk

Background Papers:

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There are no background papers available for inspection.

Agenda Item 10

1. Introduction/Background

- 1.1 Members may request to pre-scrutinise items from the Key Decision Forward Plan. Such items must fall under the remit (Terms of Reference) of this Committee. The current latest Forward Plan is attached at **Appendix A** for this purpose. The pre-scrutiny process assists the Cabinet and Cabinet Members to make effective decisions by examining issues beforehand and making recommendations prior to a determination being made.
- 1.2 For ease of identification, items listed on the Forward Plan for the first time appear as shaded.
- 1.3 If Members require further information in relation to any item on the Key Decision Forward Plan please contact the Officer named in the plan before the Meeting.
- 1.4 ***The Committee is invited to consider items for pre-scrutiny from the Key Decision Forward Plan.***

2. Employment Development and Development of Local Town Centres and Economies Working Group

- 2.1 The above Working Group has now completed the Town Centres element of the review and the Final Report has been considered elsewhere on the Agenda.
- 2.2 ***The Committee is requested to note the completion of the Employment Development and Development of Local Town Centres and Economies Working Group.***

3. SHALE GAS (FRACKING) WORKING GROUP

- 3.1 At the meeting of this Committee held on 16 September 2014, the Committee agreed to establish a Fracking Working Group, minute no. 12 refers.
- 3.2 Councillors Lappin, McGuire and Weavers were nominated to serve on the Working Group. Councillors Hartill and Maguire have since notified the Director of Corporate Services that they would also like to be included as Members of the Working Group.
- 3.3 The Working Group has met twice. The review has been scoped and the Group have interviewed Expert Witnesses Alan Jemmett, Environmental Advisory Service David Packard, Head of Environmental and Peter Cowley, Principal Lawyer - Planning, Environmental & Property Services Team.
- 3.4 The next Meeting of the Group is scheduled to take place on Thursday 15 January and the Group will interview Dr. Emer Coffey, Associate Director of Public Health - Health Protection, Liverpool City Council Consultant in Public Health, Sefton Council.
- 3.5 The Lead Member of the Working Group is invited to update the Committee on progress of the Working Group.

3.4 *The Committee is requested to note progress of the newly established Fracking Working Group and agree that Councillors Hartill and Maguire be included as Members of the Working Group.*

4. WORK PROGRAMME 2014/15

4.1 Appendix C to the report sets out the programme of work for the Overview and Scrutiny Committee (Regeneration and Environmental Services).

4.2 *The Committee is requested to agree the programme of work 2014/15 for this Committee.*

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SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

FOR THE FOUR MONTH PERIOD 1 FEBRUARY 2015 - 31 MAY 2015

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

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

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

As a matter of local choice, the Forward Plan also includes the details of any significant issues to be initially considered by the Executive Cabinet and submitted to the Full Council for approval.

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

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

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

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

Copies of the following documents may be inspected at the Town Hall, Oriel Road, Bootle L20 7AE or accessed from the Council's website: www.sefton.gov.uk

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

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

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

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

NOTE:

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

Margaret Carney
Chief Executive

FORWARD PLAN INDEX OF ITEMS

Item Heading	Officer Contact
Designation of Maghull Parish as a Neighbourhood Development Plan Area	Ingrid Berry ingrid.berry@sefton.gov.uk Tel: 0151 934 3556
Designation of Melling Neighbourhood Development Plan Area	Ingrid Berry ingrid.berry@sefton.gov.uk Tel: 0151 934 3556
Crosby Town Centre Investment Strategy	Andrew Hall andrew.hall@sefton.gov.uk Tel: 0151 934 3604
Property Search Litigation	Peter Cowley peter.cowley@sefton.gov.uk Tel: 0151 934 2250
Town Centres Working Group - Final Report	Ruth Harrison ruth.harrison@sefton.gov.uk Tel: 0151 934 2042
Southport Coastal Communities Fund	Mark Catherall mark.catherall@sefton.gov.uk Tel: 0151 934 3455

SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	Designation of Maghull Parish as a Neighbourhood Development Plan Area Maghull Town Council has submitted an application for Maghull parish to be designated as a Neighbourhood Development Plan area. This has the potential to affect a significant number of people in three wards.			
Decision Maker	Cabinet			
Decision Expected	5 Feb 2015 Decision due date for Cabinet changed from 15/01/2015 to 05/02/2015. Reason: The statutory advertising of the revised applications for the designation of the Maghull Neighbourhood Development Plans ended on 21 December, 2014 which was after the deadline for the submission of items to the January Cabinet meeting.			
Key Decision Criteria	Financial	No	Community Impact	Yes
Exempt Report	Open			
Wards Affected	Molyneux; Park; Sudell			

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Scrutiny Committee Area	Regeneration and Environmental Services
Persons/Organisations to be Consulted	Ward Councillors
Method(s) of Consultation	Council website, emails, twitter and consultation carried out by Maghull Town Council
List of Background Documents to be Considered by Decision-maker	Designation of Maghull parish as a Neighbourhood Development Plan area; Qualifying Statement Maghull Town Council 26-02-14.pdf; Rationale for Neighbourhood Plan 26-02-14.pdf;
Contact Officer(s) details	Ingrid Berry ingrid.berry@sefton.gov.uk Tel: 0151 934 3556

SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	<p>Designation of Melling Neighbourhood Development Plan Area</p> <p>Melling Parish Council has submitted an application to have the majority of its parish (east of the M58) designated as a Neighbourhood Development Plan area. This has the potential to affect a significant number of people in two wards.</p>			
Decision Maker	Cabinet			
Decision Expected	<p>5 Feb 2015</p> <p>Decision due date for Cabinet changed from 15/01/2015 to 05/02/2015. Reason: The statutory advertising of the revised applications for the designation of the Melling Neighbourhood Development Plan ended on 21 December, 2014 which was after the deadline for the submission of items to the January Cabinet meeting.</p>			
Key Decision Criteria	Financial	No	Community Impact	Yes
Exempt Report	Open			
Wards Affected	Molyneux; Sudell			
Scrutiny Committee Area	Regeneration and Environmental Services			
Persons/Organisations to be Consulted	Ward Councillors			

Method(s) of Consultation	Website, emails, twitter and consultation carried out by Melling Parish Council
List of Background Documents to be Considered by Decision-maker	Melling Submission letter March 5th.pdf; Melling NDP area submission plan March 5th 2014.doc.pdf; Designation of Melling Neighbourhood Development Plan area
Contact Officer(s) details	Ingrid Berry ingrid.berry@sefton.gov.uk Tel: 0151 934 3556

SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	<p>Crosby Town Centre Investment Strategy To approve the Crosby Town centre Investment Strategy (the Strategy). The Strategy will set out a clear long term vision and ambition for Crosby that provides Crosby with a purpose and a direction as a destination for future investment purposes. The strategy will also maximise the economic potential of Crosby in relation to its key attributes, having established and secured a consensus with stakeholders. It will demonstrate how this vision could be delivered in economic, physical and social terms. Central to the Strategy will be development proposals that will need to support a clear and commercially viable future for the existing town centre</p>			
Decision Maker	Cabinet			
Decision Expected	5 Feb 2015			
Key Decision Criteria	Financial	Yes	Community Impact	Yes
Exempt Report	Open			
Wards Affected	Manor; Victoria			
Scrutiny Committee Area	Regeneration and Environmental Services			
Persons/Organisations to be Consulted	Officers, Informal Policy Cabinet, Public			
Method(s) of Consultation	A two stage public consultation which was reported to the Consultation and Engagement Panel. This included exhibitions, press releases and making information available through the Council's Website, including publication of			

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	consultation results.
List of Background Documents to be Considered by Decision-maker	Crosby Town Centre Investment Strategy Crosby Town Centre Investment Strategy
Contact Officer(s) details	Andrew Hall andrew.hall@sefton.gov.uk Tel: 0151 934 3604

SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	Property Search Litigation Property Search Litigation relates to claims by private property search companies for the repayment of property search fees which they allege are incompatible with the Environmental Information Regulations 2004. The purpose of the report is to provide an update on such litigation and to seek instructions from Cabinet.			
Decision Maker	Cabinet			
Decision Expected	26 Feb 2015 Decision due date for Cabinet changed from 15/01/2015 to 26/02/2015. Reason: negotiations with the Claimants are still continuing at a national level and have not yet been concluded. The report will be submitted to Cabinet when the position has been clarified.			
Key Decision Criteria	Financial	Yes	Community Impact	No
Exempt Report	Fully exempt			
Wards Affected	All Wards			
Scrutiny Committee Area	Regeneration and Environmental Services			
Persons/Organisations to be Consulted	Head of Corporate Finance and ICT and Head of Planning Services			
Method(s) of Consultation	Internal meetings			
List of Background Documents to be Considered by Decision-maker	Property Search Litigation			
Contact Officer(s) details	Peter Cowley peter.cowley@sefton.gov.uk Tel: 0151 934 2250			

SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	Town Centres Working Group - Final Report To submit findings and recommendations to Cabinet in relation to a review undertaken by Members of the Overview and Scrutiny Committee (Regeneration and Environmental Services) regarding Town Centres.			
Decision Maker	Cabinet			
Decision Expected	26 Feb 2015 Decision due date for Cabinet changed from 05/02/2015 to 26/02/2015. Reason: The Final Report needs to be considered by Overview and Scrutiny Committee (Regeneration and Environmental Services) on 20 January 2015 prior to its consideration by Cabinet			
Key Decision Criteria	Financial	No	Community Impact	Yes
Exempt Report	Open			
Wards Affected	All Wards			
Scrutiny Committee Area	Regeneration and Environmental Services			
Persons/Organisations to be Consulted	Overview and Scrutiny Committee (Regeneration and Environmental Services).			
Method(s) of Consultation	Report to Overview and Scrutiny Committee (Regeneration and Environmental Services).			
List of Background Documents to be Considered by Decision-maker	None Town Centres Working Group - Final Report			
Contact Officer(s) details	Ruth Harrison ruth.harrison@sefton.gov.uk Tel: 0151 934 2042			

SEFTON METROPOLITAN BOROUGH COUNCIL FORWARD PLAN

Details of Decision to be taken	Southport Coastal Communities Fund Stage 2 decision on funding application for Southport
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	Destination Management (Coastal Communities Fund)			
Decision Maker	Cabinet			
Decision Expected	26 Feb 2015			
Key Decision Criteria	Financial	Yes	Community Impact	Yes
Exempt Report	Open			
Wards Affected	Cambridge; Dukes			
Scrutiny Committee Area	Regeneration and Environmental Services			
Persons/Organisations to be Consulted	Southport BID; STBN; Councillor Ian Maher, Cabinet Member – Regeneration and Tourism; and Economy and Tourism Management Team			
Method(s) of Consultation	Consultation with Southport BID Board and BID Members			
List of Background Documents to be Considered by Decision-maker	Southport Coastal Communities Fund			
Contact Officer(s) details	Mark Catherall mark.catherall@sefton.gov.uk Tel: 0151 934 3455			

SEFTON COUNCIL

SHALE GAS (Fracking) WORKING GROUP

SCOPING EXERCISE

MEMBERSHIP

RESOLVED:

That Councillors Hartill, Lappin, McGuire and Weavers be nominated to serve on the Fracking Working Group.

Agenda Item 10

TERMS OF REFERENCE AND OBJECTIVES

Suggested Draft Terms of Reference

- 1 – Clarify the licensing and regulatory framework for Shale Gas development.
- 2 - Clarify the extent of control that Sefton Council has over shale gas extraction within its boundaries.
- 3 – Identify the issues that should be addressed through the planning process, including assessments and information requirements, to enable Sefton Council to determine applications for Shale Gas development.
- 4 - Compile an evidence base of licensed areas and proposed / consented sites within Sefton and the stage of development.
- 5 – Clarify the position and law of “Trespass” in terms of land under home owners and businesses where fracking could be undertaken.
- 6 – Review the studies or policy position of other authorities within the Liverpool City Region, the Combined Authority and the LEP.
- 7 – Identify potential community impacts, benefits and opportunities for Carbon off set.
- 8 – Report to Cabinet on its findings.

Objectives

To enable Sefton Council, as local planning and minerals planning authority to develop a robust response to planning applications for shale gas.

For the Working Group to only address those matters which Sefton has a regulatory role and statutory responsibility, principally through Local Plan policy and regulatory compliance including the National Planning Framework and Habitats Regulations.

To review the Regulatory Framework for shale gas and identify any improvements to local co-ordination of regulatory response and oversight and where applicable reference to Government.

METHODS OF ENQUIRY

Investigative techniques/site visits

- Background reading
- Presentation:- Member shale gas presentation

- Topic based discussion:- thematic meetings, drawing on key witnesses, primarily from regulatory organisations such as the Environment Agency.

TIMESCALES

See Planning Chart

OFFICER SUPPORT

Lead Officer – Alan Lunt, Director of Built Environment

Support and Management of Process – Ruth Harrison, Senior Democratic Services Officer

OTHERS WHO WILL BE INVOLVED (Key Witnesses)

Supporting Officers

Councillor Hardy, Cabinet Member Communities and Environment.

David Packard – Environmental Health and Protection

Mark Long – Economy

Alan Jemmett – Merseyside Environmental Advisory Service

Emer Coffey – Public Health

Stephen Birch – Highways

Jane Gowing/Mandy Biagetti – Planning

Peter Cowley - Legal

Representatives of Environment Agency

ARRANGEMENTS FOR REPORTING TO CABINET

Timetable of committees, link into the planning chart, type of report/minute

Agenda Item 10

PLANNING CHART

Activity	Nov 14	Dec 14	Jan 15	Feb 15	March15	April 15
Scoping						
Evidence review						
Witnesses						
Initial Findings						
O&S Cttee						
Submit to Cabinet						

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**OVERVIEW AND SCRUTINY COMMITTEE (REGENERATION AND ENVIRONMENTAL SERVICES)
WORK PROGRAMME 2014/15**

Date of Meeting	20 JANUARY	17 MARCH
General Reports		
Cabinet Member Update Report	x	x
Work Programme Update Report	x	x
Public Health – Impact on Reperation and Wider Determinents - Presentation	x	
Service Operational Reports:		
Annual Report – Flood & Coastal Risk	X	
Review of Winter Service and Operational Plan		
Merseyside Waste Disposable Authority – Annual Report	X	
Merseyside Waste Disposable Authority – Council Response – Annual Report	X	
Green Deal Report		X
Overview and Scrutiny Progress Reports:		
Final Report – Town Centres	X	
Port Master Plan		X
Employment Development	X	
NEET		X

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