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Sefton Council 

MEETING: CABINET
DATE: Thursday 7th September, 2017
TIME: 10.00 am
VENUE: Birkdale Room, Town Hall, Southport

DECISION MAKER: **CABINET**

Councillor Maher (Chair)
Councillor Atkinson
Councillor Cummins
Councillor Fairclough
Councillor Hardy
Councillor John Joseph Kelly
Councillor Lappin
Councillor Moncur
Councillor Veidman

COMMITTEE OFFICER: Ruth Harrison
Democratic Services Manager
Telephone: 0151 934 2046
E-mail: ruth.harrison@sefton.gov.uk

The Cabinet is responsible for making what are known as Key Decisions, which will be notified on the Forward Plan. Items marked with an * on the agenda involve Key Decisions

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

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

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

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

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A G E N D A

Items marked with an * involve key decisions

<u>Item No.</u>	<u>Subject/Author(s)</u>	<u>Wards Affected</u>	
1	Apologies for Absence		
2	Declarations of Interest Members 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 of Previous Meeting Minutes of the meeting held on 27 July 2017		(Pages 7 - 24)
* 4	Revenue and Capital Budget Update 2017/18 Report of the Head of Corporate Resources	All Wards	(Pages 25 - 38)
* 5	Tender for the Procurement of a Supported Living Service for Clients with Learning Disabilities and Autism Report of the Director of Social Care and Health	All Wards	(Pages 39 - 44)
* 6	Use of the Social Care Grant / Improved Better Care Fund Report of the Director of Social Care and Health	All Wards	(Pages 45 - 76)
* 7	Procurement of Transport Technical Support Services Report of the Head of Locality Services - Commissioned	All Wards	(Pages 77 - 82)
* 8	Adoption of Supplementary Planning Documents Report of the Head of Regeneration and Housing	All Wards	(Pages 83 - 94)

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| * 9 | Community Infrastructure Levy - Publication of Draft Charging Schedule
Report of the Head of Regeneration and Housing | All Wards | (Pages 95 - 112) |
| * 10 | Housing Selective and Additional (HMO) Licensing Scheme Proposals

Report of the Head of Regeneration and Housing | Blundellsands;
Cambridge;
Church; Derby;
Dukes; Kew;
Linacre;
Litherland; Victoria | (Pages 113 - 186) |
| * 11 | Adoption of the Sefton Coast Plan

Report of the Executive Director | All Wards | (Pages 187 - 308) |

12 Exclusion of Press and Public

To comply with Regulation 5(2) of the Local Authorities (Executive Arrangements) (Meetings and Access to Information)(England) Regulations 2012, notice has been published regarding the intention to consider the following matter(s) in private for the reasons set out below.

No representations have been received on this matter and this agenda satisfies the requirements of Regulation 5(4).

The Cabinet is recommended to pass the following resolution:

That, under the Local Authorities (Executive Arrangements) (Meetings and Access to Information)(England) Regulations 2012, the press and public be excluded from the meeting for the following item on the grounds that it involves the likely disclosure of exempt information as defined in Paragraphs 3 and 5 of Part 1 of Schedule 12A to the Local Government Act 1972. The Public Interest Test has been applied and favours exclusion of the information from the Press and Public.

* 13	Commercial Acquisition	All Wards	(To Follow)
	Report of the Head of Head of Commissioning Support and Business Intelligence		

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THE "CALL IN" PERIOD FOR THIS SET OF MINUTES ENDS AT 12 NOON ON WEDNESDAY 9 AUGUST, 2017. MINUTE NOS 38 AND 45 TO 47 ARE NOT SUBJECT TO "CALL-IN."

CABINET

MEETING HELD AT THE COMMITTEE ROOM, TOWN HALL, BOOTLE ON THURSDAY 27TH JULY, 2017

PRESENT: Councillor Fairclough (in the Chair)

Councillors Atkinson, Cummins, John Joseph Kelly,
Lappin, Moncur and Veidman

24. APOLOGIES FOR ABSENCE

Apologies for absence were received from the Leader of the Council, Councillor Maher and Councillor Hardy.

25. DECLARATIONS OF INTEREST

No declarations of any disclosable pecuniary interest were received.

26. MINUTES OF PREVIOUS MEETING

Decision Made:

That the minutes of the Cabinet meeting held on 22 June 2017 be confirmed as a correct record.

27. MR. STEVE PEARCE

The Chair, Councillor Fairclough reported that Steve Pearce, the Democratic Services Manager had taken early retirement after 43 years' local government service and 10 years' service with Sefton Council and on behalf of the Cabinet extended its thanks and appreciation for the work which Steve had undertaken for the Council and its best wishes for a happy and healthy retirement.

28. PEER REVIEW WORKING GROUP - FINAL REPORT

The Cabinet considered the report of the Head of Regulation and Compliance in relation to the work undertaken by the Overview and Scrutiny Committee (Regeneration and Skills), Peer Review Working Group.

Councillor Dan. T. Lewis, Lead Member of the Peer Review Working Group presented the Final Report to the Cabinet. He placed on record his appreciation to his colleagues Councillors Carragher, Michael O'Brien and Anne Thompson, to the Cabinet Member for Communities and Housing, Councillor Hardy to Mrs Ruth Harrison, Senior Democratic Services Officer

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and Mr. Ian Willman, Service Manager Neighbourhood and Partnerships, for all their hard work and assistance.

Councillor Dan. T Lewis referred to the excellent partnership working the Local Authority had nurtured with all partners as part of the MARSOC and placed on record his appreciation for all the hard work undertaken in ensuring that Sefton and the Region was a safe place to live, work and visit.

The Cabinet Member for Children, Schools and Safeguarding extended his appreciation to Councillor Dan. T. Lewis for the excellent piece of work undertaken by the Peer Review Working Group.

Decision Made: That:

- (1) tribute be extended to all those Partnership Members who play a vital role in ensuring that Sefton is a safe community to live, work and visit;
- (2) the MARSOC be requested to investigate the merits and feasibility of a secure and sophisticated Information Sharing System/Programme to be shared/used by key Officers in the Partnership;
- (3) the MARSOC be requested to approach Further Education establishments to investigate the feasibility of developing a course specifically aimed at targeting a cohort of young offenders;
- (4) the MARSOC be requested to develop a pathway leading to the signposting of services for those individuals with a desire to change their behaviour and depart from being involved with SOC (Using Partnership funds were available to invest in programmes for young people who are vulnerable or at risk to becoming adopted into SOC. For example business training, Modern Technology Training or Mentoring);
- (5) the MARSOC be requested to speak with schools across Sefton about how the data they hold on every child can be shared between schools when the child is departing from one to another in order that schools can be alerted to SOC or vulnerability in the community;
- (6) the Youth Prevention Team and Youth Offenders Team receive, where possible support and/or funding to improve, introduce and promote the 'Neglect Strategy' which will further support the prevention of young adults accessing SOC while also helping young people prepare to become young adults;
- (7) the Council submit this report with feedback from success stories to the Government department and Minister to request increased funding from central Government for this borough so that there is not a decrease in some of the highest quality serious and organised crime prevention work in the UK; and

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- (8) the Head of Communities, on behalf of the MARSOC, be requested to update the Overview and Scrutiny Committee (Regeneration and Skills) on the progress made in relation to the implementation of recommendations on an annual basis, until the recommendations are signed off as complete.

Reason for the Decision:

The Overview and Scrutiny Procedure Rules, Chapter 6 of the Constitution requires that “Once an Overview and Scrutiny Committee has completed its deliberations on any matter it will forward a copy of its final report to the Head of Regulation and Compliance who will allocate it to either or both the Cabinet and the Council for consideration”.

The Working Group has made a number of recommendations that require approval by the Cabinet.

Alternative Options Considered and Rejected:

None.

29. REVENUE AND CAPITAL BUDGET PLAN - MEDIUM TERM FINANCIAL PLAN 2017/18 - 2019/20

The Cabinet considered the report of the Head of Corporate Resources in relation to the Medium Term Financial Plan (MTFP) which provided an update on the overall financial position of the Council. The report conveyed the financial environment that the Council will operate in over the next 3 years, the key financial challenges that would be faced and provided an update on the financial assumptions and savings proposals that were considered at the meeting of the Budget Council in March 2017.

Decision Made: That:

- (1) the Medium Term Financial Plan for the period 2017/18-2019/20, be received;
- (2) the current financial assumptions contained within the Plan, be agreed and confirm that no material changes need to be made to the funding shortfall previously reported to Members at the Budget Council in March 2017;
- (3) the value of the current budget proposals for 2017/18 to 2019/20 and the current variations to those that are reported at paragraph 4.17, be noted;
- (4) the continued pressure on all services as a result of the funding shortfall and in particular the increased financial demand on Adult Social Care and Children’s Social Care which has led an overall pressure within the budget of £6.4m over the next 3 years, be noted; and

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- (5) that all funding assumptions and savings proposals be continually monitored and updated with appropriate reporting, including remedial action plans, being presented to Members during the financial year, be agreed to ensure that financial sustainability is maintained and a balanced budget is delivered in 2018/19 and 2019/20.

Reasons for the Recommendations:

The recommendations will ensure that the overall financial health and sustainability of the Council is maintained and that appropriate decision making can be undertaken.

Alternative Options Considered and Rejected:

None.

30. REVENUE AND CAPITAL BUDGET UPDATE 2017/18

The Cabinet considered the report of the Head of Corporate Resources in relation to; the current forecast revenue outturn position for the Council for 2017/18 as at the end of June; the forecast being informed by the latest analysis of expenditure and income due to the Council, in addition to the progress in delivering approved savings; the current forecast on Council Tax and Business Rates collection for 2017/18 and the current position of the Capital Programme and the additional requests to the Capital Programme, as detailed in paragraph 6 to the report.

Decision Made: That:

- (1) the forecast deficit outturn position of £1.295m as at the end of June 2017, be reviewed and considered;
- (2) review the progress to date on the achievement of approved Public Sector Reform savings for 2017/18, be reviewed;
- (3) the forecast position on the collection of Council Tax and Business Rates for 2017/18, be noted;
- (4) the current progress in the delivery of the 2017/18 Capital Programme, be noted; and
- (5) the additional capital allocations, outlined in section 6, to the 2017/18 Capital Programme, be approved and referred to the Council for approval.

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Reasons for the Decision:

To ensure Cabinet are informed of the forecast outturn position for the 2017/18 revenue and capital budgets as at the end of June 2017 and to provide an updated forecast of the outturn position with regard to the collection of Council Tax and Business Rates. To ensure additional schemes are included in the Capital Programme.

Alternative Options Considered and Rejected:

None

31. REVENUE & CAPITAL BUDGET OUTTURN 2016/17

The Cabinet considered the report of the Head of Corporate Resources that detailed the revenue and capital outturn position in relation to the 2016/17 financial year. The report also detailed key variations and where appropriate set out any impact on future years financial performance.

Decision Made: That:

- (1) the General Fund net underspend of £0.894m for 2016/17, be noted;
- (2) the Schools Delegated Budget net deficit of £2.915m for 2016/17, be noted;
- (3) the use of resources from the in-year surplus to increase the Council's Redundancy Reserve by £0.894m, be approved; and
- (4) the capital outturn position for 2016/17 and the carry forward of resources to 2017/18, be noted.

Reasons for the Decision:

The production of a revenue and capital outturn report is a key feature of effective financial management and will allow Members to make informed decisions that will support service delivery and medium term financial sustainability.

Alternative Options Considered and Rejected:

None.

32. REVENUE AND CAPITAL BUDGET PLAN 2016/17 - 2019/20 - PRUDENTIAL INDICATORS 2017/18

The Cabinet considered the report of the Head of Corporate Resources in relation to the Councils Prudential Indicators as required under the Prudential Code for Capital Finance in Local Authorities.

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Decision Made:

That the revised Prudential Indicators as detailed in the report, in order to comply with The Prudential Code for Capital Finance in Local Authorities, be approved and thereon referred to the Council for its approval.

Reasons for the Decision:

The Councils Prudential Indicators for 2017/18 were approved at Budget Council in March 2017. In the event that an update is required then this is to be approved by Cabinet. Following recent investment activity by the Council an update is required to 4 of the Council's 10 prudential indicators.

Alternative Options Considered and Rejected:

None.

33. INSURANCE PROVISION

The Cabinet considered the report of the Head of Corporate Resources in relation to the Council's contract for insurance provision.

The report set out that the Council has a contract for insurance in place which was awarded in September 2013 on a three year term plus options to extend for two one year periods. On 28 September 2017, the first of the extension periods expires. The contract exceeds the OJEU threshold, having an annual cost of £949,643 in 2016/17.

Decision Made: That:

- (1) the Council exercises the option to extend the current Insurance contract for one year until 28 September 2018; be approved;
- (2) the Council undertakes a procurement exercise for a new insurance contract, effective from 29 September 2018 onwards, using the Crown Commercial Services Framework Agreement for Insurance Services; be approved;
- (3) the Head of Corporate Resources be granted delegated authority in consultation with the Cabinet Member, Regulatory, Compliance and Corporate Services to award the contract to the highest scoring bidder from the procurement exercise to be undertaken in 2018/19; be approved; and
- (4) the Head of Regulation and Compliance be authorised to enter into a contract with the successful tenderer from the procurement exercise to be undertaken in 2018/19, be approved.

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Reasons for the Decision:

Advice on the current local authority insurance market, received from the Council's insurance brokers, AON, strongly suggests that the procurement of insurance in 2018/19, when the market has settled and there is an opportunity to gain maximised benefit from the increased competition from insurers. This is likely to enable the Council to secure a more advantageous position than a procurement in 2017/18 would offer.

By extending the current contract, due to the current insurers' understanding and familiarity with Sefton's portfolio, premiums and cover are expected to be maintained at current levels.

Use of the Crown Commercial Services Framework Agreement for Insurance Services beyond September 2018 also offers the opportunity to access a large number of pre-vetted insurers, including any new entrants to the market.

Alternative Options Considered and Rejected:

Undertaking a procurement exercise for insurance during 2017/18 is not advantageous for the Council, as this would not enable the Council to maximise benefit from the increased competition generated by the entry of new providers into the local authority insurance market, and would not maximise the choice of potential insurers open to the Council, as these new entrants do not yet have a proven track record.

34. DISCRETIONARY RELIEF FOR BUSINESS RATES FOLLOWING THE REVALUATION OF 2017

The Cabinet considered the report of the Head of Corporate Resources in relation to Discretionary Relief for Business Rates following the Revaluation of 2017.

The local authority had received a letter from DCLG - dated 21 July 2017 that provided an update on the application of the discretionary relief for business rates. This letter had no material impact on the content of the report to Council. A copy of the letter would be shared with Members for their information.

Decision Made:

That the proposed Locally Administered Discretionary Revaluation Relief Scheme for those ratepayers adversely impacted by the 2017 revaluation, as set out in the report be approved and be commended to the Council for approval.

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Reasons for the Decision:

The Council is expected to use a Locally Administered Discretionary Revaluation Relief scheme in order to distribute the additional funding received from central Government to those businesses in Sefton that have seen the steepest increases in their Business Rates bills as a result of the 2017 Revaluation.

The Government has stated that local government is best placed to determine how this fund should be targeted and administered to support those businesses and locations within their area that are in greatest need.

The proposed Locally Administered Discretionary Revaluation Relief Scheme is designed to mirror the criteria used by the Government when determining the amount of grant to the local authority, and initially be targeted at those properties in Sefton that have a rateable value of under £200,000RV and who have suffered a loss (before other reliefs have been applied) of more than 12.5%. Any remaining funds will be considered for distribution to other businesses in Sefton experiencing an increase in business rates as a result of revaluation and whose circumstances are such that the authority wishes to provide more assistance.

These measures sit in the context of the Council's wider economic growth priorities for the Borough. The proposed scheme is designed to support economic growth ensuring businesses thrive and develop. Growth is key to realising the ambitions of the Vision 2030 where Sefton Council aims to lay the foundations for long-term self-sustaining economic prosperity. The distribution of this additional financial support by Sefton Council will provide real, measurable and practical benefits to those businesses targeted to receive help under the scheme.

Alternative Options Considered and Rejected:

The alternative option would be not to make available discretionary support to businesses affected by Business Rates revaluation. Such course of action would fail to support our local businesses or utilise the extra funding made available to the Council by the Government.

35. WELL NORTH LEGAL AGREEMENT

The Cabinet considered the report of the Head of Health and Wellbeing in relation to the Well North Legal Agreement.

The report sought approval to enter into the Well North Legal Agreement to allow the local programme, Well Sefton, to continue into implementation phase.

Members acknowledged and thanked Officers for all their hard work.

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Decision Made: That:

- (1) authority be granted to enter into the Well North Legal Agreement;
- (2) the philosophy of Well Sefton, as a collaborative between a range of partners to explore new ways of working, and the role of the Council as the accountable body within this arrangement, be noted;
- (3) approval be granted for Sefton to enter into a Memorandum of Understanding with each of the Well Sefton partners, to ensure delivery of expected outcomes against the investment proposals; and
- (4) the Cabinet Member for Health and Wellbeing be granted delegated authority to make decisions in relation to any financial matters of the Well Sefton programme, in line with the process as set out in section 6 to the report.

Reasons for the Decision:

The recommendations above are necessary for the Well Sefton programme, which has been in development over the past two years, to continue to implementation stage.

Alternative Options Considered and Rejected:

Not entering into the agreement: This option would result in a loss of £600,000 in Well North programme funding for local projects, and in addition, the loss of significant development works undertaken by both Council and partner officers, causing potential reputational damage. Loss of this funding would also leave some partners without potential match funding for other local regeneration and community initiatives.

36. HEALTHY WEIGHT DECLARATION

The Cabinet considered the report of the Head of Health and Wellbeing in relation to a Healthy Weight Declaration for Sefton, with a view to tackling obesity in Sefton.

Decision Made:

That the Sefton Healthy Weight Declaration pledges and the associated local actions, as detailed in the Appendix to the report be endorsed.

Reasons for the Decision:

Obesity is a significant public health issue for Sefton. The Healthy Weight Declaration for Sefton sets out 11 pledges and an action plan which will form the basis of a cross cutting preventative approach to tackling high levels of obesity in Sefton.

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Alternative Options Considered and Rejected:

Do nothing: This option has been rejected because of the need to address obesity levels in the borough to improve health and wellbeing. Taking action will help to reduce the burden of future costs to health and social care and the wider economy due to poor health and long term conditions associated with obesity.

Development of an Obesity Strategy: This option was rejected in favour of adapting the Healthy Weight Declaration as a more visible and participatory approach to developing a cross cutting plan to tackle obesity.

37. SEFTON INTEGRATED SEXUAL HEALTH SERVICE

The Cabinet considered the report of the Head of Health and Wellbeing in relation to Sefton's Integrated Sexual Health Service.

The report detailed that the current contract for Integrated Sexual Health Service in Sefton was due to expire on 30 June 2018 and that the Council could reprocure the service collaboratively with Knowsley Council; reprocure the service without entering into a formal collaboration with Knowsley Council; or activate the contract extension clause for 12 months from 1 July 2018 until 30 June 2019.

Decision Made: That:

- (1) a formal procurement process in collaboration with Knowsley Council, who will be the lead organisation, be approved; and
- (2) the Head of Health and Wellbeing be granted delegated authority in consultation with the Cabinet Member for Health and Wellbeing to evaluate the options and to award the contract, following the procurement process.

Reasons for the Decision:

- A joint procurement and commissioning arrangement for the Integrated Sexual Health Service has potential to provide efficiencies around procurement and contract management activities for the Council.
- The commissioning model is currently being developed, and through innovation is looking at ways of procuring a better service.
- The larger footprint and financial resource provides the opportunity for innovation within this area, leading to an improved offer across the two Boroughs
- A collaborative model could improve choice and quality of service for local residents, allowing them to access a wider range of services.

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Reprocurement of the Service without entering into a formal collaboration with Knowsley

- Will not provide an opportunity for efficiencies around procurement and contract management activities.
- Will not provide sufficient financial resources to allow innovation to develop.

Alternative Options Considered and Rejected:

Activate a further 12 month extension option

- Will not address issues related to accommodation and provision for young people.
- Will not enable the integration of primary care long acting reversible contraceptives and cervical screening into the service.
- Will not enable the Royal Liverpool University Gento-urinary medicine cross-charging to be integrated into the service.

38. DETERMINATION OF THE PROPOSAL TO MERGE SOUTH SEFTON COLLEGE WITH HUGH BAIRD COLLEGE AS RECOMMENDED BY THE LIVERPOOL CITY REGION AREA REVIEW

Further to Minute No. 7 of the meeting held on 25 May 2017, the Cabinet considered the report of the Head of Schools and Families in relation to the determination of the proposal to merge South Sefton College with Hugh Baird College as recommended by the Liverpool City Region Area Review.

Decision Made: That:

- (1) the information on the proposal to discontinue South Sefton College to enable the merger with Hugh Baird as recommended by the Liverpool City Region Area Review of post 16 education and training institutions contained in the report, be considered;
- (2) the proposal for the discontinuance of South Sefton College to enable the merger with Hugh Baird as recommended by the Liverpool City Region Area Review of post 16 education and training institutions contained in the report with effect from 31 July 2017, be approved.
- (3) the Head of Regulation and Compliance in consultation with the Head of Schools and Families be authorised to complete the necessary agreements required as part of the merger with Hugh Baird,
- (4) the Cabinet agree to lease the land to Hugh Baird College at less than best consideration due to the significant contribution the proposal will make to the economic and social wellbeing of the local area as set out in the Liverpool City Region Area Review of post 16 education and training institutions;

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- (5) the Cabinet note that the Leader of the Council and the Chair of the Overview and Scrutiny Committee (Children's Services and Safeguarding) had given their consent under Rule 46 of the Overview and Scrutiny Procedure Rules for these decisions to be treated as urgent and not subject to "call in" on the basis that they cannot be reasonably deferred because of the start of the Colleges academic year on 1 August; and
- (6) the Liverpool City Region Area Review Working Group and Officers be thanked for all their hard work.

Reasons for the Decision:

The Local Authority has the statutory power to discontinue a maintained school following the statutory process detailed in the report.

Alternative Options Considered and Rejected:

None.

39. ARTICLE 4 DIRECTION - HOUSES IN MULTIPLE OCCUPATION

The Cabinet considered the report of the Head of Regeneration and Housing in relation to the making of a non-immediate Article 4 Direction in relation to Houses of Multiple Occupation in relation to parts of Bootle, Seaforth, Waterloo and Southport.

Decision Made: That:

- (1) the making of a non-immediate Article 4 Direction, as detailed in Appendix A, for the reasons set out in this report, in relation to Houses in Multiple Occupation in selected areas of Bootle, Seaforth, Litherland, Waterloo and Southport as shown in Appendix B, be approved;
- (2) the required notifications as set out in the report and the publication of a public notice as shown in Appendix C, be authorised; and
- (3) a further report be submitted to a future meeting of the Cabinet, following notification and consultation, to seek Cabinet approval as to whether or not to confirm this non-immediate Article 4 Direction.

Reasons for the Decision:

To remove the permitted development rights that householders currently have to convert their homes to a small House in Multiple Occupation in parts of Sefton. Planning permission will be required and this will ensure the Council has control of these proposals. The Council will therefore be able to consider whether the proposals, either individually, or in combination, will have a detrimental impact on residential amenity.

Alternative Options Considered and Rejected:

Option 1 – do not introduce an Article 4 Direction. The Council would not have control of conversion to small HMOs (i.e. for occupation by between 3 and 6 unrelated people) in the areas identified in Appendix B. Whilst there would be no financial impact on the planning department, there is a risk of clusters of HMOs occurring which may impact on residential amenity. Larger HMOs (i.e. those with accommodation for more than six unrelated people) already require planning permission and will not be affected by this Direction.

Option 2 – Consider the introduction of an Article 4 direction with immediate effect. This would mean that the control of use from homes to small HMOs would be in place as soon as the direction is made. However, the Council would be liable to pay compensation as set out in paragraph 5.5.

40. PROCUREMENT OF FLEET, MACHINERY & EQUIPMENT FOR GREEN INFRASTRUCTURE INTEGRATED LAND MANAGEMENT

The Cabinet considered the report the Head of Locality Services – Commissioned that sought Cabinet approval to procure machinery and fleet vehicles required for the Green Infrastructure – integrated land management service

Decision Made: That:

- (1) the procurement process, as set out in this report, for the provision of fleet vehicles and machinery required for the implementation of Green Infrastructure integrated land management service commencing autumn 2017, be approved;
- (2) the basis of evaluation of quotations as set out in paragraph 8 of this report, be approved; and
- (3) the Head of Locality Services – Commissioned be granted delegated authority to award the contract(s) to the highest scoring Bidder(s) in accordance with the scoring criteria set out in this report, be approved.

Reasons for the Decision:

The procurement exercise outlined in this report supports the requirement to establish 'appropriate arrangements' for the Green Infrastructure – integrated land management service.

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Alternative Options Considered and Rejected:

Lease hire of fleet vehicles, machinery and equipment to facilitate the GI integrated land management operations. However, this would incur increased revenue costs, limit the fleet vehicles, machinery and equipment available and restrict the flexibility of future service delivery options.

41. PROCUREMENT PROPOSALS FOR WINTER SERVICE CONTRACT

The Cabinet considered the report of the Head of Locality Services – Commissioned that sought approval to complete a tender exercise for the highway winter service contract to begin in July 2018.

Decision Made: That:

- (1) the procurement of the winter service contract using the tender process referred to in paragraph 2.5 of the report, be agreed;
- (2) the tenders be evaluated using the criteria referred to in paragraph 2.6 of the report, be agreed;
- (3) That the Head of Locality Services Commissioned be granted delegated authority to award the contract to the highest scoring tenderer and to advise the Cabinet Member – Locality Services of the outcome of the exercise: and
- (4) the Head of Regulation and Compliance be authorised to enter into Contracts with the successful tenderer, be agreed.

Reasons for the Decision:

The existing contract is due to expire in July 2018 with no further options to extend. The anticipated value of the new contract is such that, in accordance with the contract procedure rules, it requires Cabinet approval.

Alternative Options Considered and Rejected:

The Council could choose to cease the winter service function, however, this would leave the authority open to litigation for failure to fulfil its statutory duties.

Section 41 (1A) of the Highways Act 1980, as amended by The Railways and Transport Safety Act 2003 (section 111) states that: 'In particular, a Highway Authority is under a duty to ensure, so far as is reasonably practicable, that safe passage along a highway is not endangered by snow or ice'.

In addition, the Traffic Management Act 2004 placed a network management duty on all local traffic authorities in England. It requires authorities to do all that is reasonably practicable to manage the network

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effectively to keep traffic moving. In meeting the duty, authorities should establish contingency plans for dealing promptly and effectively with unplanned events, such as unforeseen weather conditions, as far as is reasonably practicable.

42. CORPORATE PARENTING BOARD STRATEGY AND ANNUAL REPORT

The Cabinet considered the report of the Head of Children's Social Care in relation to the Corporate Parenting Board Strategy and Annual Report.

Decision Made:

That the Cabinet be requested to promote and support the role of every elected member in their Corporate Parenting responsibilities and recognises Cabinets role in the governance structure.

Reasons for the Decision:

Every good parent knows that children require a safe and secure environment in which to grow and thrive. Parents protect and support their children against the dangers and risks of life. Parents are ambitious for them and want them to reach their potential. Parents celebrate and share in their achievements. A child who is cared for by the Council has the right to expect everything from a corporate parent that would be expected from a good parent.

Alternative Options Considered and Rejected:

None.

43. DISPOSAL OF VINE HOUSE

The Cabinet considered the joint report of the Head of Corporate Resources and the Head of Regeneration and Housing which provided details of offers received from prospective bidders who wish to purchase the freehold of Vine House, Kepler Street, Seaforth.

Decision Made: That:

- (1) Sefton Metropolitan Borough Council accepts the offer submitted by Signature Living;
- (2) the Head of Regulation and Compliance and the Head of Corporate Services be authorised to enter into negotiations with Signature Living; and
- (3) the Cabinet delegate authority to the Cabinet Member for Regulatory, Compliance and Corporate Services to agree and approve the final terms of the disposal of Vine House.

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Reasons for Decision:

To enable the disposal of Vine House, a property that has been rendered surplus to operational requirements and made available for disposal by the Council and which will further enable the building to be refurbished to a standard fit for residential occupation and therefore brought back into use.

Alternative Options Considered and Rejected:

The Council could opt to demolish the building. This would potentially be at an estimated cost of between £750,000 to £1m. This would result in the creation of a site suitable for disposal likely to result in the provision of a small number of new build houses.

44. EXCLUSION OF PRESS AND PUBLIC

RESOLVED:

That, under the Local Authorities (Executive Arrangements) (Meetings and Access to Information)(England) Regulations 2012, the press and public be excluded from the meeting for the following items on the grounds that it involves the likely disclosure of exempt information as defined in Paragraph 3 and 5 of Part 1 of Schedule 12A to the Local Government Act 1972. The Public Interest Test has been applied and favours exclusion of the information from the Press and Public.

45. DISPOSAL OF VINE HOUSE

The Cabinet considered the joint report of the Head of Corporate Resources and the Head of Regeneration and Housing which provided details of offers received from prospective bidders who wish to purchase the freehold of Vine House, Kepler Street, Seaforth.

Decision Made: That:

- (1) Sefton Metropolitan Borough Council accepts the offer submitted by Signature Living;
- (2) the Head of Regulation and Compliance and the Head of Corporate Resources be authorised to enter into negotiations with Signature Living; and
- (3) the Cabinet delegate authority to the Cabinet Member for Regulatory, Compliance and Corporate Services to agree and approve the final terms of the disposal of Vine House.

Reasons for Decision:

CABINET- THURSDAY 27TH JULY, 2017

To enable the disposal of Vine House, a property that has been rendered surplus to operational requirements and made available for disposal by the Council and which will further enable the building to be refurbished to a standard fit for residential occupation and therefore brought back into use.

Alternative Options Considered and Rejected:

The Council could opt to demolish the building. This would potentially be at an estimated cost of between £750,000 to £1m. This would result in the creation of a site suitable for disposal likely to result in the provision of a small number of new build houses.

46. EXEMPT MINUTES OF PREVIOUS MEETING

Decision Made:

That the restricted minutes of the Cabinet meeting held on 22 June 2017 be confirmed as a correct record.

47. COMMERCIAL ACQUISITION

Further to Minute No. 22 of the meeting held on 22 June 2017, the Cabinet considered the report of the Chief Executive which provided an update with regard to the commercial acquisition of the Strand Shopping Centre, Bootle.

Decision Made:

That the recommendations set out in the report be approved.

Reason for the Decision:

The reasons for the decision are detailed in the report.

Alternative Options Considered and Rejected:

The details are set out in the report.

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Report to:	Cabinet	Date of Meeting:	Thursday 7 September 2017
Subject:	Revenue and Capital Budget Update 2017/18		
Report of:	Head of Corporate Resources	Wards Affected:	(All Wards);
Portfolio:	Regulatory, Compliance and Corporate Services		
Is this a Key Decision:	Yes	Included in Forward Plan:	Yes
Exempt / Confidential Report:	No		

Summary:

To inform Cabinet / Council of: -

- i) The current forecast revenue outturn position for the Council for 2017/18 as at the end of July. This forecast will be informed by the latest analysis of expenditure and income due to the Council, in addition to the progress in delivering approved savings;
- ii) The current forecast on Council Tax and Business Rates collection for 2017/18;
- iii) The current position of the Capital Programme and to request a section 106 scheme is added; and
- iv) The fact that under the Better Care Fund planning process, the Council has the ability to invest some of the Disabled Facilities Grant funding on wider social care capital projects.

Recommendation(s):

Cabinet is recommended to:-

- i) Note the forecast deficit outturn position of £0.686m as at the end of July 2017;
- ii) Note the progress to date on the achievement of approved Public Sector Reform savings for 2017/18;
- iii) Note the forecast position on the collection of Council Tax and Business Rates for 2017/18;
- iv) Note the current progress in the delivery of the 2017/18 Capital Programme;
- v) Approve the additional capital allocation, outlined in section 5.9, to the 2017/18 Capital Programme; and,
- vi) To approve the use of up to £1.4m of the existing DFG adaptations programme for wider use within Better Care Fund plans.

Council is recommended to:-

- i) Approve the additional capital allocation, outlined in section 5.9, to the 2017/18 Capital Programme, and,
- ii) To approve the use of up to £1.4m of the existing DFG adaptations programme for wider incorporation into Better Care Fund plans.

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Reasons for the Recommendation(s):

To ensure Cabinet are informed of the forecast outturn position for the 2017/18 revenue and capital budgets as at the end of July 2017 and to provide an updated forecast of the outturn position with regard to the collection of Council Tax and Business Rates. To seek approval for additional schemes financed from section 106 monies, to be included within the Capital Programme.

Alternative Options Considered and Rejected: (including any Risk Implications)

None

What will it cost and how will it be financed?

(A) Revenue Costs

Any under-achievement of the approved revenue budget savings for 2017/18 will need to be financed from within any surplus identified within other areas of the 2017/18 budget, or from the Council's general balances.

The current financial position on approved Public Sector Reform savings indicates that approximately £1.962m of 2017/18 savings are at risk of not being achieved in the year. Due to anticipated net underspends elsewhere within the budget a deficit position for the year of £0.686m is currently forecast.

(B) Capital Costs

The Councils capital budget in 2017/18 is £26.087m. As at the end of July 2017, expenditure of £3.935m has been incurred and a full year outturn of £25.215m is currently forecast.

The report considers additional capital schemes to be financed from Section 106 monies and asks that they be added to the Capital Programme. It also considers that the Council has the ability to invest some of the Disabled Facilities Grant funding on wider social care capital projects and asks that the use of up to £1.4m of the existing DFG adaptations programme for wider use within Better Care Fund plans be approved.

Implications of the Proposals:

Resource Implications (Financial, IT, Staffing and Assets): None
Legal Implications: None
Equality Implications: None

Contribution to the Council's Core Purpose:

Protect the most vulnerable: Not applicable
Facilitate confident and resilient communities: Not applicable
Commission, broker and provide core services: Not applicable
Place – leadership and influencer: Not applicable
Drivers of change and reform: Not applicable
Facilitate sustainable economic prosperity: Not applicable
Greater income for social investment: Not applicable
Cleaner Greener: Not applicable

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Head of Corporate Resources (FD 4798/17) and Head of Regulation and Compliance (LD 4082/17) have been consulted and any comments have been incorporated into the report.

(B) External Consultations

None

Implementation Date for the Decision

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

Contact Officer:	Paul Reilly
Telephone Number:	Tel: 0151 934 4106
Email Address:	paul.reilly@sefton.gov.uk

Appendices:

The following appendix is attached to this report:

Appendix A – PSR Savings 2017/18 – Current Forecast Achievement

Background Papers:

There are no background papers available for inspection.

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1. Introduction

- 1.1 At Budget Council in March 2017, Members approved a 3 year budget package that would seek to address the funding shortfall of £64m that had been reported throughout 2016. Following a review of all financial assumptions and the proposals contained within the Framework for Change programme, savings of £24.922m were identified that would need to be delivered in 2017/18. This position included a number of measures that were approved to phase the delivery of the public sector reform savings over the course of the 3 year period.
- 1.2 This report therefore presents an assessment of the forecast revenue outturn position for 2017/18 and the latest position on the achievement of the agreed Public Sector Reform savings for 2017/18 (£4.573m).
- 1.3 The report also outlines the current position regarding other key income streams for the Authority, namely Council Tax and Business Rates, as variations against expected receipts in these two areas will also affect the Council's financial position in future years.
- 1.4 An updated position with regard to the 2017/18 Capital Programme is also provided as at the end of July. Approval of a number of schemes for inclusion in the 2017/18 Capital Programme, to be financed from Section 106 monies is also sought.
- 1.5 The report also considers that the Council has the ability to invest some of the Disabled Facilities Grant funding on wider social care capital projects and asks that the use of up to £1.4m of the existing DFG adaptations programme for wider use within Better Care Fund plans be approved.

2. Summary of Forecast Outturn Position as at the end of July 2017

- 2.1 At the end of July 2017, a forecast financial position on approved Public Sector Reform savings indicates that approximately £1.962m of 2017/18 savings are at risk of not being achieved in the year.
- Within the Public Sector Reform programme savings that have been approved in respect of the following are at risk of not being achieved in the current year. Further details of all PSR savings are provided at Appendix A.
 - Asset Maximisation (£0.503m) – this saving will need to be rephased into future years;
 - Locality Teams & Personalisation (£0.389m) - a variety of consultations are leading to a slight delay in this project with the shortfall requiring to be rephased into 2018/19;
 - Commercialisation, Traded Services & Income (£0.332m) – timing delays to the restructure of building cleaning staffing and the refurbishment of the Crosby Lakeside Adventure Centre are leading to a delay in the implementation of this saving; and

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- Commissioning and Shared Services (£0.817m) - delays to the proposed Liverpool City Region, Sefton Contract Savings and Contract Compliance Audit mean that a full review of the savings proposed via this project is currently underway.
- Partially offsetting the above, two projects are currently forecast to achieve additional savings earlier than expected (£0.079m).

2.2 Due to anticipated net underspends elsewhere within the budget a deficit position for the year of £0.686m is currently forecast. This is shown in the table below:

	Budget	Forecast Outturn	Variance	Position previously reported
	£m	£m	£m	£m
<u>Services</u>				
Strategic Management	2.923	2.923	0.000	0.000
Strategic Support Unit	2.842	2.904	0.062	(0.091)
Adult Social Care	87.996	86.694	(1.302)	(0.041)
Children's Social Care	27.577	27.928	0.351	0.276
Communities	10.347	10.376	0.029	(0.063)
Corporate Resources	5.015	4.764	(0.251)	(0.251)
Health & Wellbeing	23.321	23.295	(0.026)	(0.036)
Inward Investment and Employment	2.643	2.645	0.002	0.102
Locality Services - Commissioned	18.353	18.351	(0.002)	(0.182)
Locality Services - Provision	9.640	10.055	0.415	0.295
Regeneration and Housing	4.501	4.354	(0.147)	(0.147)
Regulation and Compliance	3.598	3.287	(0.311)	(0.311)
Schools and Families	25.227	25.388	0.161	0.110
<u>Total Service Net Expenditure</u>	223.983	222.964	(1.019)	(0.339)
Public Sector Reform Savings not allocated to services	(1.971)	(0.315)	1.656	1.604
Reversal of Capital Charges	(13.376)	(13.376)	0.000	0.000
Council Wide Budgets	(2.076)	(2.027)	0.049	0.030
Levies	31.555	31.555	0.000	0.000
General Government Grants	(34.932)	(34.932)	0.000	0.000

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Total Net Expenditure	203.183	203.869		
Forecast Year-End Deficit			0.686	1.295

2.3 This revised forecast deficit of £0.686m compares to the deficit of £1.295m that was previously forecast.

2.4 The key changes that have led to this revised position are as follows:-

- The net shortfall on PSR projects described in paragraph 2.1 has increased from £1.852m to £1.962m. The main reason for this is due to the Building Cleaning saving not being achievable (see below).
- Strategic Support Unit – £0.090m of the saving reported in June has now been allocated against the Commissioning and Shared Services PSR programme. In addition, additional temporary resources (£0.064m) are required to ensure the Council's paper records are archived prior to the rationalisation of accommodation.
- Adult Social Care – The forecast underspend has reduced by £1.261m mainly due to a reduction in forecast Community Care costs relating to certain clients. It should be noted that the forecast underspend assumes that any net increase in demand for services for the remainder of the year will be met from within the Adult Social Care budget.
- Locality Services - Commissioned – £0.238m of the saving reported in June has now been allocated against the Environment PSR programme.
- Locality Services - Provision – Building Cleaning is now forecast to not achieve the saving proposal of £0.250m in 2017/18 (£0.100m was considered achievable in June). The required staffing reductions will take a number of months to implement in the light of union consultation and notice periods etc. with pay protection in certain cases further delaying savings achievement. Note that this change is also reflected in the PSR variation above.

2.5 In previous years, when overall deficit positions have been forecast, services have reviewed all areas of expenditure in order to contribute to a year end balanced position. In light of the current year end forecast, it is proposed that this process is continued in order that improvements can be made to the forecast outturn position. This will be reported throughout the year to Members.

3. Council Tax Income – Update

- 3.1 Council Tax income is shared between the billing authority (Sefton Council) and the two major precepting authorities (the Fire and Rescue Authority, and the Police and Crime Commissioner) pro-rata to their demand on the Collection Fund. The Council's Budget included a Council Tax Requirement of £118.748m for 2017/18 (including Parish Precepts), which represents 85.8% of the net Council Tax income of £138.431m.
- 3.2 The forecast outturn at the end of July 2017 is a surplus of £0.294m (£0.186m reported in June). This is primarily due to:-
- The surplus on the fund at the end of 2016/17 being lower than estimated at +£0.173m;
 - Gross Council Tax Charges in 2017/18 being higher than estimated at -£0.575m;
 - Council Tax Reduction Scheme discounts being lower than estimated at -£0.746m;
 - Exemptions and Discounts (including a forecasting adjustment) being higher than estimated at +£0.854m.
- 3.3 Due to Collection Fund regulations, the Council Tax surplus will not be transferred to the General Fund in 2017/18 but will be carried forward to be distributed in future years.

4. Business Rates Income – Update

- 4.1 Since 1 April 2013, the Council has retained a share of Business Rates income. The Council's share has increased from 49% in 2016/17 to 99% in 2017/18 as a result of its participation in the Liverpool City Region Business Rates 100% Retention Pilot Agreement. The Government's share of business rates has reduced from 50% in 2016/17 to 0% in 2017/18, however, they continue to be responsible for 50% of the deficit outstanding at the 31 March 2017. The Fire and Rescue Authority retain the other 1%.
- 4.2 The Council's Budget included retained Business Rates income of £62.955m for 2017/18, which represents 99% of the net Business Rates income of £63.591m. Business Rates are subject to appeals which can take many years to resolve. Settlement of appeals can have a significant impact on business rates income making it difficult to forecast accurately.
- 4.3 The forecast outturn at the end of July 2017 is a deficit of £0.523m on Business Rates income (£0.731m reported in June). This is due to:

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- The deficit on the fund at the end of 2016/17 being higher than estimated £1.215m;
- Minor in year budget variations to date in 2017/18 of -£0.692m.

4.4 Due to Collection Fund regulations, the Business Rates deficit will not be transferred to the General Fund in 2017/18 but will be carried forward to be recovered in future years.

5. Capital Programme 2017/18

5.1 The approved capital budget for 2017/18 is £26.087m. This has increased by £0.881m from the previous month. £0.494m is due to the additional slippage from 2016/17 that was agreed by SCIG in June 2017 and £0.387m is due to some 2016/17 budgets that were phased in 2017/18 that had not been included in the programme due to a technical issue.

5.2 As at the end of July, expenditure of £3.935m (15%) has been incurred. It should be noted that these figures do not include the cost of the Councils recent strategic investment in the Bootle Strand Shopping Centre.

5.3 As part of the monthly review project managers are now stating that £25.215m will be spent by year end. This would result in an under spend on the year of £0.872m on the whole programme with an overall delivery rate of 97%. This is summarised below as follows:-

2017/18 Full Year Budget	Actual Expenditure as at July 2017	Forecast Actual Expenditure	Full Year Budget Variance
£m	£m	£m	£m
26.087	3.935	25.215	0.872

5.4 In order to achieve the revised forecast of £25.215m, expenditure of £21.280m will need to be incurred between now and the end of the year.

5.5 Key Variations on Overall Programme

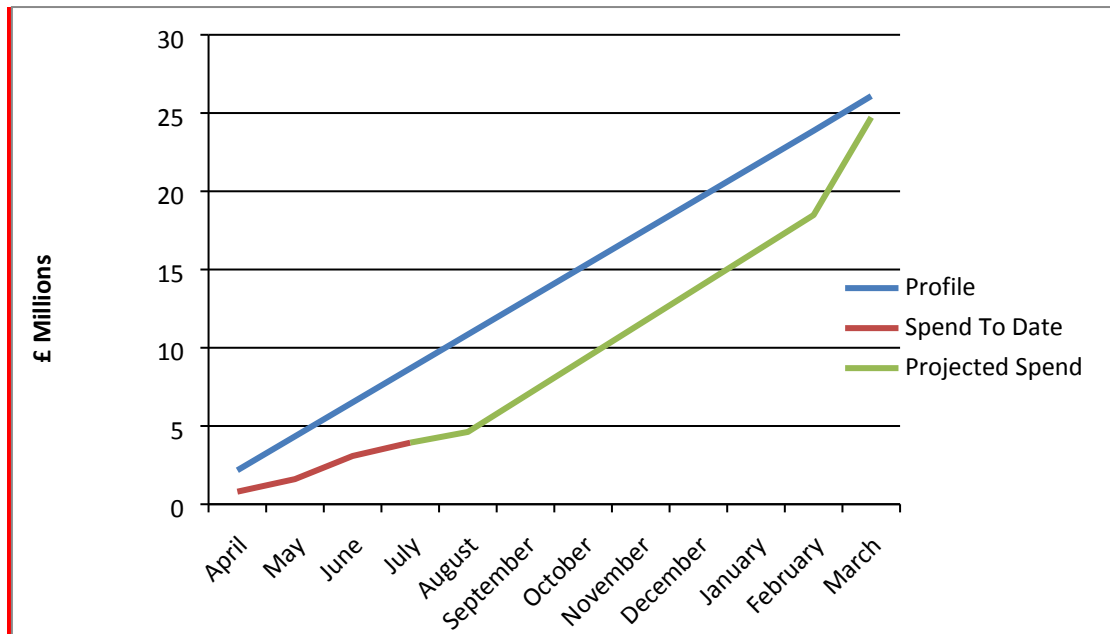
It can be seen from the current forecast position that approximately £0.872m of expenditure will not be delivered in the current year. The key variations to this forecast are as follows:-

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Scheme	Key Variation £'m	Explanation
Potential Overspends Identified (key items)		
Kings Gardens Southport	-0.050	This scheme is forecasting an overspend at present therefore an options analysis to reduce this is currently being explored.
Resources to be carried forward into next year (key items)		
Adult Social Care IT Infrastructure	0.100	A request to re-phase this budget will be made due to delays in the scheme.
Crosby Library	0.345	Funding requested to be carried forward to be used as match funding for major redevelopment of Crosby Library
Corporate Maintenance 2015/16	0.087	A few schemes that were delayed have now commenced but will not complete this year. Due to revised timelines a request to re-phase this budget will be made.
Neighbourhoods – Litherland Ward S106 Improvements	0.070	A request will be made to re-phase this budget to fund the Hit Squad and skips in 2018/19.
Total	0.602	
Resources no longer required (key items)		
Maghull Leisure Centre	0.181	This balance had been held to fund additional car parking by prudential borrowing but no further expenditure is envisaged.
Corporate Maintenance 2015/16	0.031	Savings have been identified on a number of schemes and this funding will be re-allocated within the service.
Children's Capital Maintenance – Various Schemes	0.039	Schemes are complete therefore this funding will be re-allocated within the service.
Ainsdale Hope Centre	0.028	Saving on scheme.
Lydiate Primary – ducts and pipework	0.005	Saving on scheme therefore this funding will be re-allocated within the service.
Total	0.284	

5.6 The graph below therefore shows the 2017/18 Capital Programme expenditure to date against the profiled budget.

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5.7 A service by service breakdown is shown in the following table:

	Full Year Budget	Expenditure to July 17	Expenditure to July 17 as a % of Budget	Budget Remaining
	£m	£m	%	£m
Corporate Resources	0.498	0.023	4.6	0.475
Locality Services – Commissioned	7.469	0.714	9.6	6.755
Locality Services - Provision	2.471	0.008	0.3	2.463
Regeneration and Housing	1.162	0.855	73.6	0.307
Regulation and Compliance	0.015	0.002	13.3	0.013
Health & Wellbeing	1.029	0.084	8.2	0.945
Adult Social Care	1.540	0.558	36.2	0.982
Schools and Families	5.292	0.684	12.9	4.608
Communities	2.176	0.399	18.3	1.777
Inward Investment & Employment	1.947	0.006	0.3	1.941
Disabled Facilities Grant	2.488	0.602	24.2	1.886
Total Capital Programme	26.087	3.935	15.1	22.152

5.8 Financing of the 2017/18 Capital Programme

	Budget £m
Government Grants*	19.803
Borrowing	2.838
S106	1.730
Contribution	1.710
Capital Receipt	0.006
TOTAL	26.087

*Includes capital receipts used to supplement government grants as detailed below.

Within the funding profile for schemes approved in 2016/17 it was assumed that £1.5m of capital receipts will be generated. As at the end of March 2017, £0.791m has been received leaving a balance due of £0.709m which it was anticipated will be received in 2017/18. As at the end of July 2017 £0.189m has been received that relates to the Kew overage adjustment, leaving a balance required of £0.520m.

5.9 Further additions to the 2017/18 Capital Programme.

Section 106 monies are contributing to identified projects in the following Ward; approval is needed to include them in the Capital Programme. Ward councillors have been involved in the process to agree where and how the monies should be spent, along with support from area co-ordinators. The following table identifies what resources have been agreed.

	£
Linacre	23,718

5.10 Disabled Facilities Grant Allocation

The Council has been notified of the Disabled Facilities Grant (DFG) for 2017/2018, with an allocation of £3.644m. The grant is required to be spent in accordance with a Better Care Fund (BCF) spending plan jointly agreed between the local authority and the relevant CCG's. There is also a residual amount of DFG of £0.619m carried forward in the BCF from 2016/2017. While the DFG allocation is primarily for the purpose of mandatory grants to enable adaptations to disabled people's homes, as part of the BCF planning process it is possible to invest some DFG grant funding on wider social care capital projects. Based on the existing DFG adaptations programme it is estimated that £1.4m may be available for this wider use subject to approval of Cabinet / Council and incorporation into Better Care Fund plans. All plans will be consider by SCIG.

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Analysis of 2017/18 Public Sector Reform Savings

	Project Phasing			Total Saving (£ 'm)	Saving Analysis 2017/2018		
	2017/18 £'m	2018/19 £'m	2019/20 £'m		Red £'m	Amber £'m	Green £'m
PSR1- Most Vulnerable							
Looked After Children Reform Programme	-	-	0.539	0.539			-
Acute wrap around services	0.275	0.275	-	0.550	0.024		0.299
	0.275	0.275	0.539	1.089	0.024	-	0.299
PSR2- Locality Teams and Personalisation							
Locality teams	1.000	8.000	-	9.000	0.389		0.611
Personalisation and asset based approach	0.300	1.000	1.700	3.000			0.300
	1.300	9.000	1.700	12.000	0.389	-	0.911
PSR4- SEND & Home to School Transport							
All age disability pathway	-	0.443	0.444	0.887	0.055		0.055
Home to School Transport	-	0.365	0.365	0.730			-
	-	0.808	0.809	1.617	0.055	-	0.055
PSR5- Education Excellence Everywhere							
Traded School Improvement Service	0.318	0.319	-	0.637			0.318
	0.318	0.319	-	0.637	-	-	0.318
PSR6- Commercialisation, Traded Services & Income							
Sefton Arc	0.021	0.356	0.419	0.796			0.021
Commercial Fleet Management	0.028	0.028	-	0.056	0.018		0.010
Crosby Lakeside Adventure Centre	0.064	-	0.122	0.186	0.064		-
Atkinson	0.074	0.270	0.070	0.414			0.074
Tourism	-	0.110	0.225	0.335			-
School Meals	0.100	0.200	-	0.300			0.100
Building Cleaning (alternative delivery model)	0.250	-	-	0.250	0.250		-
Building Control	0.183	0.183	-	-			0.183
	0.720	0.781	0.836	2.337	0.332	-	0.388
PSR7- Environment							
Integration of Land Asset Management Services	0.450	0.445	-	0.895			0.450
Car Parking	-	0.250	-	0.250			-
	0.450	0.695	-	1.145	-	-	0.450
PSR8- Assets & Property Maximisation							
Operational efficiency, Agile and lean, Re-designation, Uplift in yield, Facilities Management Services	0.503	1.538	1.259	3.300	0.503		-
	0.503	1.538	1.259	3.300	0.503	-	-
PSR9- ICT and Digital							
Council ICT	-	-	1.950	1.950			-
ICT staffing reductions	-	-	0.689	0.689			-
Transactional Services staff reductions	-	-	0.800	0.800			-
Customer Interface (includes One Front Door approach)	-	0.300	-	0.300			-
	-	0.300	3.439	3.739	-	-	-
PSR10- Commissioning and Shared Services							
Integration of resources	0.130	0.130	-	0.260	0.040		0.090
SMBC Contract Review	0.353	0.220	0.143	0.716	0.253		0.100
LCR Procurement	0.125	0.500	0.875	1.500	0.125		-
Shared Services	-	-	0.250	0.250			-
Contract Compliance Audit (potential for a mix of one off and re)	0.399	0.133	-	0.532	0.399		-
	1.007	0.983	1.268	3.258	0.817	-	0.190
Total PSR	4.573	14.699	9.850	29.122	1.962	-	2.611

Comments Relating to the 2017/2018 Financial Year
No saving due in 2017/18 Saving will be overachieved in 2017/18
£0.611m of the in year £1m target has been achieved. The remaining balance of £0.389m is at present showing as at risk due to further consultation that is required with regard to subsidy and staffing proposals in the Early Intervention and Prevention programme Saving will be achieved within the Adults & Social Care budget
A saving of £0.055m has been achieved in advance of 2018/19 No saving due in 2017/18
Savings in respect of £0.170m School Improvement, £0.070m Governor Services and £0.050m School Admissions are all on target to be delivered.
On target. Sales support established, first sales report expected imminently. £0.018m of this saving will not be delivered in year due to a delay in establishing the HGV MOT testing centre which is awaiting the required VOSA inspection. Targeted saving unachievable in 2017/18 as refurbishment will not commence until quarter 3 On target. Saving identified through staff vacancies. No saving target in 2017/18, business plan to achieve targeted savings in 2018/19 and 2019/20 is being developed. On target. Increase in price will achieve saving alongside increasing sales. Targeted saving in 2017/18 unachievable due to the time needed to implement reduction in posts and for pay protection period. Specific service budgets will need to be reduced to realise the overall saving. Confidence of achieving the saving is high however it is difficult to track as this is demand lead. It is expected that by the end of Q3 the service area will know exactly what will be achieved this year (+/-). A new levy to be introduced in Q4 should encourage developers to have planning applications agreed before then in order to reduce their costs.
£0.277m worth of savings is identified and achieved. Of the remaining £0.173m plans have been developed for introduction. Some of these proposals are one-off in nature therefore permanent solutions will be required in 2018/19. No saving due in 2017/18
This saving will need to be rephased into 2018/19 and 2019/20.
No saving due in 2017/18 No saving due in 2017/18 No saving due in 2017/18 No saving due in 2017/18
There is a delay in the implementation of these savings due to the time required to identify staff in scope and develop and consult on a new structure. Saving achieved on the reprocurement of the printing contract £0.100m. Remaining savings will be harvested when contracts have been renewed, but at the present time and until tendered, it is unknown which contracts will generate the required saving.
This saving will need to be rephased into 2018/19 due to delays in progress being made across the city region. No saving due in 2017/18 An LGA bid submitted to support delivery of this workstream, which has recently been approved. Saving unlikely to be achieved in 2017/18 and will need to be rephased into 2018/19.

Project deliverables will not meet agreed outcomes	Red
Project deliverables are not currently at the required standard but plans are in place to improve	Amber
Project deliverables will meet agreed outcomes	Green

Agenda Item 5

Report to:	Cabinet	Date of Meeting:	Thursday 7 th September 2017
Subject:	Tender for the Procurement of a Supported Living Service for Clients with Learning Disabilities and Autism.		
Report of:	Director Social Care and Health	Wards Affected:	Linacre Ward
Portfolio:	Cabinet Member - Adult Social Care		
Is this a Key Decision:	Yes	Included in Forward Plan:	Yes
Exempt / Confidential Report:	No		

Summary:

The purpose of this report is to seek approval to commence a procurement exercise for the provision of a Supported Living Care provider service.

Recommendation(s):

Cabinet to approve the following:

- (1) Commencement of a procurement exercise to select a Supported Living Care provider to provide services for five adults with a learning disability.
- (2) Delegation of decisions to award contract, following the procurement exercise, to the *Director of Health & Social Care*, in consultation with the *Cabinet Member- Adult Social Care*.

Reasons for the Recommendation(s):

A cohort of younger clients with learning disabilities and/or autism, have been assessed by Adult Social Care under the Care Act 2014, as requiring a Supported Living service.

There is currently no suitable alternative provision available for these five individuals in existing services. There is a need to achieve compatibility reflecting the age range of the young adults, and complexity of needs, and current availability does not offer this due to the difference in age ranges in provision. In addition, there is a need to ensure that the complexity of behaviours displayed by the group, are met.

Council members agreed a new model for supported living on 4th February 2016 , which included exploring larger models of accommodation. This option would enable a service to be developed which meets this model of service delivery and provides the resources required in the Borough to meet ongoing needs via an established housing provider with affordable rent levels.

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Alternative Options Considered and Rejected: (including any Risk Implications)

- **Placing service users in vacancies within existing services** - this has been deemed unsuitable by Adult Social care due to the age range of the five individuals and complexity of their needs.
- **To maintain the current arrangements** – whilst the funding responsibility transferred to Adult Social when the young person reached 18yrs old, they are currently still in Children’s Services placements and could stay there until more suitable vacancies in current Adult Social Care provision becomes available. This option is not felt to be suitable by Adult Social Care as these existing services reflect outcomes for Children’s provision, whereas the opportunity to establish a new provision within the model agreed for adults will provide a more sustainable outcome for the young people and offers a more cost effective option. Opportunity will be taken to utilise assistive technology and implement an outcome based approach to support which will enhance life skills and develop independence and resilience.

Adult Social Care has undertaken this analysis on both options but have rejected them as being unsuitable.

What will it cost and how will it be financed?

(A) Revenue Costs

Revenue Costs with respect to the new contracts will be met from the existing provision for these clients within the Adult Social Care budget. The anticipated ceiling price of this contract would be in the region of £336k per annum. The contract value based over a 4 year period (as per Contract Procedure rule 1.10.2 which reflects Regulation 6(19) of the Public Contract Regulations) is approximately £1,344k

(B) Capital Costs

There are no capital costs associated with the implementation of the recommendations of this report.

Implications of the Proposals:

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

Resource Implications (Financial, IT, Staffing and Assets):
Legal Implications: Care Act 2014 Care and Support Statutory Guidance

Equality Implications:

The equality Implications have been identified and mitigated

Contribution to the Council’s Core Purpose:

The proposals set out in this report contribute towards the following Council’s Core Purpose in the domains below.

Protect the most vulnerable: This service will help to protect this vulnerable group who have complex needs and have no capacity to protect themselves
Facilitate confident and resilient communities: The design of the service model will seek to enhance community integration.
Commission, broker and provide core services: This service will be person centred, outcome based and will meet the needs of the service users and is a current gap in service provision
Place – leadership and influencer: N/A
Drivers of change and reform: The service will be commissioned in line with the new model for Supported Living agreed by the Council in February 2016.
Facilitate sustainable economic prosperity: N/A
Greater income for social investment: N/A
Cleaner Greener N/A

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Head of Corporate Resources (FD4782/17) and Head of Regulation and Compliance (LD4782/17) have been consulted and any comments have been incorporated into the report.

(C) External Consultations

Consultation has taken place with service users families and carers

Implementation Date for the Decision

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

Contact Officer:	Joanne Christensen
Telephone Number:	Tel: 0151 934 3259
Email Address:	joanne.christensen@sefton.gov.uk

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Appendices:

There are no appendices to this report

1. Introduction/Background:

- 1.1 A group of five individuals have been reviewed by Adult Social Care and assessed under the Care Act (2014) as needing a Supported Living Service. An analysis undertaken by Adult Social Care has reviewed all existing services and identified that none of this current provision is suitable.
- 1.2 Presently, of those currently living in Supported Living services within Sefton, over 50% are over the age of 55 and predominately male. The age range of the people being considered here is 18 to 25 years. Inappropriate placements in existing Supported Living services could result in the destabilisation of such services due to the dynamics of the service user group. It could also hinder the opportunity to further maximise the potential of the identified group where a more effective outcome based model of support is required
- 1.3 There is a need to secure more sustainable provision for the five individuals, some of whom are still placed within existing Children's services while the others have not been able to transition into their Adult Service provision due to a placement not being identified.
- 1.4 A five bed property has been identified in Bootle, which is of a high specification and is owned by a Registered Social Landlord, who can offer any necessary adaptations to the property as required and is able to achieve affordable rent levels. The property fulfils the ambition of the agreed supported living model and will provide a sustainable resource in the Borough to maintain these services.

2. The Procurement Exercise & Awarding of the Contract

- 2.1 This procurement exercise is in relation to securing an appropriate care provider to deliver the care and support to these individuals within this property, as per the Authorities statutory obligations. Procurement will be via The Chest using an OJEU Open Tender process in accordance with the Council's Contract Procedure Rules. A contract will be agreed with the successful provider to commence following completion of the procurement exercise. It is anticipated that the service should commence around November/December 2017. The identified service users will remain in existing services until the agreed commencement date when a plan for transition will be agreed with the successful provider.
- 2.2 The basis of evaluation will be MEAT (Most Economically Advantageous Tender) taking into consideration a balance between Quality and Cost. As the contract is expected to be for four years, there will be a strong emphasis on Quality as part of the tender evaluation. Costs will be based on an agreed set of fee rates and are anticipated to produce a saving on current costs for supporting these individuals based upon the introduction of the new model of support. The evaluation will be

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conducted by officers of Adult Social Care, the Commissioning Support Team and also service user family/advocate representatives in order to ensure that the successful tenderer is appointed who best meets desired outcomes.

- 2.3 Following the tender evaluation process it is recommended that the decision to award the contract is delegated to the *Director of Health and Social Care*, in consultation with the *Cabinet Member – Adult Social Care*.

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Report to:	Cabinet	Date of Meeting:	7 September 2017
Subject:	Use of the Social Care Grant/Improved Better Care Fund		
Report of:	Director of Social Care and Health	Wards Affected:	All wards
Portfolio:	Cabinet Member - Adult Social Care		
Is this a Key Decision:	Yes	Included in Forward Plan:	Yes
Exempt / Confidential Report:	No		

Summary:

The purpose of this report is to advise the Cabinet of the additional Social Care Funding /Improved Better Care Fund (iBCF) which has been made available to Sefton under the Better Care Fund programme and to seek approval of the recommendations for its utilisation.

Recommendations:

Cabinet is recommended to note the contents of the report and having given full consideration to all of the information provided, approve the following:

- 1) Note the objectives and conditions for the usage of the iBCF grant.
- 2) Approve the proposals for the utilisation of the grant as set out in Paragraph 6.5 of this report.
- 3) With respect to the usage of the grant for care sector fees, approve the following;
 - a. Allocation of £2.1m from the Adult Social Care Grant to provide additional funding for fee increases.
 - b. The proposed Domiciliary Care fee for 2017/18.
 - c. Reaffirm the delegated authority to make any decisions regarding the setting of the remaining fees and of all ASC fees in future years to the Cabinet Member – Adult Social Care, in conjunction with the Head of Adult Social Care and the Head of Corporate Resources, with the proviso that such decisions are made within the resources available in the MTFP (including any additional allocation made by Cabinet as a result of this report) pending the outcome of consultation with Providers.
 - d. Authorise officers to conduct further work on potential mitigations which could reduce the overall budgetary impact of fee increases and to report back to Cabinet on any proposed changes.
- 4) Note that further work will need to be done to make timely plans for when the grant ends for elements where funding requirements remain.
- 5) Authorise officers to commence a procurement exercise to seek a suitable partner to deliver the Quality Assurance Service and delegate the decision to award the contract, following the procurement exercise, to the Cabinet Member - Adult Social Care.

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Reasons for the Recommendations:

To ensure that the usage of the grant complies with the grant conditions and objectives, and to enable the Council to set fees payable for Adult Social Care services in accordance with the requirements of legislation and statutory guidance.

Alternative Options Considered and Rejected: (including any Risk Implications)

None

What will it cost and how will it be financed?

(A) Revenue Costs

There are no additional revenue costs associated with the recommendations as they relate to the usage of a specific grant.

(B) Capital Costs

There are no additional capital costs associated with the implementation of the recommendation to this report.

Implications of the Proposals:

Resource Implications (Financial, IT, Staffing and Assets):
Legal Implications:
Equality Implications: There are no equality implications.

Contribution to the Council's Core Purpose:

Protect the most vulnerable: Targeting Funding to packages of care for people with Eligible unmet need
Facilitate confident and resilient communities: Spend against transformation programmes
Commission, broker and provide core services: Activities to sustain the Social Care Market
Place – leadership and influencer: Spend against Quality Assurance
Drivers of change and reform: Spend against transformation programmes
Facilitate sustainable economic prosperity: Spend on National Living Wage and fees to Care Sector
Greater income for social investment: -
Cleaner Greener -

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Head of Corporate Resources (FD4784/17) and Head of Regulation and Compliance (LD.4068/17) have been consulted and any comments have been incorporated into the report.

(B) External Consultations

External consultation has taken place with the local Clinical Commissioning Groups (CCG's) regarding the usage of the grant.

Consultation has also taken place with Adult Social Care providers regarding fee increases.

Implementation Date for the Decision

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

Contact Officer:	Sharon Lomax
Telephone Number:	Tel: 0151 934 4900
Email Address:	sharon.lomax@sefton.gov.uk

Appendices:

There are no appendices to this report

Background Papers:

There are no background papers available for inspection.

1. Introduction

- 1.1 On 8th March 2017 the Chancellor announced additional funding to Adult Social Care, known as the Improved Better Care Fund (iBCF).
- 1.2 This report outlines the detailed Planning Guidance that has been subsequently published for the iBCF and outlines Sefton's proposals to utilise the Grant against the conditions set.

2. The iBCF Grant

- 2.1 The new grant is worth £2bn nationally over the next three years, it will be paid to Local Authorities with social care responsibilities. This funding will be additional to the existing Better Care Fund allocations.
- 2.2 The grant conditions for the iBCF require councils to include this additional grant funding in their local BCF Plan, and it is intended to enable areas to; take immediate action to fund care packages for more people, support social care providers, and relieve pressure on the NHS locally by implementing best practice set out in the "High Impact Change Model" for managing Delayed Transfers of Care.

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- 2.3 The iBCF total is £13,453,893 for Sefton allocated over a three year period as follows;

2017-18	2018-19	2019-20
£6,945,798	£4,352,060	£2,156,035

- 2.4 The funding will be paid direct to Local Authorities from 2017-18 and decisions on how the funding should be spent require the agreement of the Clinical Commissioning Groups and approval by the Health and Well Being Board.

3. iBCF Planning Guidance and Policy Framework

- 3.1 The Guidance sets out the story of integration of health, social care and other public services, and provides an overview of related policy initiatives and legislation.

- 3.2 It is intended for use by those responsible for delivering the Better Care Fund at a local level (such as clinical commissioning groups, Councils, Health and Wellbeing Boards) and NHS England.

- 3.3 It includes the policy framework for the implementation of the statutory Better Care Fund in 2017 to 2019, which was first announced in the Government's Spending Review of 2013 and established in the Care Act 2014.

- 3.4 It also sets out our proposals for going beyond the Fund towards further integration by 2020.

- 3.5 The Policy Framework issued in March 2017 was articulated as a joint Department of Health and Department of Communities and Local Government approach. In the later weeks leading up to the publication of the Technical Guidance there was a fracture between the DOH and DCLG and as such the joint approach was departed from.

- 3.6 Specifically the iBCF Grant conditions require that it may only be used for the purpose of:

- (i) Meeting adult social care needs.
- (ii) Reducing pressures on the NHS, including supporting more people to be discharged from hospital when they are ready.
- (iii) Ensuring that the local social care provider market is supported.

- 3.7 A recipient local authority must:

- i) Pool the grant funding into the local Better Care Fund,
- ii) Work with the relevant Clinical Commissioning Group(s) and providers to meet conditions around delayed discharges from hospital.
- iii) Provide quarterly reports as required by the Secretary of State.
- iv) Utilise the "8 High Impact Changes" to support NHS systems in respect of Delayed Transfers of Care (DTCOC).

- 3.8 The funding is intended to enable local authorities to quickly provide stability and extra capacity in local care systems. Local authorities are therefore able to spend the grant, including to commission care, subject to the conditions set out in the

grant determination as soon as plans for spending the grant have been locally agreed with clinical commissioning groups.

- 3.9 The plan to spend the iBCF only needs to be agreed by the relevant Council, CCGs and the Health and Wellbeing Board. However the planning guidance encourages local planners to involve the local A+E Delivery Board in planning a whole-systems approach to implementing the “High Impact Change Model” for Managing Transfers for Care.
- 3.10 In June the iBCF was presented to the A&E Executive Delivery Board for Southport & North Mersey. This Board has been established in order to strategically support the development and delivery of urgent and emergency care services within Southport & North Mersey. The aim of the working group is to ensure that a whole system approach is adopted in order to deliver the various patient pathway developments across health and social care services. The primary focus of the group is to ensure patients requiring emergency and urgent care will receive it in the most appropriate manner and settings.
- 3.11 There is no requirement to spend across all three purposes as set out in 3.6, or to spend a set proportion on each.
- 3.12 Whilst the non-recurrent 3 year grant is welcomed there are some risks, in particular the increasing pressures on the NHS and care market and it will be essential that the Council minimises any long- term commitments knowing that the funding will not be available beyond April 2020.

4. Our Local Delayed Transfers of Care Position

- 4.1 As stated above one of the main drivers for receiving the funding is to avoid delayed transfers of care (DTC) which are attributable to adult social care. As you can see from the tables 1 and 2 whilst there are some DTC they are relatively small in Sefton and much smaller than the majority of Councils within the North West. In part this is attributed to the significant investment which the Council and the two CCGs make in intermediate care, reablement services and responsive social work service within the Hospital as well as many other factors within the system.
- 4.2 The main pressures within the system relate to assessment, domiciliary care packages and care home placements. The latter is often related to the quality and availability of provision. This has been compounded recently with a number of care home closures across the Borough and in other Council areas where Care homes border our own area.
- 4.3 Sefton’s performance relating to these issues is summarised in the tables. Table 1 shows the rate of delayed bed days per 10,000 population in the quarter period. The NHS publishes data on individuals delayed, and also the total bed days for those individuals. The data in this report was for delays attributable to Adult Social Care only. Table 2 shows the breakdown of delays in the Acute Trust Setting by reason of delay for the period of 2016/17. Table 3 shows the breakdown of delays in the Non Acute Trust Setting by reason of delay for the period of 2016/17.

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Delayed Transfers of Care by Local Authority (standardised rate per 10,000 the lower the figure the better)			
Local Authority	Q1 2016/17	Q2 2016/17	Q3 2016/17
Cheshire East	53.5	60.5	59.3
Cheshire West and Chester	34.7	41.9	58.3
Halton	9.4	7.1	49.4
Knowsley	9.8	3.2	16.3
Liverpool	55.8	62.2	42.8
Sefton	24.4	33.2	25.8
St. Helens	6.9	13.4	7.3
Warrington	11.3	8.1	11.9
Wirral	8.5	13.2	12
Bolton	37.2	52.3	62.9
Bury	31.3	43.7	74.8
Manchester	63.3	77.3	65.8
Oldham	5.6	17.1	32.8
Rochdale	1.5	10.8	17.9
Salford	6.7	10.8	57.6
Stockport	47	95.9	128.9
Tameside	96.4	137.3	136
Trafford	114.2	111.1	152.6
Wigan	18.5	17.3	29.1
Blackburn with Darwen	39.2	69.1	64.4
Blackpool	46.4	43	47.2
Cumbria	157.7	176.3	189
Lancashire	23.7	34.1	36.9

Table 2

BREAKDOWN OF ACUTE DELAYS IN CHESHIRE & MERSEYSIDE (2016/17)

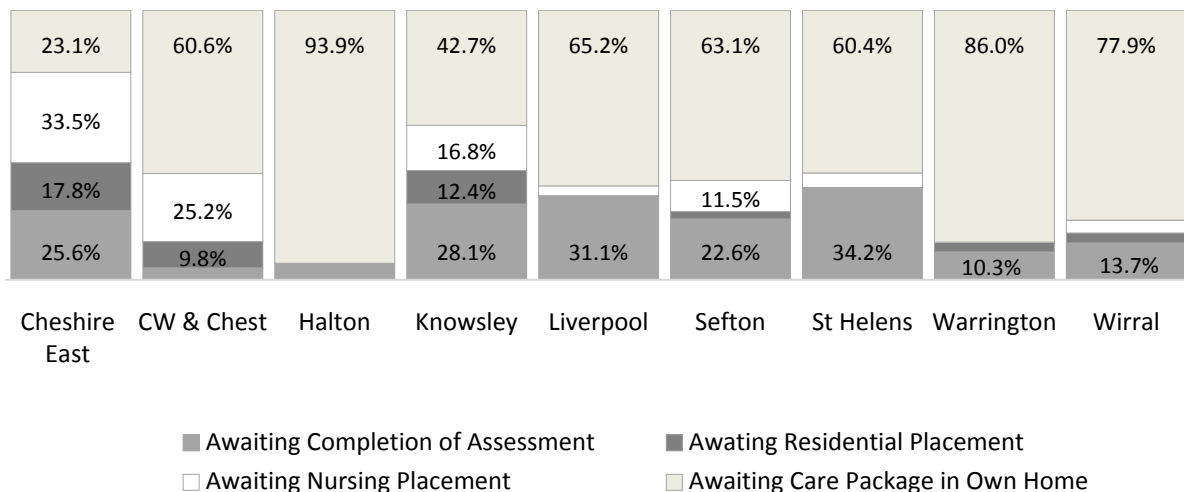
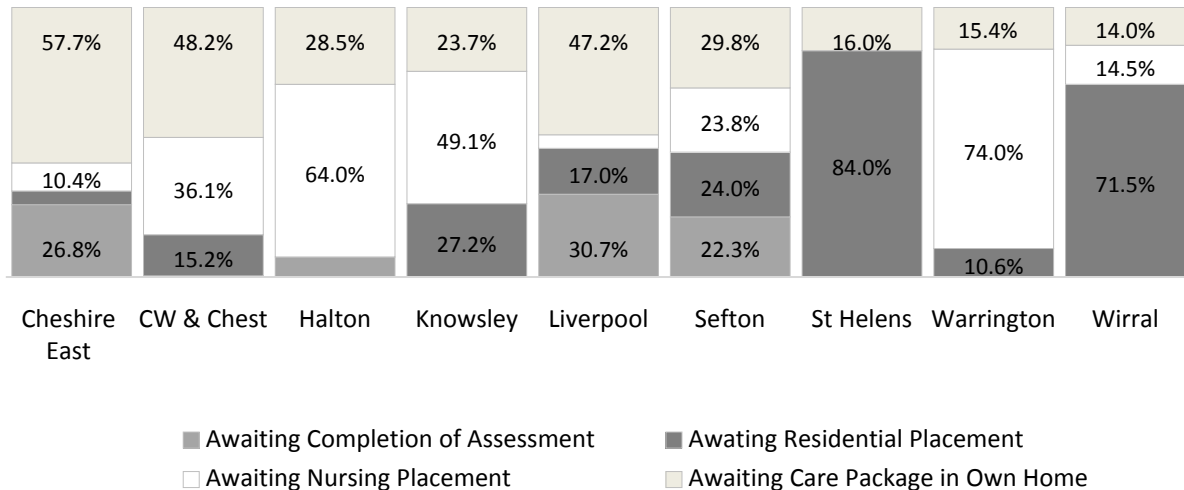


Table 3

BREAKDOWN OF NON ACUTE DELAYS IN CHESHIRE & MERSEY. (2016/17)



5. Reaching Agreement

- 5.1 In constructing the proposals there have been a number of activities that have taken place.
- 5.2 Officers have been using the Integrated Governance structures and the associated meetings to draw up proposals for comment. This has led to partners clarifying areas of spend and also some minor alterations of the proposals.
- 5.3 In terms of agreement on the use of the grant with the two CCGs, the CCGs, have through the Accountable Officer confirmed agreement on the use of the Grant. This is a grant condition.
- 5.4 Whilst the plan to spend the grant does not need to be approved by the A&E Delivery Board in early June we presented the proposals on the use of the iBCF to the A&E Delivery Board.
- 5.5 Officers will also seek to bring the plan to the Health and Wellbeing Board at the earliest opportunity, unfortunately the sequence and cycle of Council Committee and Boards dates has been a challenge alongside the NHS and LGA ask to spend the money as quickly as possible.

6. Sefton`s Grant Utilisation Proposals

- 6.1 The additional funding is a welcome and important step in making Adult Social Care sustainable. However Sefton is forecasting Adult Social Care budget pressures of at least **£25M** by 2020. The pressures, in the main, relate to three areas; the introduction of the National Living Wage, the increase in the average age of the population, which means that new demand for Adult Social Care services will continue to be created and the complexity of the service users requiring support. These three long-term and permanent pressures in Adult Social Care will not be solved through this extra one-off funding.

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- 6.2 For the reasons identified above, it is important to avoid using this funding to address permanent spending pressures when deciding how to allocate this new non-recurrent grant allocation. In addition it should not be used to deflect the savings proposals agreed by Council on 2nd March 2017 as part of the transformation programme contained within the Medium Term Financial plan.
- 6.3 The transformation savings reflect the required service improvement and redesign needed to support and deliver the transformation programme, therefore there would be no benefit to revising them. However iBCF grant may be of assistance to speed up the transformation programme. Table 3 shows the proposals to spend against a number of distinct but related areas.
- 6.4 The Council will need to review the implications of the investments made with the iBCF funding in future years, particularly the fees uplifts, as this is non-recurrent funding until 2020 and additional long-term commitments will need to be reflected in the Council’s budget setting process for 2020/21.
- 6.5 The following table outlines the proposals for the utilisation of the grant. More detailed information on the proposals is included later on in this report.

Areas of spend	Grant/iBCF “Three Purposes”	Outcomes we expect	Value of Grant by Year		
			£m 6.945 17/18	£m 4.352 18/19	£m 2.156 19/20
A. Increase in Fees to the Care Sector	Meeting adult social care needs. Reducing pressures on the NHS – including supporting more people to be discharged from hospital when they are ready. Ensure that the local care provider market is supported.	Market stability / market stimulation.	2.100	2.100	2.000

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<p>B. i) Quality Assurance Team ii) Activities to sustain the Social Care Market</p>	<p>Meeting adult social care needs. Reducing pressures on the NHS – including supporting more people to be discharged from hospital when they are ready. Ensuring that the local care provider market is supported</p>	<p>Increase the number of citizens who live in a care home where the care is rated as “good” or “outstanding”.</p> <p>To remodel services, promote outcome based approaches, increase the usage of Assistive Technology and ensure market sustainability.</p>	<p>i) 0.210 ii) 0.300</p>	<p>0.250 -</p>	<p>- -</p>
<p>C i) Public Service Reform ii) Work across a number of Councils to identify “High Cost” care and explore joint commissioning and provision</p>	<p>Meeting adult social care needs. Reducing pressures on the NHS – including supporting more people to be discharged from hospital when they are ready. Ensuring that the local care provider market is supported</p>	<p>An increase in the number of people with a support plan that has been created following a new resource allocation.</p>	<p>i) 0.600 ii) 0.500</p>	<p>- 0.300</p>	<p>- -</p>
<p>D. Reablement</p>	<p>Meeting adult social care needs. Reducing pressures on the NHS – including supporting more people to be discharged from hospital when they are ready. Ensuring that the local care provider market is supported</p>	<p>Increase the number of people who access reablement and reduce the number of people who have an increase in the care hours that they receive.</p>	<p>0.300</p>	<p>0.200</p>	<p>0.156</p>
<p>E. Discharge to Assess and Trusted Assessors*</p> <p>*Providers having the ability to change packages of care within a tolerance to speed up discharges and avoid hospital</p>	<p>Meeting adult social care needs. Reducing pressures on the NHS – including supporting</p>	<p>Increase the number of trusted assessors in place and therefore less people delayed in discharge by reason of an assessment</p> <p>Increase the number of</p>	<p>0.135</p>	<p>-</p>	<p>-</p>

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admissions.	more people to be discharged from hospital when they are ready. Ensuring that the local care provider market is supported	commissioned services who employ trusted assessors. and therefore less people delayed in discharge by reason of an assessment			
F. Fund new packages of care	Meeting adult social care needs. Reducing pressures on the NHS – including supporting more people to be discharged from hospital when they are ready. Ensuring that the local care provider market is supported	Maintain a proportionate level of support to people to enable them to remain independent.	2.800	1.502	-
TOTAL			6.945	4.352	2.156

7. Fees and Market Sustainability

7.1 Fees (Area of spend A)

7.2 In setting the budget, the Council included £1.9m within the *Medium Term Financial Plan* (MTFP) for Adult Social Care fee increases and also delegated decisions regarding the setting of fees to the Cabinet Member – Adult Social Care, in conjunction with the Head of Adult Social Care and the Head of Corporate Resources, with the proviso that such decisions are made within the resources available in the MTFP.

7.3 The funding was allocated in order to reflect additional cost pressures faced by contracted Providers, such as National Living Wage increases, changes to payments for Sleep-in services and other pressures such as pension auto-enrolment of staff. The Council has also committed to supporting the aims of the Ethical Care Charter, which relates to the Domiciliary Care sector and requires fee levels to reflect factors such as paying staff for travel time.

7.4 When setting fee levels, the Council must take into account the legitimate current and future costs faced by Providers and the factors that affect them. In order to better understand the cost pressures faced by Providers, an external organisation was commissioned to conduct a Market Oversight exercise of the Residential & Nursing, Domiciliary Care and Supported Living sectors.

7.5 This work is near completion and the organisation appointed has proposed revised fee rates for 2017/18-2019/20. The work identifies that fee increases are required in order to ensure legitimate cost pressures are accounted for, to ensure market stability and therefore sufficient capacity to meet needs. The Sefton care market has experienced capacity issues and Provider withdrawals.

7.6 The Market Oversight Exercise has preliminary recommended;

- For Domiciliary Care services a rate increase of 6.38%, increasing the hourly rate from £13.00 to £13.83. The increased fee rate will assist with implementing stages 1 and 2 of the Ethical Care Charter and supporting wider aims such as reducing delayed discharges from Hospital via maintaining market capacity. The proposed rate has been benchmarked and is deemed to be comparable to rates paid in neighbouring Local Authorities. Consultation has commenced with the four commissioned providers on this basis.
- For Residential and Nursing care homes, fee increases between 4.5% and 10%, dependent upon the category of care provided. Should approval be given by Cabinet to allocate the additional £2.1m of the Adult Social Care Grant to fund fee increases, further work will be conducted analysing the implications of the fee increases against Adult Social Care strategic priorities and consultation with Providers will then commence on proposals with a view to making a formal decision.
- Further proposed fee increases in the region of 5-6% in 2018/19 and 2019/20 financial years for both the Domiciliary Care and Residential & Nursing care home sectors.

7.8 An analysis of the budgetary implications of the proposed fee increases has been conducted and the overall budgetary impact is in the region of £4m, £2.1m above the amount allocated within the MTFP and outside the scope of the delegated authority referred to above. As a result decisions on fees have been delayed to allow this matter to be referred back to Cabinet for further consideration.

7.9 In summary, the increases proposed by the organisation appointed to undertake the Market Oversight exercise represent the following additional annual expenditure;

Sector	Anticipated 2017/18 Annual Budgetary Increase (£)
Residential Placements	2,211,023
Nursing Placements	662,200
Domiciliary Care	630,639
Supported Accommodation	321,588
Community Support	67,521
Personal Assistants (Direct Payments)	286,000
Total Gross	4,178,971

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- 7.10 A number of assumptions have been identified to reduce the overall impact of the proposed fees. Further work is taking place on mitigations, including potential revision of existing Adult Social Care policies, subject to appropriate consultation. This includes potential changes to rates paid for personal assistants and the introduction of Asset Based Servicer User assessments. The implementation of revised service models (such as the new Domiciliary Care model) will seek to reduce the overall expenditure through an enabling approach. These will seek to minimise additional budgetary pressures beyond the 3 year grant period.
- 7.12 The Council has consulted with Providers in respect of its proposals in relation to Domiciliary Care Fees and details of this consultation, together with feedback received from Providers, is included at Appendix 1 to this report to enable Members to give due consideration to this in making their decision.
- 7.13 With respect to fee increases, Cabinet is therefore asked to;
1. Approve the allocation of £2.1m from the Adult Social Care Grant to provide additional funding for fee increases.
 2. Agree the proposed Domiciliary Care fee for 2017/18.
 3. Reaffirm the delegated authority to make any decisions regarding the setting of the remaining fees and of all ASC fees in future years to the Cabinet Member – Adult Social Care, in conjunction with the Head of Adult Social Care and the Head of Corporate Resources, with the proviso that such decisions are made within the resources available in the MTFP (including any additional allocation made by Cabinet as a result of this report) pending the outcome of consultation with Providers.
 4. Authorise officers to conduct further work on potential mitigations which could reduce the overall budgetary impact of fee increases and to report back to Cabinet on any proposed changes.

8. Quality Assurance Team (Area of spend Bi)

- 8.1 Currently Sefton has 35 homes that rated by CQC as “Requires improvement” and 4 that are rated as “Inadequate”. These homes represent over a third of the Sefton care home market. Over the last eighteen months there have been 8 home closures and 2 Domiciliary Care organisations withdrawing from their contracts. In addition Sefton has experienced a number of problems with sourcing care placements/packages in the market, including restricted capacity within care providers (particularly domiciliary care), care home closures, and care home placement suspensions arising from “Requires Improvement” or “Inadequate” CQC Ratings. This has led to pressures in Hospitals relating to patient choice, bed delays and costs to the NHS when patients are medically fit for discharge. Providers report a number of contributory factors, including workforce in short supply, increased regulator demands and cost pressures (particularly relating to staff costs).
- 8.2 The commissioning of a ‘*Quality Assurance Team*’ to work with Providers, particularly Care Homes will drive up quality and improvements in CQC Ratings,

thereby avoiding loss of that capacity within the market. The team would be procured from the external market, in order to secure a suitably qualified organisation who specialises in managing failing care homes and can work with Providers by offering management intervention, peer support and business advice. The team would support Providers for a period of 1 to 6 months depending upon needs. A criterion is to be developed to identify the selection of homes and also would include a financial contribution from the Provider toward the intervention and assessment of ongoing commitment to ensure improvements were sustained. The team would dovetail into existing monitoring and compliance work conducted by Sefton and Health, but would provide added value through offering a more hands-on intervention into the day-to-day running of care homes, thus ensuring their viability and sustainability.

9. Conclusions

- 9.1 The proposals outlined have been formulated in order to ensure that they meet the purposes of the grant and seek to support its aims. The proposals have been formulated in partnership with Health and reflect the fact that the funding is non-recurrent.
- 9.2 Cabinet is asked to approve the recommendations detailed in the report and take into account that further reports will be submitted, if required, once more definitive proposals for mitigations have been formulated.

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Appendix 1 – Domiciliary Care Fee Report

1. Background

- 1.1. In line with contractual requirements, the Council is required to set fees and rates for Providers' for the 2017/18 financial year. Fee setting should take into account the legitimate current and future costs faced by Providers and the Council should ensure that it has in place fee negotiation arrangements that recognise Providers' costs and what factors affect them. One key area identified is the impact on Providers of the new National Minimum Wage/National Living Wage.
- 1.2. In January 2017 Sefton Council, Southport and Formby CCG and South Sefton CCG commissioned RedQuadrant to carry out an independent review of the local domiciliary care market in order to improve the understanding of local costs, inform future decisions regarding fees and assist in developing a continuing viable local domiciliary care market. The review was to be conducted with input from providers in order to further understand current and future costs, demands and factors affecting the Sefton domiciliary care market.
- 1.3. The borough of Sefton is currently 'split' into six areas and contracts are in place with four Providers to deliver Domiciliary Care Services in these areas. Two Providers have two contracted areas each and two Providers have one area each.
- 1.4. Current contracts were awarded from 1st April 2012 for an initial term of five years and were extended to 30th April 2018, in order to support work taking place on the tender for future contracts from 1st May 2018. This tender is being conducted as part of Liverpool City Region Tripartite (Sefton/Knowsley/Liverpool) joint working.

2. The RedQuadrant Review & Consultation Processes

- 2.1. Providers were advised on 30th January 2017 that *"When setting care home fees for 2016/17 the Council agreed to commission (in partnership with Sefton CCGs) an external body to conduct a detailed analysis of the local market. The purpose of this work is to gain further understanding of both current and future costs, demands and factors affecting the Sefton care home and domiciliary care markets. We have now commissioned RedQuadrant to undertake this work and they will be in touch with you soon to invite you to complete a template which will give you the opportunity to demonstrate the*

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costs of providing your services. They will also be running a series of workshops to help them understand the cost pressures and other issues that you are facing. We would strongly urge you to engage with this exercise as the recommendations from RedQuadrant will play a large part in determining future fee levels”

2.2. The review included the following activities;

- Gathered information on comparative fees from CIPFA (the Chartered Institute of Public Finance and Accountancy) comparator authorities and local neighbours;
- Benchmarked the costs of adult social care against local and national comparators
- Developed a ‘cost of care’ template for domiciliary care providers to complete to help identify the actual costs of providing domiciliary care in Sefton – three out of the four contracted Providers submitted completed templates
- Analysed the factors affecting Sefton’s adult social care market
- Held one provider consultation event on 17th March 2017 with domiciliary care providers. This was to explain the context of the work and seek their input, and was attended by four providers, including non-contracted providers.

2.3. Following these activities, RedQuadrant produced a draft version of the report which was issued to contracted Providers on 3rd July 2017, requesting that they review the report and submit any comments to RedQuadrant by 14th July 2017. The main body of the report concerned RedQuadrant’s formulation of a fee rate for the 2017/18 year, including details of how they had costed various elements of the overall fee rate. The report also includes proposals for fee rates for the 2018/19 and 2019/20 financial years. The report proposed an hourly fee rate of £13.83, which represents an increase of 6.38% to the 2016/17 fee of £13.00. The table below shows how the £13.83 was formulated, alongside the averaged costs submitted by Providers for each element shown;

Type of Cost	RedQuadrant Proposed Costs	Template costs Submitted by Providers
Carer Basic Rate	£7.59	£8.10
Travel Time	£0.76	£0.54
Annual Leave	£0.90	£0.93
Training	£0.14	£0.18

Sickness	£0.16	
NI	£0.37	<i>£0.68</i>
Pension	£0.10	<i>£0.09</i>
Mileage	£0.35	<i>£0.32</i>
Total direct costs	£10.37	£10.84
Other costs	£3.04	<i>£3.93</i>
Profit	£0.42	<i>£0.54</i>
Hourly cost	£13.83	£15.30
Other costs percentage	22.0%	<i>25.8%</i>
Profit percentage	3.00%	<i>3.50%</i>

2.4. The main contents of the report are detailed in Section 3 of this report, including feedback received from Providers.

2.5. When the report was issued to Providers, Sefton Council were also provided with a copy of the report, and following an initial analysis of the financial implications of the proposed rate, Sefton Council wrote to Providers on 4th July 2017 advising that *“The cost of their draft recommendations on fee rates, if unchanged following comments from Providers and subsequently accepted by Sefton Council are likely to exceed the allocation provided within the Medium Term Financial Plan. As such, this matter will need to be considered by Cabinet rather than the Cabinet Member Adult Social Care as originally intended”*. Providers were also advised of the following timetable for Sefton Council to make a decision on fees;

Action	Target Date
<ul style="list-style-type: none"> • <i>Draft RedQuadrant report sent to Providers for consultation</i> 	03/07/17
<ul style="list-style-type: none"> • <i>Providers submit comments / responses to draft report</i> 	03/07/17 to 14/07/17
<ul style="list-style-type: none"> • <i>Assessment of Provider Responses / Finalisation of RedQuadrant report</i> 	23/07/17
<ul style="list-style-type: none"> • <i>SMBC Letter to All Providers</i> <ul style="list-style-type: none"> ○ <i>Provide feedback to Providers, outlining SMBC fee proposals to be considered by Cabinet.</i> 	31/07/17
<ul style="list-style-type: none"> • <i>Providers submit comments on SMBC fee proposals</i> 	31/07/17 to 18/08/17

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• <i>Cabinet agenda published</i>	31/08/17
• <i>Cabinet decision</i>	07/09/17

2.6.A final version of the report was then produced following RedQuadrant receiving feedback from Providers. In the report the proposed rate of £13.83 remained unchanged. Following receipt of the report, and in line with the above timetable, Sefton Council then wrote to Providers again on 31st July 2017, advising that *“it is the intention of the Council to submit to Cabinet on 7th September 2017, a recommendation to implement the proposed rate”*. Providers were advised that if they did not agree with the proposed rate then they should *“provide any further additional information to your existing submissions as part of the RedQuadrant costs template exercise and comments on their draft report”* by Friday 18th August 2017. Additional comments were received from two Providers and are detailed in Section 5 of this report.

3. Provider Feedback Included in the RedQuadrant Report

3.1.The Final report from RedQuadrant also included feedback received from Providers in relation to the draft report. This is summarised below, together with RedQuadrant’s responses to the feedback received;

3.2. Brief & Methodology

Provider response “No reluctance to complete it [ie the cost of care template]. The concern was it would not be taken seriously. There are only 4 active providers for Sefton Council.”

“Provider/Commissioner engagement - this is inadequate locally. To be still agreeing fees half way through the current financial year is unacceptable. We are told September for an outcome. ADASS advised of a provider consultation regarding sustainability for the Sefton area and bordering authorities but with only one clear day notice given. No wonder poor attendance as no one knew or had chance to make arrangements to attend. It's easy to consult with no audience. Better engagement is critical”

RedQuadrant: we have made extensive use of the data generated from the cost of care exercise throughout the report. Unclear about the reference to ADASS. The point regarding delay is fair but we have addressed this as far as we can by proposing backdating increase to 1st April

3.3. Council's Legal Obligations

Provider feedback: *“Councils must not take any actions that could undermine the sustainability of the local care market, for example by setting fee levels below an amount that is sustainable for providers.” “Councils are obliged to take account of the actual cost of care when setting domiciliary care fees. As the main purchaser of domiciliary care they need to set fees at such a level as to ensure a sustainable, diverse market exists providing high quality services.”* In 2015 as a result of the introduction of the National Living Wage and Employers Pension Liabilities it was clear that an uplift of fees greater than the greater the 2% or CPI allowed by the contract would be required to sustain domiciliary care services. Having accepted this necessity, in principal, Sefton then imposed a fee, which they determined they could afford, but which failed to meet our revised costs. This was despite formal representation on our part backed up by full disclosure of our Company accounts. In this respect Sefton failed to meet their legal obligations. The consequence is that [company name] is operating at an unsustainable financial loss. The RedQuadrant recommended rate of £13.85 remains short of requirements to reverse our losses and perpetuates Sefton’s failure to meet this basic legal obligation”.

“You make the point on page 11 that councils legally "must not...setting fee levels below an amount that is sustainable for providers" this report broadly ignores the templates provided in favour of your own model (not operationally based) and the overall guidance of the sector professional body UKHCA and recommends the exact opposite - this will undermine sustainability and would be viewed as such if reviewed in the context of future provider failure”

RedQuadrant: we do not accept either comment. The basis of our approach has been to determine the actual cost of care taking into account provider costs, in order that the proposed rates do take account of the actual cost of care – we have explained where and why we have diverged from using the costs indicated in the provider returns. The UKHCA model is one of a number of models in use and does not have any statutory authority; we have however referenced it throughout the report

3.4. Comparator Data Analysis

Provider feedback: “Comparative data presented in this report indicates that the fees offered by Sefton are amongst the lowest in the Country. Furthermore, the uplift recommended by RedQuadrant will keep them at or close to the bottom of the table. This is despite the fact that South Sefton includes some of the most socially deprived areas in the Country. By choosing National Comparators with similar socio-economic characteristics RedQuadrant appears to be justifying a link between these characteristics and spending on social care with the most deprived populations deserving of the least money when the reverse is unquestionably the case. Affordability is a separate issue, which the report totally neglects to take into account in respect of Sefton Council. It is a remarkable deficiency of the report that recommendations on fees have been made based solely on factually underestimated provider costs and with no data what-so-ever on Council finances, economic efficiency or even relative expenditure on social care. In this respect it is a one-

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sided report.”

RedQuadrant response: the proposed rate for 2017/18 is very similar to that for neighbouring authorities, although, to be fair, we do not know how or if it will change the relative standings in the comparator table. We do not accept the argument that care should cost more in areas of greater deprivation – why would this be the case? We are unclear as to the relevance of Council finances, economic efficiency or relative expenditure to this issue – the focus is surely about the cost of providing care which is only marginally affected by these parameters?. We have acknowledged above that Council domiciliary care expenditure is low

3.5. Formulation / Rationale for the Proposed Rate

Provider response: “In its present form this report under- estimates the costs associated with sustainable provision of Domiciliary Social Care in South Sefton. Specifically, it seriously underrates the value of Carers and the need to reward them appropriately in order to achieve levels of recruitment and retention sufficient to meet the capacity obligations of the Sefton contract. In the current employment market, to advocate remuneration of Carers at the basic National Living Wage rate of £7.50, especially without taking any account of other available opportunities for employment at higher levels of remuneration, is arbitrary, unrealistic and irresponsible. Despite paying our Carers a basic hourly rate of £8.10, plus travel costs, we have been unable to maintain sufficient capacity to accept all referrals from Sefton according to contract. This is the ‘going rate’ of pay of Carers in our area comparing closely with the rates paid by neighbouring Providers. The RedQuadrant recommended fee rate for the current financial year of £13.85, £2.85 less than the minimum recommended by the UKHCA, is well below that required to enable [company name] to sustain Carers’ pay at the current rate and, if implemented, will inevitably result in termination of our service.”

“You need to realise that enhancements are paid for weekends and bank holiday and this amounts top more than you have allocated in your report. I don’t believe any provider is only paying a blended rate of £7.59. This needs to be recognised with a minimum .51p increase at £8.10”

“There is an tacit assumption in the report that minimum wage pay is acceptable - you are not allowing for the supply and demand basic economic principals at play here. Less available workers and high demand for workers = higher pay rates. You won't get that for £13.83, we know that our costs for recruitment in this area are increasing and we have no margin to play with. The bare minimum wage is not attractive for this type of work. Our template showed a higher pay rate in order to attract and compete. There is no mention anywhere in your report about the link between low rates - low care hourly rates - poor retention - poor continuity - higher employment costs. This cannot be ignored in a report dealing with rates and sustainability.

“We are not able to pay our staff and retain them only paying minimum wages or 9p more. In order for ‘Care work’ to be recognised as a career and a job to be proud of we need to be able to pay accordingly

RedQuadrant response: this is the key issue and not surprisingly attracted the most comments from providers. Although the template responses indicated an average blended rate of £8.10, in at least one of the three responses the providers did not pay travel time and one it is unclear whether they paid or not. We have priced travel time separately at 6 mins per hour: effectively our proposal translates to a rate of £8.35 with travel time not paid. So whilst we accept the argument that £7.59 with no paid travel time is too low we consider that £8.35 with no paid travel time is consistent with what we were told by providers and with the figures used by UKHCA (who base their model on NMW)

The blended rate of £7.59 includes a premium of £7.80 for all bank holidays and weekends so we are at a loss to see a rationale for £8.10 with travel time paid

3.6. Staff Salary Costs

Provider response: “In its present form this report under- estimates the costs associated with sustainable provision of Domiciliary Social Care in South Sefton. Specifically, it seriously underrates the value of Carers and the need to reward them appropriately in order to achieve levels of recruitment and retention sufficient to meet the capacity obligations of the Sefton contract. In the current employment market, to advocate remuneration of Carers at the basic National Living Wage rate of £7.50, especially without taking any account of other available opportunities for employment at higher levels of remuneration, is arbitrary, unrealistic and irresponsible. Despite paying our Carers a basic hourly rate of £8.10, plus travel costs, we have been unable to maintain sufficient capacity to accept all referrals from Sefton according to contract. This is the ‘going rate’ of pay of Carers in our area comparing closely with the rates paid by neighbouring Providers. The RedQuadrant recommended fee rate for the current financial year of £13.85, £2.85 less than the minimum recommended by the UKHCA, is well below that required to enable [company name] to sustain Carers’ pay at the current rate and, if implemented, will inevitably result in termination of our service.”

“You need to realise that enhancements are paid for weekends and bank holiday and this amounts top more than you have allocated in your report. I don’t believe any provider is only paying a blended rate of £7.59. This needs to be recognised with a minimum .51p increase at £8.10”

“There is an tacit assumption in the report that minimum wage pay is acceptable - you are not allowing for the supply and demand basic economic principals at play here. Less available workers and high demand for workers = higher pay rates. You won't get that for £13.83, we know that our

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The blended rate of £7.59 includes a premium of £7.80 for all bank holidays and weekends so we are at a loss to see a rationale for £8.10 with travel time paid

3.7. Cost Comparisons

Provider comment: “The RedQuadrant Report states “*The implied average cost per hour of £15.30 from the template returns is significantly higher than the 2016/17 hourly rate of £13.00. This can mainly be explained by the former figure including uprating for the increase in NLW; we also think there is some double-counting of travel time in the carer basic rate (see above)*”. [company name] rejects the veracity this latter point, which appears to have been inserted to justify a recommended fee rate well below that advised by the template returns and for which no evidence is offered”

RedQuadrant: We find the implied figure of £15.30 to be implausible as, even with the NLW effect, it would imply that providers are running at huge losses over a long period, which seems unlikely. It is also based on an expectation of 29.3% of all costs to be dedicated to other costs and profit which seems indefensible when compared, for example to the equivalent figure of 17.8% proposed by supported living providers 15.2% quoted by wellbeing teams

We have explained the double-counting point earlier. There is no doubt that some providers supplied rates which included travel time whilst others paid for it separately

3.8. Proposed Fee

Provider response: “[company name] fully supports the move away from Zero Hours Contracts and believes that all Carers should have the option of contracted guaranteed hours of work and pay. However, there will be a significant increased cost to employers. The RedQuadrant Report states *“The recommended fee will enable providers to comply with Stages 1 and 2 of the Ethical Care Charter, thus allowing the removal of zero hours’ contracts”* No evidence or estimates of the added cost of implementing and maintaining Zero Hours Contracts are offered and there is no justification for this statement, particularly in view of the other cost pressures on Providers detailed in the report and our responses to the report.”

“As a provider we want to make a commitment to the Ethical care charter and do through all our other services however in order for us to do this we need to ensure a sustainable workforce”

“ECC - whether you accept it or not, zero hour contracts are related to volumes and guarantees of services purchased. Also, data and evidence points to the fact that many staff prefer the flexibility this allows. It is impossible to safely offer fixed hour contracts with a workforce that relies on work that is not funded if it isn't provided. I.e. if a call is cancelled Sefton won't pay for it, nor give any assurance of offering an alternative. If we provide an hour of care, we pay a worker for an hour of care - if the council won't pay for the care we can't pay a worker for the care either. At the proposed rate you are continuing the call off nature of home care - fixed hours will never thrive in this environment as employers simply can't cover the cost in a period of low referrals and workers not having enough work. Therefore, this report doesn't support stage 1 or 2 of ECC as the proposal doesn't allow for the cost of capacity to be addressed”

RedQuadrant response: we accept some of the points made above in relation to ECC. Our model does not include the cost of non-productive time so this does make it difficult to fully comply with stage 2 of the ECC. We have amended the report to reflect this

Provider comment: “Sustainability is not being addressed at £13.83. There is no reference to volumes of services provided by providers either which is critically important. You cannot possible ascribe cost on a penny for penny basis against an hourly rate when services have dramatically different overheads and structures .We are a high volume provider and therefore we are better able to absorb costs and lack of clarity from Sefton regarding fee levels. Smaller providers are going out of business every month in England due to low rates and low volumes. Locally capacity is falling from contracted providers and being requested from spot providers who have market rates of over £16 per hour. Volume is the only defense for low rates being paid. At £13.83 Sefton are still below a sustainable level for larger providers such as ourselves and we cannot cross subsidise services going forwards. [company name] has substantially higher unit costs than £13.83 yet there volumes are increasing month on month currently. This also perversely changes the recruitment market as they pay more and attract staff away from artificially cheaper provision.”

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“With the hourly rate of £13.83 it is difficult to understand how you believe we will have a Sustainable market. One large provider from Sefton has recently exited and handed back their whole contract and I am aware of another handing back part of their contract. They have all exited because of the low hourly rate causing huge recruitment issues. Low rates do not give a sustainable market”

“I believe that this service cannot be delivered less than £14.44 and for fee level 2017/2018. Your recommendations are one year behind.”

“As a minimum the starting point for 2017/2018 should be £14.50 for dom care and fair increases considered against inflation and employment costs from April and starting in April every year - not 6 months later”

“We have accepted price reductions in the past (over 19% in 2010) and Sefton financial troubles have been our problem too for many years. As a XXXXX year plus provider in Sefton it would appear that commissioners think the market will always fall to the price that they make, it may well do that - but at the cost of stable, consistent and well reputed providers like us”

“Sustainable market - recently at least 4 providers have exited or handed back contracts in the immediate local area. They have all cited price paid, volumes and related recruitment issues. Low rates do not give a sustainable market”

“In short your recommendations are 12-18 months behind in terms of fair price for care. We costed and transparently forecast our costs in late 2015/2016 at approx £14.70 from Apr 2016 onwards. We were given £13.00. Before that we were paid £10.92 for many years. Since April 2016 we have made redundancies, reduced our ability to respond to referrals, seen an increase in turnover levels for our workers and dramatically increased recruitment and care certificate costs amongst others. To assume reducing transaction costs is folly. Supporting workforce retention and development cannot be done at less than £14.50 an hour. We work with 10 other LAs. None are below £14.50 and all increase every other year.”

“This report is seriously flawed. The conclusions concerning the costs of social care in South Sefton bear no relationship to reality. Evidence submitted by Providers in the form template returns has been either rejected or ignored in favour of arbitrarily estimated costs based upon the basic National Living Wage and randomly determined travel allowances. No reference has been made to the local employment market and the highly critical issues of recruitment and retention of staff. The recommended fees are not consistent with a sustainable service as far as [company name] is concerned and, if implemented, will jeopardise all domiciliary services in the area”

“Capacity will fall further in future years (we are seeing this happening already across England) as LA dependent providers exit and remodel there services to self funders. Commissioners need to be attractive partners for the challenges a provider faces and paying a rate that allows for fair recruitment and therefore retention. Many providers asking the question why would I want to work with that LA - there is little incentive for the massive challenges and risks facing providers”

“The template we provided was fairly completed and offers value with reference to our volume considerations and averages we see across our many contracts in comparable LA's we work with in the North of England. At this level providers should be able to make a clear commitment to the ECC and provide visibility over travel time paid, down time and above min wage basic payments (£8.00 min). Service users would benefit from better retention and higher quality of staff”

RedQuadrant response: The rate of £13.83 has been calculated on the basis of the actual cost of care and is comparable to that of neighbouring authorities. The difference in rates between this figure and the proposed figures of £14.44 and £14.50 is explained by the treatment of non-staff overheads – using the UKHCA figure of 25.5% for non-staff overheads would result in a rate of £14.50 but we think this is not defensible for the reasons quoted earlier. Furthermore 31p of the 49p difference in direct costs between the template average and our calculation is explained by our NI calculation methodology, a point that no-one has challenged

The move to a sub-regional market should allow for some economies of scale in relation to the volume point made above

4. RedQuadrant Report Recommendations & Provider Feedback

4.1. Below are extracts from the Final report, produced by RedQuadrant following feedback from Providers. They are the views of RedQuadrant based upon the work undertaken.

4.2. Comparison with other areas

- Council hourly rates are somewhat below national comparators and a little below regional comparators
- Usage of domiciliary care by the Council is below comparator averages
- Both Sefton CCGs are paying an average hourly rate which is slightly above average when compared to their comparator group
- There is significant variation in the number of CHC hours paid per adult per week by South Sefton CCG and Southport & Formby CCG for domiciliary care when compared to each other

1.1. Findings in relation to the cost of care

- Cost pressures are reported from providers in three main areas:
 - staffing costs (National Living Wage, pension auto-enrolment, training, recruitment, holiday pay);
 - travel time and costs; and

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- impacts arising from changes made by other organisations (e.g. CQC costs and inspections, HMRC).
- Providers clearly face unavoidable cost increases in relation to the National Living Wage (NLW), pension auto-enrolment and CPI. Our cost of care calculation does appear to indicate that current fee levels do not cover reasonable costs.
- There is some evidence of pressures in the local market with the Council currently experiencing some difficulty obtaining domiciliary care in some cases. The CCGs have also experienced difficulties in securing packages of care. Providers report that they offset the lower fees paid by the Council with the higher volume of work from CCGs, private work and complex cases, for which they receive a higher hourly rate through CHC funding.
- Providers said that they supported changing the delivery model from time-and-task to an outcome based service delivery model, but that introduction would require investment from Sefton to make the transition.

1.2. Recommendations from the cost of care analysis

- On balance, the duty on Councils to take account of legitimate costs when setting domiciliary care fees leads us to conclude that an increase in fees is warranted.
- Given that there is no single cost of care in Sefton one approach would be for the Council to agree individual fees for each domiciliary care provider. We think this would not be a helpful approach for the Council to adopt in fulfilling its' duty. As the main purchaser of domiciliary care, the Council needs to set fees at such a level as to ensure there is a sustainable, diverse market providing high quality services. We therefore recommend that the Council maintains its current approach of setting standard fees.
- We propose an hourly rate of £13.83 for Council funded domiciliary care for 2017/18, an increase of 6.3% on the 2016/17 hourly rate. We consider that this rate will enable providers to comply with Stages 1 of the Ethical Care Charter and all but one element of Stage 2, thus allowing payment at the NLW rate and provision of sick pay, training, mobile phones and paid travel time
- In future years, there will be further increases in the National Living Wage and pension liabilities. The impact of these on fee levels for 2018/19 and 2019/20 should be reflected in an increase in the hourly rate in these years However the Council is working with neighbouring authorities to ensure a

more efficient sub-regional Council-funded domiciliary care market and it is not unreasonable to assume that this should lead to lower transaction costs for providers. Taking into account these factors we propose hourly rates of £14.50 for 2018/19 and £15.21 for 2019/20 provided that sub-regional joint commissioning arrangements are in place by April 2018

1.3. Recommendations from the provider workshops

- Sefton finance reviews its response to fee queries to ensure it provides a prompt and efficient service, including providing a named contact.
- Social work teams:
 - provide prompt reviews to service users receiving domiciliary care where requested, and a named contact;
 - enable providers take on a Trusted Assessor role; and
 - Explore moving to an outcome based delivery model.

5. Provider Consultation Following Receipt of Final Draft RedQuadrant Report

5.1. Following receipt by Sefton of the Final Report from RedQuadrant report Providers were then written to on 31st July 2017 advising that *“it is the intention of the Council to submit to Cabinet on 7th September 2017, a recommendation to implement the proposed rate”*. Providers were also sent a copy of the Final Report once sections of it had been redacted in order to ensure that commercial information submitted by Providers was not published.

5.2. Providers were also advised that *“If you do not agree with the proposed rate, then please provide any further additional information to your existing submissions as part of the RedQuadrant costs template exercise and comments on their draft report”*.

5.3. Providers were given until 18th August 2017 to submit comments / additional information and two responses were received. These were;

“I am extremely worried that the position being recommended could cause market failure. The position now is far from sustainable and there is little visibility 2018 onwards”.

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Sefton Consultation on 2017/18 Domiciliary Care Fees : 'Final' Draft RedQuadrant Report

Having studied the 'Final' Draft of the RedQuadrant Report, which we received on 15th August we have the following additional points to add to our initial submission to the Formal Consultation process. These are based only upon the Authors' responses to Providers' comment that were not included in the first draft.

Page 10. The point regarding delay is fair but we have addressed this as far as we can by proposing backdating increase to 1st April

Whether by intent or inefficiency Sefton have imposed an unacceptable additional financial burden on Providers by delaying essential fee uplifts by 6 months in both 2016/17 and 2017/18. There should surely be no question that increases must be backdated to 1st April. This statement by the authors implies that a concession is being made, which is not the case. We acknowledge the assistance provided to Companies by Sefton in the form of a payment on account this year.

Page 13. The basis of our approach has been to determine the actual cost of care taking into account provider costs, in order that the proposed rates do take account of the actual cost of care – we have explained where and why we have diverged from using the costs indicated in the provider returns

The report does not include full and detailed information on the 'actual cost of care' currently being incurred in South Sefton., or any explanation of those costs and how they compare with those of Providers in other areas. This is a deficiency of the Review that has contributed to their under-estimation of sustainable fees.

Page 16. the first part of this argument (the fees allowed by Sefton MBC have been insufficient to cover the costs of employment) only holds if the fees are insufficient to cover costs, which we do not accept.

That the fees payed to our Company are insufficient to cover the costs of employment is a fact for which there is incontrovertible evidence. They may argue that we are paying our Carers too much, which we strongly dispute (see below)

Page 23. We do not accept the argument that care should cost more in areas of greater deprivation – why would this be the case?

Our argument is not that care should cost more in areas of greater deprivation but that care should not be less well-funded than it is in wealthy areas. It is difficult to understand how the Authors could manage to misinterpret this argument to mean the opposite!

Page 33. if the rate paid is **XXXXXX** then the provider argument is valid as the rate is very low. This report makes a proposal for an uplift to be backdated to 1st April

This comment relates to underpayment of our Company for CHC Domiciliary care services and supports our claim for back payment. However, we have paid at the £11.29 ph rate since 2009 and back payment owing must be calculated accordingly.

Page 34. The templates indicated that hourly rates for care staff varied between 7.41 and £8.10 .. with one provider at the lower scale paying for travel time, and the higher rate not.

This is not correct. Our blended rate, including unsocial hour enhancements is £8.31.

Page 36. effectively our proposal translates to a rate of £8.35 with travel time not paid.... The blended rate of £7.59 includes a premium of £7.80 for all bank holidays and weekends so we are at a loss to see a rationale for £8.10 with travel time paid

This is incomprehensible. They recommend a blended rate of £7.59 and then claim that this effectively translates to £8.35 travel time not paid. Then say they cannot understand the rationale for £8.10 travel time paid. We do not know what is actually being recommended. We pay a blended rate of £8.31 travel not paid. This is not affordable from a fee of £13 and our projections indicate it will not be affordable from a fee of £13.83. It simply does not make sense to us.

Page 37. We do address the issues of leave, sickness, training and travel but not other non-productive contact time and increments.

The Authors concede here that there are costs of employment to Providers that they have not taken into account.

Page 39. we accept that total overheads currently are greater than 22%. However we stand by our view that "for more than 25% of the fee to be devoted to business costs and profit is not defensible,

We accept that overheads must be constantly reviewed and trimmed to a minimum but the implication that Providers are taking excess profits is totally unfounded.

Page 40 it does seem very surprising that an organisation would choose to run at a loss of this type. The cost issues in this case appear to be linked to the hourly rates paid by this provider which are higher than comparators;

This is a ridiculous statement. No organisation would choose to run at a loss. The hourly rates paid to our Carers have been determined by the laws of supply and demand as they affect the employment market and by a contracted requirement to accept all referrals from Sefton SS irrespective of manpower limitations.

Page 42. we accept some of the points made above in relation to ECC. Our model does not include the cost of non-productive time so this does make it difficult to fully comply with stage 2 of the ECC.

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This is an important concession by the Authors, which places upon Sefton the onus to ensure that fees are increased above those recommended in order to make compliance with ECC possible.

Page 44. The rate of £13.83 has been calculated on the basis of the actual cost of care

It has not been based upon the actual cost of care but upon the Authors opinion as to the minimum cost of care consistent with a sustainable service. Here is a consensus amongst all Providers that £13.85 is definitely NOT consistent with a safe and sustainable service.

Finally, although a significant number of the opinions expressed in the Report are contentious and we do not accept that the recommendations on fees to be valid, or consistent with a sustainable service, we commend Sefton on the RedQuadrant initiative. It has highlighted important issues and provided a rational basis for debate compared to what has gone before.

5.4. A meeting was also held with two Providers (at their request) on 9th August 2017. At the meeting the following points were raised by the Providers;

- The RedQuadrant report does not reflect the costs information submitted by Providers
- Report does not reflect the circumstances of Sefton Providers
- Fee increases are not matching increases to employment costs
- It is hard for Providers to keep staff, there is high staff turnover
- Other services delivered by Providers are “propping up” Sefton Domiciliary Care services

6. Conclusions

6.1. It is recommended that the proposed rates formulated following the RedQuadrant Market Oversight Exercise are implemented.

6.2. Whilst they still do not meet with the levels requested by Providers, it is considered that the revised proposed rates provide a competitive rate, comparable with rates paid elsewhere in the local market place and would enable Providers to meet the known additional costs (E.G. National Minimum Wage/National Living Wage, Pension Auto-Enrolment).

6.3. In addition, the proposed increase to rates also supports the Council ambition of meeting the aims of the Ethical Care Charter, including providing an element for travel time which Sefton Council is not obliged to pay for under existing contractual arrangements.

- 6.4. The Council will take into account the possibility that some Domiciliary Care Providers may face difficulties in adapting their services (such as reducing their overhead costs) if the recommendations were to be implemented and as a consequence could then become unviable which would lead them to seek to terminate their current contracts. In order to minimise the risk of this happening the Council will continue to consult with Domiciliary Care Providers and other stakeholders, to develop an improving understanding of the cost of providing Domiciliary Care and assist in ensuring that there is a continued viable Domiciliary Care market.
- 6.5. In addition the Council will be imminently commencing a tender exercise for new Domiciliary Care contracts which will be in place from 1st May 2018. This tender encompasses the implementation of a revised service model and contractual arrangements, both of which will seek to deliver more outcome based and efficient services. It is therefore expected that these revised ways of working will support Providers to adapt their services and become more efficient.
- 6.6. It is now for Cabinet to approach this matter with an open mind, take account of all the information available, attach whatever weight they feel appropriate to the information and to arrive at their own view on which to base their decision. If having taken into account all of the information available to them Cabinet consider that the recommendation would not result in the Council's proposed rates being sufficient they could decide to set them at a higher level.

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Agenda Item 7

Report to:	Cabinet	Date of Meeting:	Thursday 7th September 2017
Subject:	Procurement of Transport Technical Support Services		
Report of:	Head of Locality Services - Commissioned	Wards Affected:	(All Wards);
Portfolio:	Cabinet Member - Locality Services		
Is this a Key Decision:	Y	Included in Forward Plan:	Yes
Exempt / Confidential Report:	N		

Summary:

To seek Cabinet approval to invite tenders through the appropriate procurement route for the provision of transport technical support services to assist in the preparation of business cases, funding bids and the development of transport investment projects.

Recommendation(s):

That Cabinet :

- (1) Approves the tender process to procure the provision of transport technical support services, to be published on The Chest using an OJEU Open Tender process, as outlined in the report.
- (2) Authorises the contract period of 3 years from 1st November 2017 to 31st October 2020.
- (3) Gives delegated authority to the Head of Locality Services (Commissioned) to award the Contract resulting from the procurement, subject to consultation with Cabinet Member Locality Services.

Reasons for the Recommendation(s):

The Council has an ongoing programme of strategic transport investment. Development of these proposals, including the preparation of business cases and funding bids, requires a range of technical capabilities and a requirement to respond at short notice to bidding opportunities. The Council does not have the capability or capacity to undertake all the elements of work involved in developing and delivering this programme. It is proposed to procure a contract where the specialist services the Council needs to be able to develop and deliver the programme of strategic investment can be provided at short notice.

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Alternative Options Considered and Rejected: (including any Risk Implications)

The provision of all the specialist skills and capabilities through an in-house team would require substantial additional recruitment which is not practicable within current budget constraints and controls on recruitment.

Individual schemes could continue to be procured individually and independently through separate procurement processes. This would require officer time and resources for each procurement. In some situations, the timescales imposed for submitting proposals and funding bids mean that a stand-alone procurement process is either not feasible or would substantially detract from the time available for completing the submission. This approach would also mean that there is much less potential to develop strong working relationships with an individual service provider and for them to develop local knowledge.

What will it cost and how will it be financed?

(A) Revenue Costs

There are no direct revenue costs as it is expected that the services commissioned will be primarily associated with capital schemes.

(B) Capital Costs

It is proposed to procure a 3 year contract, with individual pieces of work let on a 'call-off' basis and funded through individual scheme budgets. No work would be commissioned without an allocated scheme budget, the majority of which will be through the Annual Transportation Capital Programme. The total value of the contract over the three year period would not exceed £1m.

Implications of the Proposals:

Resource Implications (Financial, IT, Staffing and Assets):

The contract will support existing staff in Transportation and Highways Infrastructure in the development of scheme proposals, including preparation of business cases.

The total cost of services commissioned over the 3 year contract will not exceed £1m.

Legal Implications:

As determined by the Council's Contract Procedure Rules, the contract will need to be sealed as its total value will be in excess of £100,000.

Equality Implications:

There are no equality implications.

Contribution to the Council's Core Purpose:

<p>Protect the most vulnerable: The strategic transport investment programme includes measures that are intended to improve accessibility for all, which will help all the community to gain access to essential services and facilities.</p>
<p>Facilitate confident and resilient communities: Transport infrastructure is essential for communities to function effectively and a successful transport investment programme will help to build confidence in communities.</p>
<p>Commission, broker and provide core services: Not applicable</p>
<p>Place – leadership and influencer: The condition and functionality of transport infrastructure is a key component of place, setting the physical parameters. A well developed and forward looking transport investment programme will make a very positive contribution to place-making.</p>
<p>Drivers of change and reform: Not applicable</p>
<p>Facilitate sustainable economic prosperity: Economic prosperity depends on reliable and efficient movement of people and goods. Investing in the Borough's transport infrastructure is essential for its future economic prosperity.</p>
<p>Greater income for social investment: Not applicable.</p>
<p>Cleaner Greener Creating an improved environment through better public realm, more accessible facilities and reducing emissions are key components of the transport investment programme and will contribute to an enhanced quality of life for residents.</p>

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Head of Corporate Resources (FD4773/17) and Head of Regulation and Compliance (LD4057/17) have been consulted and any comments have been incorporated into the report.

(B) External Consultations

Not applicable

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Implementation Date for the Decision

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

Contact Officer:	Stephen Birch
Telephone Number:	Tel: 0151 934 4225
Email Address:	stephen.birch@sefton.gov.uk

Appendices:

There are no appendices to this report

Background Papers:

There are no background papers available for inspection.

1. Introduction/Background

- 1.1 Following on from the City Region 'transport pipeline schemes' process, a programme of strategic transport schemes for Sefton has been developed and discussed and agreed with Members. These schemes are at various stages of development, but all will require detailed appraisal, development and design if they are to be funded and delivered. In addition, there are significant emerging proposals for development of the key town centres of Bootle, Southport and Crosby, all of which will require a review of transport and access issues.
- 1.2 The Council does not have the capability or capacity to undertake all the elements of work involved in developing and delivering this programme of strategic transport investment and technical support and evidence gathering for the town centre development strategies. It is clear that with a significant number of projects all necessitating development within 2017/18 and 2018/19, there is significant pressure on staff within the Strategic Transport Planning and Investment and Design and Development teams.
- 1.3 The process of scheme development and preparation of business cases frequently requires extensive data collection and review and specialised pieces of work utilising specific software packages, particularly in relation to economic costs and benefits. The Council does not have the resources to undertake such assessments and if we wish to be in a position to bid for City Region funding to invest in the Borough's infrastructure we need to be able to call on these services, often at short notice.
- 1.4 Other services where the Council may need to procure assistance include traffic modelling, economic assessment, transport and access studies, review of planning related transport assessments, junction modelling and engineering design, wider economic impacts and contract supervision.
- 1.5 The timescales for funding bids are often quite short, requiring work to be started immediately and completed in a short space of time. Where the Council does not have the capability in house, there is often insufficient time to complete a procurement exercise to commission the work. If the Council wishes to be able to take advantage of funding opportunities, it would be prudent to establish a contract where such services can be provided at short notice.
- 1.6 It is therefore proposed to procure a service provider to assist in providing technical expertise and capability that is either not currently available or where there is insufficient staff resource within the Council.

2. Procurement Process

- 2.1 It is proposed to procure a 3 year contract, with individual pieces of work let on a 'call-off' basis and where the total value of the contract over the three year period would not exceed £1m. One company would be appointed as the lead service provider, with a second company identified as a reserve, which can be called on if the lead company is not able to meet the requirements of any individual commission (e.g. due to timescales, availability of specialist staff etc.). The Council will reserve the right to tender individual pieces of work if that is

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considered to provide the best option and any large individual commissions, those likely to exceed £328k (i.e. twice the OJEU threshold for services, 164,176 as of January 2016), would be commissioned separately through a competitive tendering process.

- 2.2 A single supplier framework company will be procured via The Chest using an OJEU Open Tender process in accordance with the Council's Contract Procedure Rules. The basis of evaluation will be MEAT (Most Economically Advantageous Tender) taking into consideration a balance between Quality and Cost. As the contract is expected to be for three years, there will be a strong emphasis on Quality as part of the tender evaluation, with costs based on an agreed set of fee rates.
- 2.3 The performance of the service provider will be reviewed annually and the Council will include a provision to terminate the contract if their performance does not meet the agreed performance indicators.
- 2.4 The contract is proposed to be for three years, from 1st November 2017 to 31st October 2020.
- 2.5 Development of the Council's strategic transport investment programme requires a wide range of technical capabilities and the capacity to respond at short notice to bidding opportunities. The Council does not have the full range of technical capabilities required. Specifically, the Council is not able to undertake specialised pieces of work utilising specific software packages, particularly in relation to traffic modelling, junction modelling and economic costs and benefits. Other services where the Council will need technical support include the development of business cases, from strategic outline case to full business case, transport and access studies involving extensive data collection and review, additional engineering design in support of the Council's existing design team and estimation of wider economic impacts.

Agenda Item 8

Report to:	Cabinet	Date of Meeting:	7 th September 2017
Subject:	Adoption of Supplementary Planning Documents and Information Notes		
Report of:	Chief Planning Officer	Wards Affected:	All
Portfolio:	Cabinet Member - Planning and Building Control		
Is this a Key Decision:	Yes	Included in Forward Plan:	Yes
Exempt / Confidential Report:	No		

Purpose/Summary

Consultation has taken place between March and May 2017 on a number of draft Supplementary Planning Documents (SPDs) and Information Notes. The responses have now been assessed in conjunction with the Cabinet Member: Planning and Building Control. Some changes to the draft SPDs are proposed so that they can be adopted. These are set out in the body of the report.

Once the SPDs and Information Notes are adopted by the Council, they will be given significant weight when planning applications are determined.

In addition, following the adoption of the Sefton Local Plan in April 2017, a review of the extant SPDs and Supplementary Planning Guidance (SPG) notes has taken place.

Whilst many require updating to take account of the adoption of the Local Plan and other changes in circumstances, the Archaeology SPG and the Green Space, Trees and Development SPD are no longer required and should be revoked.

Recommendation(s)

1. That the following Supplementary Planning Documents and Information Notes be adopted by the Council:
 - 1.1 Land east of Maghull SPD (including the SEA Report).
 - 1.2 Crosby Centre SPD
 - 1.3 Nature Conservation SPD
 - 1.4 Open Space SPD
 - 1.5 Control of hot food takeaways and betting shops SPD
 - 1.6 Developer contributions towards education provision Information Note
 - 1.7 Mineral Safeguarding Information Note

2. From the date of this decision, there are two SPD and SPG that will no longer apply due to further policy development, the main body (paragraph 1.4) provides the specific details.

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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		X	
2	Jobs and Prosperity	X		
3	Environmental Sustainability	X		
4	Health and Well-Being	X		
5	Children and Young People		X	
6	Creating Safe Communities	X		
7	Creating Inclusive Communities	X		
8	Improving the Quality of Council Services and Strengthening Local Democracy		X	

Reasons for the Recommendation:

It is necessary for the Council to adopt the Supplementary Planning Documents (SPDs) and Information Notes in order to provide clear and consistent guidance for developers and others about how the requirements of policies in the Sefton Local Plan will be interpreted and implemented. Similarly, as it is no longer necessary to refer to the Archaeology SPG and the Green Space, Trees and Development SPD, these need to be revoked so that people do not refer to out of date guidance.

Alternative Options Considered and Rejected:

The alternative would be not to adopt the SPDs and Information Notes. However, this is contrary to the requirements of the Sefton Local Plan, and would result in similar information being provided in relation to all relevant planning applications. In addition, if there were no adopted SPDs or Information Notes, the guidance would not be able to be given the same weight in the decision-making process as with the SPDs in place. This would also result in the inefficient use of resources.

Conversely, if the Archaeology SPG and the Green Space, Trees and Development SPD are not revoked, people will refer to out of date guidance, which could involve them and Council Officers in wasted time and expense.

What will it cost and how will it be financed?

(A) Revenue Costs

None

(B) Capital Costs

None

Implications:

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

Financial As set out in the report
Legal The Cabinet has delegated authority to adopt Supplementary Planning Documents [SPD's] for Development Management Purposes
Human Resources N/A
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 of the Proposals on Service Delivery:

The adoption of these documents will assist the provision of planning guidance in an efficient and consistent manner.

What consultations have taken place on the proposals and when?

The Head of Corporate Resources (FD 4777/17) and the Head of Regulation and Compliance (LD4061/17) have been consulted and have no comments on the report.

Implementation Date for the Decision

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

Contact Officer:

Tel: 0151 934 3556

Email: ingrid.berry@sefton.gov.uk

Background Papers:

The following papers are available for inspection on the Council website via this link:

<https://www.sefton.gov.uk/newSPD>

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1. Introduction/Background

- 1.1 Consultation on the following draft Supplementary Planning Documents (SPDs) and Information Notes took place between March and May 2017:
- Land east of Maghull SPD
 - Crosby Centre SPD
 - Nature Conservation SPD
 - Open Space SPD
 - Control of hot food takeaways and betting shops SPD
 - Developer contributions towards education provision Information Note
 - Mineral Safeguarding Information Note
- 1.2 A number of comments were received as a result of the consultation taking place. These have now been assessed and some changes are proposed to the draft SPDs before they can be adopted. Where relevant, these have been discussed with other relevant parts of the Council and partner organisations, and agreed by the Cabinet Member: Planning and Building Control. Some changes have also been required as a result of changed circumstances and more information being available. These are set out in the body of the report.
- 1.3 Once the SPDs and Information Notes are adopted, they will be given significant weight when planning applications are determined.
- 1.4 Following the adoption of the Sefton Local Plan in April 2017, a review of the extant SPDs and Supplementary Planning Guidance (SPG) notes has taken place. Whilst many require updating to take account of the adoption of the Sefton Local Plan, the Greenspace, Trees and Development and the Archaeology SPGs are no longer required and it is proposed that are no longer required because they have been superseded by policies in the National Planning Policy Framework (NPPF) or the Local Plan or are no longer required.

2. Land east of Maghull SPD

- 2.1 This SPD is required by Local Plan policy MN3 'Land east of Maghull' to provide the development framework for this key strategic site. The site will provide a minimum of 1400 dwellings, including affordable and aged persons housing, a serviced Business Park with a net area of 20ha, as well as supporting facilities and infrastructure. It is the largest site allocated for development in the Local Plan and will be developed by a number of developers over the next 15 – 20 years.
- 2.2 The SPD, which can be viewed at www.sefton.gov.uk/newspd, provides more detailed requirements about how the policy requirements set out in the Local Plan should be met and how constraints such as flood risk, surface water management and ecology should be addressed. It also sets out an indicative timetable for the delivery of key planning milestones including the enlargement of the Summerhill Primary School, and the provision of a bus route through the site, the Business Park, the proposed open space, and local shops and services.
- 2.3 It sets out development principles to ensure that the site is developed as an integrated and comprehensive manner, over about 15 - 20 years by several

developers. Each area is likely to be subject to separate planning applications, so it is essential that they fit together to achieve a high quality development. It therefore identifies the location and extent of the proposed Business Park and where the accessed will be located, the route of the distributor road and the proposed bus route through the site, pedestrian and cycle routes, the 'main' park and other open space that is required, and the location of the local shopping provision. It also sets out how flood risk and surface water management needs to be addressed across the whole of the site, and not simply within each individual development.

- 2.4 The SPD also sets out design requirements for the site to ensure a high quality design is achieved. As well as architectural design, the SPD also sets out a requirement that a Design Code for each neighbourhood is included as part of the Design and Access Statement submitted with individual planning applications for the development of the site.
- 2.5 It also sets out requirements relating landscaping and the provision of open space, the provision of new habitats and sustainable drainage systems including the long term management and maintenance of these areas.
- 2.6 The SPD also sets out when financial contributions to the expansion of Summerhill School are required, and the triggers for when the provision of the serviced Business Park and local shopping provision and other infrastructure are required. This includes a contribution towards the cost of the provision of improved health facilities to serve Maghull, if it is decided not to locate them located within the development.
- 2.7 A total of 10 comments were received on this SPD, which also can be viewed at www.sefton.gov.uk/newspd from statutory consultees, developers, Maghull Town Council and one local resident. A table setting out a summary of their comments and the Council's response and the revised SPD can be accessed via the Council's website: www.sefton.gov.uk/newspd
- 2.8 As a result of the consultation, and other emerging requirements, a number of changes have been made to the SPD. For example, it is accepted that enabling development may be required to facilitate the provision of the Business Park provided that this will complement and not compete with the proposed local shopping provision. Any such development would need to comply with Part 6 of Local Plan Policy MN2 'Housing, employment and mixed use allocations', and the SPD has been changed to reflect this.
- 2.9 Clarification is also provided in the SPD about the location of facilities such as the 'MUGA' (multi-use games area) to ensure that its parking is not accessed via residential roads, and to enable the older persons' housing to be located within 100m of the proposed bus route rather than a bus stop. Reference has also been made to the Council's green energy policy, and the need to link and enhance habitats, green corridors and biodiversity as requested by Maghull Town Council.
- 2.10 Other requirements have also emerged. The **Canal and Rivers Trust** has requested that a contribution is made toward the cost of signage and the upgrading of the Leeds Liverpool Canal towpath in the vicinity of the site, while the **Environment Agency** is investigating whether it would be possible to provide

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flood storage facilities on the site without adversely affecting the development potential of the site. This would help relieve flood risk elsewhere in Maghull. In addition, the **South Sefton CCG** is refining its views about what and where its enhanced health facilities in Maghull are located. If this is located in the town centre rather than on this site, the SPD has been amended to enable a financial contribution to be made as an alternative to provision on site.

- 2.11 However, a number of suggestions have not been agreed with. For example, Maghull Town Council has suggested that the SPD should take account of the emerging Neighbourhood Plan for Maghull. However, this is not possible given the early stage the Plan is at. Countryside Properties and Persimmon Homes have made comments on the timing of the provision of infrastructure including the provision of the Business Park and the local shopping provision, although the suggested adjustment to the timing of the educational contribution to increasing the size of Summerhill School is reasonable.
- 2.12 A summary of the comments received and the Council's response is set out on the website www.sefton.gov.uk/newspd.

3. Crosby Centre SPD

- 3.1 This SPD, which can be viewed at www.sefton.gov.uk/newspd, sets out a framework for investment and development within Crosby centre, taking into account the recommendations of the Crosby Investment Strategy and the relevant policies in the Sefton Local Plan which seek to secure the regeneration of the centre. It identifies a number of development principles that apply across the whole centre as well those specific to the three sites that have been identified for future development.
- 3.2 Seven responses, which can also be viewed at www.sefton.gov.uk/newspd were received from organisations as a result of the consultation on the draft SPD. Four made no comments. Substantive comments were received from the Crosby Investment Strategy Group and from St Modwen, who are a key landowner and investor in the centre.
- 3.3 The Crosby Investment Strategy Group has submitted a range of comments. Where these relate to factual inaccuracies or areas where clarity would improve the SPD, changes have been made, but where their comments relate to matters outside the scope of the SPD as they do not relate to land use, these have not been able to be addressed.
- 3.4 For example, reference has been made to the presence of St Michael's Cross within section 2 'Context' of the SPD.
- 3.5 St Modwen's comments relate to the development of the centre and their future aspirations. They are concerned that the SPD is too prescriptive in relation to future design solutions, especially where the SPD requires new developments to be at least 2 storeys' in height. They also suggest that options for the refurbishment of existing assets to enhance the character of the area should also be considered, such as to the Glenn Buildings. This will also allow for a more holistic approach to improving the town centre and ensuring the best results are achieved. Changes have been made to reflect these comments.

- 3.6 Their concerns have been addressed where appropriate, in order to maximise flexibility whilst ensuring that the centre is regenerated in the manner envisaged by the Council.
- 3.7 A table setting out a summary of the comments received and the Council's response and the revised SPD can be accessed via the Council's website www.sefton.gov.uk/newspd

4. Nature Conservation SPD

- 4.1 The Nature Conservation SPD, which can be viewed at www.sefton.gov.uk/newspd, sets out how the Council will deal with planning applications that may result in a significant likely effect on an internationally important nature site or which may affect other designated sites of nature and/or geological importance, Priority Habitats, legally protected species and/or Priority Species. It supplements policies NH1 'Natural Assets', NH2 'Nature' and NH3 'Development in the Nature Improvement Area'. It provides examples of how biodiversity can be incorporated into development and provides guidance on the relationship with and the requirements of the Habitats Regulations.
- 4.2 Eight responses to the SPD, which can also be viewed at www.sefton.gov.uk/newspd, consultation were received. Four organisations made no comments. The Canal and Rivers Trust asked for a reference to the Leeds Liverpool Canal to be made in section 1.2 of the SPD and in the glossary, and this change has been incorporated. The Lancashire Wildlife Trust made comments mainly in relation to the examples provided in the SPD, and where appropriate, their comments have been included.
- 4.3 Natural England considered that the SPD could be challenging to read. However, this comment was at odds with other comments received from the conservation and development sectors, who felt it was clear and well set out and thus no change has been made to the tone and structure of the SPD. However, Natural England's main concerns were to the section relating to compensation for international sites. This is only permissible if the development is considered to be of 'overriding public importance' (IROPI). The loss of 'functionally linked land' is mitigation not compensation and is therefore permissible. Appropriate changes have been made to the SPD.
- 4.4 Finally, Taylor Wimpey UK made comments in relation to its site at Brackenway, Formby. They suggest that the SPD should be explicit that the Council is responsible for undertaking a Habitats Regulations Assessment (HRA) once the developer has provided the relevant information, and should also refer to instances where the Local Plan includes provision for significant mitigation measures as part of the site allocation to offset the impact on areas of nature conservation. These changes have been made.
- 4.5 Since the consultation draft was published, consultation has taken place on the Sefton Coast Plan, and the scope of Planning's pre-application charging has been amended to include MEAS's charging policy. At the same time, further information is provided to applicants about the Habitats Regulations and the relationship with Sefton Local Plan, in particular for housing development and

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recreational pressure matters which address comments made by Natural England and the wider context about visitor pressure on the Sefton coast.

- 4.6 A table setting out a summary of their comments and the Council's response and the revised SPD can be accessed via the Council's website www.sefton.gov.uk/newspd

5. Open space SPD

- 5.1 The Open Space SPD, which can be viewed at www.sefton.gov.uk/newspd, aims to provide clear guidance relating to the implementation of Local Plan policies EQ9 'Provision of public open space, strategic paths and trees in development' and NH5 'Protection of open space and Countryside Recreation Areas'. In relation to the former, it sets out what public open space is required in connection with new development, whilst with regard to policy NH5 it sets out guidance to assess whether an open space or an outdoor sports and recreation facility is surplus to requirements and what constitutes appropriate replacement provision. It also sets out broad design principles and expectations for management and maintenance, so that open space is of the same high quality irrespective of who provides or manages it.
- 5.2 Reflecting the policy position in the Local Plan, it is no longer always appropriate to require open space to be provided on every site and in many instances a financial contribution will be sought towards the cost of improving a nearby existing open space. Where open space is provided on site, it will be the developer's responsibility to manage and maintain these areas, not the Council's.
- 5.3 Any developer who has already signed a section 106 Agreement in relation to open space provision could apply to vary the existing Agreement to reflect the new requirements.
- 5.4 Ten responses, which can be viewed at www.sefton.gov.uk/newspd, were received from organisations (statutory consultees and three housebuilders) as a result of the consultation on the draft SPD. Three of the respondents, including Sport England, had no comments.
- 5.5 The Canal and River Trust has identified 6 allocated housing sites located close to the Leeds Liverpool Canal where development may increase towpath usage. They would like a mechanism putting in place so that they can secure financial contributions towards towpath improvements when these sites are developed. Where these are local to the site, this is an appropriate consideration at the planning application stage, subject to the requirements being sought being proportionate and appropriate, and not having an adverse impact on viability.
- 5.6 Natural England has made suggestions about how the SPD could be amended so as to avoid increased access to sensitive nature sites on the Sefton coast as part of the approach to managing recreational pressure on these areas as required by the Habitats Regulations Assessment of the Local Plan. They made a similar comment in relation to the Nature Conservation SPD.
- 5.7 Additional references have therefore been included in the SPD relating to the need for financial contributions and/or other measures to offset the impact of

development on the Sefton coast and to improve the Canal towpath where appropriate. The SPD also includes the new requirement that on new development sites, high quality recreational opportunities should be provided close to where people live as this will help manage recreation pressures on the internationally designated nature sites on the Sefton Coast.

- 5.8 The responses from the housebuilders (Barratt Homes, Bellway Homes and Taylor Wimpey UK) were concerned about the impact providing open space would have on the viability of developing their sites.
- 5.9 As a result, the amount of commuted sums being sought has been reviewed, so that it now better reflects both the scope of likely off-site enhancements required and the commuted sum currently set out in the Green Space, Trees and Development SPD, but which will be revoked once this SPD is adopted. The rationale as to why this sum is being sought has also been revised and simplified. At 2017 – 2018 prices this equates to £2,050 per dwelling for off-site improvements. However, higher amounts will still be sought if there are additional site-specific requirements which are necessary to make the development acceptable. This commuted sum approach is also relevant in relation to compensatory provision of open space under policy NH5 through enhancing existing open space facilities.
- 5.10 Finally, a plan has been included in the SPD showing the location of the Main Parks and Countryside Recreation Areas to help users of the SPD identify areas where new open space is required for developments of between 11 – 149 new dwellings which are in a Recreation Deficiency Area.
- 5.11 The SPD also makes it clear that compensatory provision to replace sports pitches/facilities lost as a result of development under policy NH5 could be achieved through enhancing existing facilities. The SPD makes clear that any compensatory financial provision must be set within the context of implementation of the Playing Pitch Strategy; currently the Council's priority is to help secure the provision of 3G football pitches on a limited number of 'hub' sites.
- 5.12 A table setting out a summary of their comments and the Council's response and the revised SPD can be accessed via the Council's website www.sefton.gov.uk/newspd

6. Hot food takeaways and betting shops

- 6.1 This SPD sets out how hot food takeaways and betting shops, both of which have the potential to harm health and well-being, will be regulated, in support of Local Plan policies EQ1 'Healthy Sefton' and EQ10 'Food and drink'.
- 6.2 In relation to hot food takeaways, the SPD provides guidance on appropriate locations for new facilities taking into account the concentration of similar premises in the vicinity and the proximity of secondary schools and further education establishments. Limiting new outlets in these sensitive locations will help to promote healthy communities and maintain the character, vitality and viability of our town, district and local centres and shopping parades.

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- 6.3 In relation to betting shops, the popularity of fixed odds betting terminals in betting shops is thought to contribute to rising rates of problematic gambling. The SPD therefore seeks to restrict these to locations in the defined town, district and local centres and shopping parades.
- 6.4 In both cases, the concentration of each use should not exceed 5% of the total number of commercial units in the centre or parade. In addition, only one unit of each type of use will be permitted in a parade of fewer than 20 units, and in the centres, the proportion of A1 uses (retail shops, post offices, hairdressers etc) in the primary retail frontages should not fall below 70% of the total units in the relevant area.
- 6.5 In response to the consultation, responses were received from 6 organisations. Neither Natural England nor the Environment Agency made any comments, but the Canal and Rivers Trust expressed concern that hot food takeaways have the potential to negatively impact on waterways such as the Leeds Liverpool Canal due to the litter generated. The SPD covers the provision of litter bins, but will be strengthened to require the applicant to demonstrate that sufficient provision is made for refuse disposal away from the property.
- 6.6 St Modwen has suggested that the wording about the percentage of each use in a centre or parade could be made clearer. They are also concerned that the 2 year period for marketing a vacant unit is excessive and should be reduced to 12 months. Their comments are accepted and appropriate changes will be made.
- 6.7 The remaining comments were made on behalf of KFC and David Pluck Bookmakers. As a result of the latter's comment, what constitutes a "sensitive location" in the SPD has been clarified in the SPD. KFC are concerned that both uses are being treated similarly although they are dissimilar. They are also concerned that the evidence for restricting hot food takeaways is weak, a point made at the Local Plan examination. However the Local Plan Inspector agreed that Local Plan policy EQ10 is consistent with the 'promoting healthy communities' objectives of the NPPF and PPG by promoting access to healthier food. It is not proposed to make any changes in response to their comments.
- 6.8 A table setting out a summary of their comments and the Council's response and the revised SPD can be accessed via the Council's website www.sefton.gov.uk/newspd.

7. Minerals Safeguarding Note

- 7.1 Although Sefton does not have extensive mineral resources within its area, it does contain sand and gravel suitable for use as construction aggregate. Currently no extraction is taking place in Sefton, although some of these resources have been worked in the past. In addition, marine-won aggregate is landed at the Port of Liverpool. As a result, a Minerals Safeguarding Area (MSA) has been designated in the Local Plan.
- 7.2 The guidance note has been prepared to assist those proposing development within a designated MSA. Appendix 2 of the MSA sets out the evidence requirements in order that a Minerals Assessment can be submitted with any

relevant planning application. This is to ensure that mineral resources are not sterilised.

- 7.3 Only 3 responses to the Note were received: from the Canal and Rivers Trust, the Environmental Agency and Peel Ports. The former made suggestions regarding additions to the SPD to cover the potential contamination of its waterways, whilst the EA were concerned about the potential for the pollution of ground water abstractions. Their comments, together with those made by Peel Ports, have been addressed by replacing the publication version of the Local Plan policy NH8 'Air and Water Quality' with the adopted version in Appendix 1.
- 7.4 A table setting out a summary of their comments and the Council's response and the revised SPD can be accessed via the Council's website www.sefton.gov.uk/newspd.

8. Financial contributions for Education Information Note

- 8.1 The level of new housing building proposed in the Local Plan will result in increased pressure on capacity in Sefton's schools. In the absence of an adopted Community Infrastructure Levy the Council is seeking a financial contribution of £2065.13 per new dwelling apart from specialist accommodation for older people or housing restricted to the over 55's and one bedroomed accommodation. That is because such housing is not expected to have residents of school age living there.
- 8.2 The Note sets out how the amount of money required is calculated, and where payments are required since not all of Sefton has a shortage of school places, and is subject to viability. The payment is staged over up to 2 years, depending on the size of the development and the amount of money due.
- 8.3 Five responses were received. The Environment Agency and Natural England had no comments, but the 3 house-builders who responded all expressed concern about the need for the payments in advance of CIL, the evidence that justified its requirement, who should pay for an Viability Assessment, and when the payments should be made (i.e. on completion of the development instead of on commencement).
- 8.4 In most cases, no changes are proposed in relation to the comments made. However, it is agreed that where it can be demonstrated that schools in the local area have capacity, it is not appropriate to require a contribution. The Note has been amended to acknowledge this.
- 8.5 Once CIL has been adopted, this Note will be withdrawn.
- 8.6 A table setting out a summary of their comments and the Council's response and the revised SPD can be accessed via the Council's website www.sefton.gov.uk/newspd.

9. Existing SPDs and SPGs

- 9.1 Once the Open Space SPD is adopted, it will replace the current Greenspace, Trees and development SPG, and the latter should therefore be revoked.

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- 9.2 The Archaeology SPG was adopted in November 2003. Its context has either been superseded by the National Planning Policy Framework (NPPF) and / or policies in the Local Plan, and it is therefore proposed to revoke this SPG.
- 9.3 Planning Services will update the remaining SPGs and SPDs to reflect the new policy context provided by the NPPF and the Local Plan. It is anticipated that the remaining SPDs and SPGs will be replaced and updated as necessary over the next 12 - 18 months as resources permit.

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Report to:	Cabinet Council	Date of Meeting:	7 September 2017 21 September 2017
Subject:	Community Infrastructure Levy - Publication Draft Charging Schedule		
Report of:	Head of Regeneration and Housing	Wards Affected:	All wards
Portfolio:	Cabinet Member - Planning and Building Control		
Is this a Key Decision:	Yes	Included in Forward Plan:	Yes
Exempt / Confidential Report:	No		

Summary

The purpose of this report is seek approval for the Community Infrastructure Levy Draft Charging Schedule and supporting information for publication, consultation and submission to the Secretary of State for examination.

Recommendation(s)

That Cabinet recommends that Council approves the following:

- (i) The (1) Community Infrastructure Levy Draft Charging Schedule, (2) Viability Assessment, (3) draft instalments policy and the (4) draft 'regulation 123' list for publication and consultation purposes.
- (ii) Grant delegated powers to:
 - Cabinet Member for Planning and Building Control, in conjunction with the Chief Planning Officer, to: make minor changes (if required) to the Community Infrastructure Levy Draft Charging Schedule and supporting information before it is published and submitted,
 - The Leader of the Council, in conjunction with the Chief Planning Officer, to make major changes (modifications) (if required) to the Community Infrastructure Levy Draft Charging Schedule and supporting information for consultation purposes prior to submission,as referred to in Section 11 of the report.
- (iii) At the end of the consultation period(s), the Council authorises the Chief Planning Officer to submit the Community Infrastructure Levy Draft Charging Schedule, the representations received and supporting information to the Secretary of State for examination.

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That Council approves the following:

- (i) The Community Infrastructure Levy Draft Charging Schedule, Viability Assessment, draft instalments policy and the draft 'regulation 123' list for publication and consultation purposes.
- (ii) Grant delegated powers to:
 - Cabinet Member for Planning and Building Control, in conjunction with the Chief Planning Officer, to: make minor changes (if required) to the Community Infrastructure Levy Draft Charging Schedule and supporting information before it is published and submitted,
 - The Leader of the Council, in conjunction with the Chief Planning Officer, to make major changes (modifications) (if required) to the Community Infrastructure Levy Draft Charging Schedule and supporting information for consultation purposes prior to submission,

as referred to in Section 11 of the report.
- (iii) At the end of the consultation period(s), the Council authorises the Chief Planning Officer to submit the Community Infrastructure Levy Draft Charging Schedule, the representations received and supporting information to the Secretary of State for examination.

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 allow the Community Infrastructure Levy Draft Charging Schedule and supporting information to be published, consulted on and submitted to the Secretary of State for examination.

Alternative Options Considered and Rejected:

Not to have a Community Infrastructure Levy.

It is not a statutory requirement to introduce a levy, however Sefton would potentially not optimise the benefits contributing towards its infrastructure requirements as a result of growth set out in the Local Plan.

This report indicates the potential for over 11,000 new homes in Sefton by 2030 raising an estimated £10 million over the period. Both the Council and its associated Town and Parish Councils will benefit from this resource.

What will it cost and how will it be financed?

(A) Revenue Costs

The costs involved in setting up the levy, such as compiling the evidence, the examination costs, legal and professional support and appointing an inspector, is anticipated to be in the region of £50,000. This cost will be met through the Local Plan budget.

The ongoing implementation and administering of the Community Infrastructure Levy is estimated to require the equivalent of a full time post at a cost of approximately £30,000 per annum. These costs can be recouped through the Community Infrastructure Levy, from which the Council can take up to 5% for administration. The Community Infrastructure Levy could bring in to the Council an estimated £830,000 per annum which would generate an annual administration fee in excess of £40,000.

Section 106 agreements would continue to generate the receipts required to fund specific improvements within the vicinity of a development.

(B) Capital Costs

The receipt of CIL will provide a new funding stream for appropriate capital works throughout the Borough. These are identified at Appendix B and include transport and highway improvements; open space, sports and recreation facilities; coast and countryside visitor facilities; nature and habitat improvements; education provision; health facilities; public realm improvements; flood alleviation measures; and culture and heritage improvements.

Implications:

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

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Financial
Legal Approval of the Community Infrastructure Levy Charging Schedule is a matter upon which the Full Council must decide
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 of the Proposals on Service Delivery:

CIL will help support service delivery by securing new and improved infrastructure.

What consultations have taken place on the proposals and when?

The Chief Finance Officer has been consulted (FD 4776/17) has been consulted and comments have been incorporated into the report.

The Head of Regulation and Compliance has been consulted (LD 4060/17) and has no comments on the report.

Implementation Date for the Decision

Immediately following the Council meeting

Contact Officer:

Tel: Tel: 0151 934 3558

Email: ian.loughlin@sefton.gov.uk

Background Papers:

Community Infrastructure Levy – Draft Economic Viability Study, (Keppie Massie) August 2017 - available at www.sefton.gov.uk/cil

Executive Summary

The Community Infrastructure Levy (CIL) is a tool for local authorities in England and Wales to help deliver infrastructure to support the development of the area. The Council's retained viability consultants have undertaken an Assessment of the Economic Viability of Development in the borough to determine the potential for a CIL in Sefton and the rates this should be set at.

If approved the draft CIL charging rates will be published for public comment and then submitted to the Secretary of State for examination. Once adopted the CIL charging schedule will be implemented and CIL secured on relevant development.

1. Introduction/Background

1.1 The Community Infrastructure Levy (CIL) is a tool for local authorities in England and Wales to help deliver infrastructure to support the development of the area. CIL came into force on 6 April 2010 through the Community Infrastructure Levy Regulations 2010 (The CIL Regulations).

1.2 Previously in Sefton the majority of infrastructure provided as a result of new development is provided through planning obligations [in the form of section 106 agreements]. This has primarily been for open space, trees and greenspace, but other improvements have occasionally been secured using section 106 Agreements such as for environmental or access improvements.

1.3 CIL is a discretionary/optional scheme whereas section 106 Agreements are a statutory requirement and the use of Section 106 Agreements is restrictive and can only be used if it meets the three key tests set out in Regulation 122 of The CIL Regulations. The three tests are:

- Necessary to make the development acceptable in planning terms;
- Directly related to the development; and
- Fairly and reasonably related in scale and kind to the development.

1.4 Additionally, since April 2015, there is a restriction to pooling Section 106 payments for an infrastructure scheme to five or fewer payments. This applies to all Section 106 Agreements signed after April 2010. Therefore, if an infrastructure scheme [for example improvements to a park or an extension to a school] already has five Section 106 payments [agreed after April 2010] allocated to it we cannot ask a developer for any further contributions towards that infrastructure. The burden of meeting such increased pressures would likely fall to the Council.

1.5 Therefore, CIL possibly presents a more effective approach to secure the funds needed to support the wider development of Sefton and in particular major infrastructure projects. It is important to note that the provision of affordable housing, and other on-site infrastructure necessary to make a development acceptable in planning terms, will continue to be provided through Section 106.

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2. Previous Stages

- 2.1 A Preliminary Draft Charging Schedule was published for consultation purposes in May 2016 and made available for comment during June – July 2016. In addition to the Preliminary Draft Charging Schedule a list of infrastructure types that could be funded by the CIL [a 'Regulation 123' list] and maps of the charging zones and a draft instalments policy were also consulted on.
- 2.2 Eighteen comments were made to the Preliminary Draft Charging Schedule and supporting information. These have been considered in a review of the evidence and setting of the updated charging schedule and supporting information for the Draft Charging Schedule. These comments are available online [www.sefton.gov.uk/CIL].
- 2.3 Prior to the Draft Charging Schedule being finalised the Council's retained consultants on viability matters undertook a brief targeted consultation on a range of data, such as build costs, land costs and sales data. The responses have also been used to inform the updated charging schedule. Importantly the Local Plan is now adopted. The Local Plan policies, some of which have cost implications, have been taken account of in the updated evidence.

3. Economic Viability Study

- 3.1 In setting the rate of CIL the Council must consider the appropriate balance between securing sufficient income to support infrastructure and services and the potential effects of the implementing CIL on delivering growth and other priorities, such as affordable housing, which will continue to be provided using Section 106 Agreements.
- 3.2 This means that in setting the CIL rate the Council need to demonstrate that the proposed CIL rate will not put development across the borough, taken as a whole, at undue risk.
- 3.3 In order to assist with understanding the economic viability of development in the borough, the Council engaged its retained viability consultants, Keppie Massie, to undertake an Economic Viability Study.
- 3.4 The Economic Viability Study is available as a background document to this report and is available at www.sefton.gov.uk/CIL. This will also be made available for public comment alongside the Draft CIL Charging Schedule.

4. Draft Community Infrastructure Levy Rates

- 4.1 Taking into account the detailed testing that was undertaken in the economic viability study, our consultants have determined that the following charging rates are achievable and should be published in the Draft Charging Schedule. The rates are expressed as a charge per m².

Development Type	Zone A Bootle, Netherton, Litherland, Seaforth, Aintree and Waterloo	Zone B Southport, Churchtown, Melling, East Maghull, Thornton	Zone C Birkdale, Ainsdale, Hightown, Crosby, Maghull (west of rail line) and Lydiate	Zone D Formby
New Houses [including Houses in Multiple Occupation]	zero	£20	£40	£90
Small Apartments Schemes [14 or fewer units]	zero	£20	£40	£90
Large Apartments Schemes [15 or above]	zero	zero	zero	zero
Food and Drink Uses [A3, A4 and A5]	£106			
Large Supermarkets [>2,787 sq m]	£96			
Other Uses	zero			

- 4.2 As expected there are a wide variety of potential charging rates for new homes in Sefton. This reflects the large divergence in house prices that occur in the borough.
- 4.3 The charging zones for housing development is provided at Appendix A.
- 4.4 The Local Plan housing allocation MN2.47 'Land East of Maghull' has been included within zone B. However, due to the substantial section 106 contributions it is likely that this allocation be made exempt from CIL. The contributions the Council are seeking on this site include over £2.5 million towards expanding Summerhill Primary School; £1.1 million towards the new junction 1 of the M58; £750,000 towards a bus subsidy; and the provision of a main park on site which will cost upwards of £3.5 million. The most that CIL could secure through the development of this site is £2 million. It is far more beneficial to secure the improvements directly on or adjacent to this site through section 106. A decision on whether Land East of Maghull will be made exempt from CIL will be considered at a future date.
- 4.5 The rates above have been set by looking at the potential viability gaps for a range of generic development types, on both brownfield and greenfield sites, and on a range of housing allocations from Sefton's Local Plan. The rates have been

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set so that they allow the sites to remain deliverable. However, in some locations, primarily on brownfield sites, the introduction CIL at the rates above may make the delivery of affordable homes challenging. It is estimated that sites that could provide approximately 150 affordable homes may be 'at risk' by the introduction of CIL. At the Local Plan examination we estimated that to 2030 we would actually provide over 3,700 affordable homes. This means the affordable homes 'at risk' by the introduction of CIL would be only about 4% of the total. It is likely that on these challenging sites the delivery of affordable homes would be reduced rather than completely lost and the impact would be less.

5. Changes to the levy rates since the Preliminary Draft Charging Schedule stage

5.1 Since the previous consultation stage (i.e. the Preliminary Draft Charging Schedule in 2016) the proposed CIL rates have decreased. This decrease has primarily been driven by the national increase in build costs, up 18%. However, house prices have only increased by 2% in the same period. Furthermore the cost of affordable housing has increased due to the lower amount that Registered (housing) Providers can pay to purchase these properties. Nevertheless the rates that are proposed in Sefton are comparable to similar areas in the region. The Formby rate is comparable with West Lancashire's £85 (outside Skelmersdale, which is zero), and higher than Cheshire West which is £70 at the highest rate. Preston has two zones with rates of £65 and £35. Each of these areas has a zero rate for apartments whereas Sefton has included rates for smaller apartments.

6. Potential CIL receipt

6.1 It is difficult to estimate the potential receipt from CIL as there are a number of variables that will affect this. The CIL rate is based on a charge per m² for different types of development and therefore will be dependent on the size of the building. The CIL rate does not apply to affordable homes, so a greater number of affordable homes secured will affect the total CIL income. Furthermore, whilst we have a good overview of the number of homes expected to be built in Sefton to 2030, we don't have the same level of information on other types of development, such as retail, that will be liable for CIL.

6.2 At this stage the potential CIL income can therefore only be a broad estimate using the information available. Using the level of growth in Sefton, the typical home size, the expected affordable housing rates, and the expected geographic spread of housing sites, we can make a broad estimate that to 2030 Sefton may be expected to secure up to £10 million of CIL.

6.3 Prior to submission and examination the Council will undertake a more detailed calculation of the CIL income based on the draft CIL rates, anticipated housing delivery and impact of Local Plan affordable housing policy.

7. Infrastructure to be supported by the levy

7.1 The Community Infrastructure Levy guidance within the National Planning Practice Guidance states that 'the levy can be used to fund a wide range of infrastructure, including transport, flood defences, schools, hospitals, and other

health and social care facilities. This definition allows the levy to be used to fund a very broad range of facilities such as play areas, parks and green spaces, cultural and sports facilities, academies and free schools, district heating schemes and police stations and other community safety facilities. This flexibility gives local areas the opportunity to choose what infrastructure they need to deliver their relevant Plan.'

- 7.2 Regulation 123 of the Community Infrastructure Levy Regulations 2010 restricts the use of planning obligations [section 106 agreements] for infrastructure that will be funded in whole or in part by the Community Infrastructure Levy, to ensure no duplication between the two types of developer contributions. A charging authority is required to publish a list of infrastructure on its website that will benefit from CIL. This list of infrastructure is known as the 'regulation 123' list.
- 7.3 An Infrastructure Delivery Plan was published to support the Local Plan for Sefton during its publication and examination. This identified the key infrastructure that was considered necessary to support the level of growth the Local Plan was promoting. This infrastructure formed the basis of the draft 'regulation 123' list that was published alongside the Preliminary Draft Charging Schedule.
- 7.4 The 'regulation 123' list has been amended slightly and will be published alongside the Draft CIL Charging Schedule for public comment. The 'regulation 123' list is available at Appendix B of this report. The 'regulation 123' list will also be submitted for examination.
- 7.5 The 'regulation 123' list identifies the specific infrastructure projects that are not intended to be funded through CIL. These are projects and improvements that will be provided or funded directly by a developer through the section 106 process.
- 7.6 Prior to submission and examination the Council will provide a more detailed list of projects that will include indicative costs. This list will form part of the evidence at examination that will help demonstrate that the Council has a funding gap which CIL could fund or part fund. This list is unlikely to be exhaustive of the projects that CIL could fund, and the 'regulation 123' list will be updated and maintained once CIL is implemented. The 'regulation 123' list, or the more detailed information, will not confer any preference to those infrastructure types or projects listed. The spending of the levy will be determined separately [see below].

8. Collecting CIL

- 8.1 The Council sets the CIL rates and calculates individual payments and is responsible for ensuring that payment is made. The regulations provides for payment by instalment where an instalment policy is in place. Where no instalment policy is in place, payment is due in full at the end of 60 days after development commences.
- 8.2 As the Local Plan proposes a number of large development sites for new homes [10 sites of over 200 homes and a further 11 over 100 homes] it is considered appropriate to implement an instalment policy for the payment of CIL. The draft instalment policy is provided below.

CIL liability	Instalment
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<£50,000	All within 60 days of commencement
£50,000 to <£150,000	50% within 60 days of commencement 50% 12 months after commencement
£150,000 to <£250,000	33.3% within 60 days of commencement 33.3% 12 months after commencement 33.4% 24 months after commencement
£250,000 and above	25% within 60 days of commencement 25% 12 months after commencement 25% 24 months after commencement 25% 36 months after commencement

- 8.3 Additionally a planning permission may be subdivided into 'phases' for the purposes of CIL. This is expected to be especially useful for large scale developments. Large scale developments which are delivered over a number of years face particular issues in relation to cash flow and the delivery of on-site infrastructure. The regulations allow for both detailed and outline permissions to be treated as phased developments for the purposes of CIL. This means that each phase would be a separate chargeable development and therefore liable for payment in line with any instalment policy that may be in force.

9. Spending CIL

- 9.1 15% of Community Infrastructure Levy charging authority receipts are passed directly to those parish and town councils where development has taken place. This increases to 25% if those areas have a made [adopted] neighbourhood plan. In areas that do not have a parish or town council [such as Southport, Bootle, Netherton and Crosby] the Council will retain the levy receipts but are required to engage with the communities where development has taken place, and agree with them how best to spend the neighbourhood funding. The Council can use up to 5% of the CIL receipts to recover the costs of administering the levy.
- 9.2 The process for identifying priorities and procedures for spending the CIL it retains will be agreed separately and will not subject to examination. The identification of an infrastructure type on the 'regulation 123' list or in the Infrastructure Schedule does not imply any prioritisation for delivering schemes. These are the schemes that the Community Infrastructure Levy *could* fund or part fund.
- 9.3 Future Cabinet Reports will set out how the CIL will be managed within the Council and how priorities for spending the CIL will be prioritised. The Council can also update its 'regulation 123' list following the adoption of CIL to update its priorities.

10. How CIL works with other planning contributions

- 10.1 The Community Infrastructure Levy Regulations prevents section 106 and other legal Agreements being used in relation to those things that are intended to be funded through CIL. This is to prevent developers being charged twice for the same infrastructural improvement.

- 10.2 The Local Plan sets out, for each of the major development allocations, specific improvements that will be required to be provided on-site [or nearby] by the developer. This will be secured through a Section 106 and other Agreements. These are improvements that are required to make the development acceptable in planning terms and which are directly related to the scheme.
- 10.3 For other infrastructural improvements, that are needed support the wider growth in the borough, it is intended that CIL will be used. The 'regulation 123' list [see above] sets out which broad infrastructure types CIL is intended to fund. It also sets out specific schemes that the CIL will not fund and which section 106 and other legal Agreements are intended to secure. This clear distinction will prevent CIL and section 106 being spent on the same improvement.
- 10.4 The Council is currently consulting on an Open Space Supplementary Planning Document which will set out in what instances we will require on-site open space or a financial contribution for off-site improvements. Affordable housing will also continue to be secured through Section 106 agreements. CIL specifically cannot be used for the provision of affordable homes.
- 10.5 Section 278 agreements require developers to carry out works to the public highway. This is generally necessary where planning permission has been granted for a development that requires improvements to, or changes to, public highways. Section 278 agreements will continue to be used to secure site specific highways improvements. CIL will only be used for wider highways and public transport improvements that support the wider growth of the borough.
- 10.6 Prior to the examination of the Draft CIL Charging Schedule the Council will provide a note which sets out clearly how the various developers' contributions will be implemented and how this will accord with the statutory requirements.
- 10.7 In setting the draft CIL rates, the Council, through the work undertaken by its consultants, has taken account of the infrastructure and improvements to be secured through section 106 and 278 agreements. It is considered the implementation of a CIL will not compromise the delivery of development or the necessary on-site infrastructure.

11. Next stages

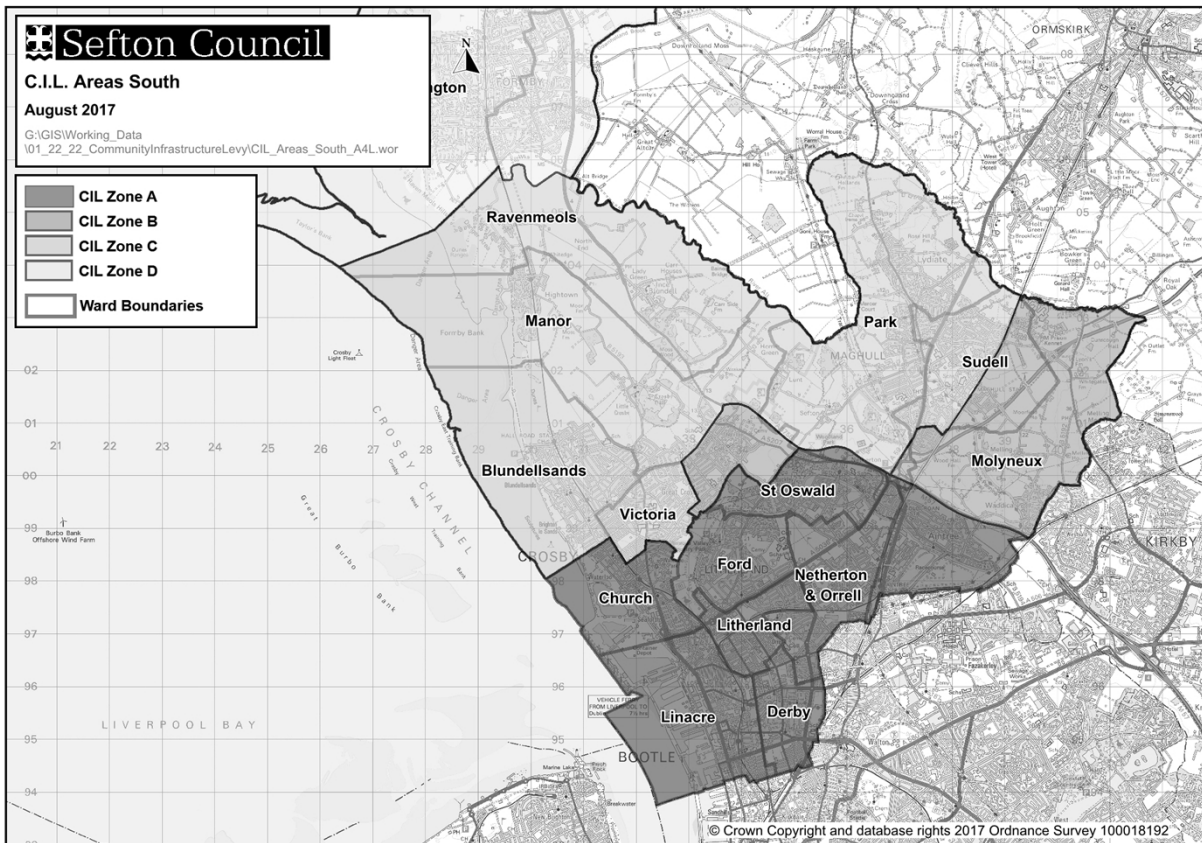
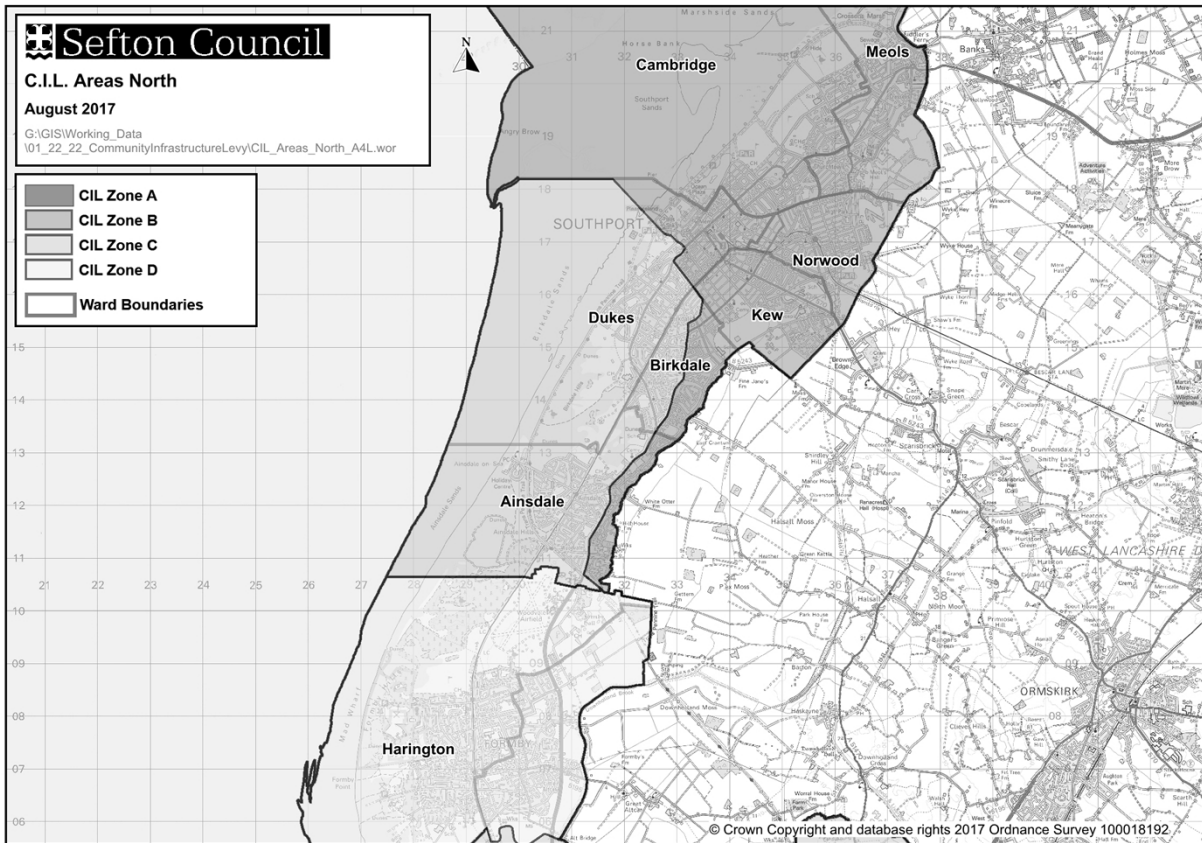
- 11.1 If approved by Council the Community Infrastructure Levy Draft Charging Schedule and supporting information will be made available for public comment for a minimum of six weeks. Comments can be made on both the charging schedule and supporting information.
- 11.2 If any of the comments made at this stage require significant changes to the Draft Charging Schedule or supporting information, it is likely that modifications will have to be agreed and consulted upon. This has the potential to significantly delay the submission to the Secretary of State and consequently a delay to the adoption and implementation of the Community Infrastructure Levy in Sefton. This is a major risk which could potential result in the loss of significant CIL receipts.

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- 11.3 It is recommended, therefore, that if major changes (modifications) are proposed [i.e. to the charging rate, CIL charging zones, 'regulation 123' list and instalments policy] that the Leader of the Council be delegated to approve any changes for further public comment.
- 11.4 For minor changes [i.e. those that do not fundamentally change the CIL rates or key supporting information] it is recommended that the approval of these be delegated to the Cabinet Member for Planning and Building Control, in conjunction with the Chief Planning Officer. It is not anticipated that any minor changes will have to be consulted on.
- 11.5 Following the consultation period, including any additional consultation period required as a result of modifications, the Community Infrastructure Levy Draft Charging Schedule, supporting information and all representations received will be submitted to the Secretary of State for examination. If no modifications are required it is anticipated that submission will be in December 2017 and examination would be in March 2018. If the Council receives a favourable report in to the examination it would be possible to adopt the Community Infrastructure Levy by July 2018.
- 11.6 The following is an overview of the different stages:
- Draft CIL charging schedule approved for consultation [this stage]
 - Draft CIL charging schedule published for consultation [October to November 2017]
 - Amendments to draft CIL charging schedule [if required] approved [December 2017]*
 - Draft CIL charging schedule submitted to Secretary of State [December 2017]*
 - CIL examination [March 2018]*
 - Adoption of FINAL CIL Charging schedule [July 2018]*

* If the amendments are major [i.e. they constitute modifications] a further consultation stage will be undertaken during January to February 2017. The CIL charging schedule will be submitted in March 2018 for examination in June 2018. The final CIL will be adopted in October 2018.

Appendix A - Residential CIL charging zones



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Appendix B 'Regulation 123' list

The purpose of the list is to demonstrate the broad range and type of infrastructure that it is likely the Council will seek to spend CIL funds upon. This is a 'living' document and will be the subject of on-going update and monitoring.

The inclusion of a project or type of infrastructure in this list does not signify a commitment from the Council to fund either in whole or in part the listed project or type of infrastructure through CIL. Nor does the order of the table imply any order of preference or weighting of one project as opposed to another.

This list has been derived having taken into account the background supporting documents that were prepared in association with the Sefton Local Plan, which set out the infrastructure needed to deliver the development set out in the Strategy up to 2030. The list has been supplemented through discussions with key infrastructure providers.

The exclusions listed in the table below are those improvements that the Council will require, either directly or through a financial contribution, through a section 106 or other agreement. These improvements are set out in the Local Plan as policy requirements and therefore the Council won't use any CIL levy receipts for these. The costs for each of these improvements have been taken account in the setting of the CIL rates. The Council is therefore confident that the implementation of CIL will not compromise the delivery of these improvements.

Strategic Transport and Highways Improvements

excluding

- delivery of the Maghull North Rail Station
- improvements to Junction 1 of the M58
- a subsidy towards the provision of a bus service through the site 'Land East of Maghull' for a five year initial period
- a signal controlled junction off the Formby bypass [A565] to the land north of Formby Industrial Site
- new access onto the Formby bypass [A565] and Altcar Road from land south of Formby Industrial site
- a signal controlled junction off the Formby bypass [A565] to land at Brackenway, Formby
- Widening of Moss Lane between Roe Lane/Mill Lane roundabout and the main vehicular access to the 'Land at Moss Lane, Churchtown' site
- a subsidy towards the provision of a bus service into the site 'Land at Moss Lane, Churchtown' for a five year initial period
- contribution to the implementation of the A565 Route Management Strategy (Thornton to Crosby section)
- specific improvements needed to make a development acceptable in planning terms
- any works that should form part of a Section 278 agreement

Open Space, Sports Facilities, Landscape and Recreation Improvements

excluding

- Provision of main park in the 'Land East of Maghull' site including an equipped play area and provision for outdoor sports
- onsite open space and landscaping required by Policy EQ9 of the Local Plan
- parks identified in the Open Space Supplementary Planning Document for improvement through off-site contributions secured through Policy EQ9 of the Local Plan, namely:
 - Botanic Gardens, Churchtown

<ul style="list-style-type: none"> ○ Sandbrook Recreation Ground, Ainsdale ○ Deansgate Lane Playing Fields, Formby ○ Alt Road Playground, Formby ○ Kenyons Lane Playing Field, Lydiate ○ Ridgeway Park, Maghull ○ Rainbow Park, Melling ○ Orrell Mount Park, Bootle <ul style="list-style-type: none"> ● compensatory public open space or outdoor sports facilities [including playing fields] resulting from a loss of public open space or outdoor sports as a result of development
<p>Coast and Countryside Visitor Facilities excluding</p> <ul style="list-style-type: none"> ● provision of a new 100 space public car park south of Lifeboat Road, Formby ● provision and long term management of a new public toilet block south of Lifeboat Road, Formby ● extension the existing Formby no.52 bridleway through the woodland area from Lifeboat Road to Alexandra Road ● provision of full public access into the area of woodland between the Shorrocks Hill proposed site and Formby Point Caravan Park
<p>Nature and Habitats Creation and Improvements excluding</p> <ul style="list-style-type: none"> ● new habitat and ecological improvements 'Ecological Improvement Area' adjacent to Ainsdale High development site ● provision for the long term management of the woodland Local Wildlife Site between the Shorrocks Hill Housing allocation and Formby Point Caravan Park ● provision of new habitat on the land designated as 'Proposed Open Space' adjacent to the Bankfield Lane Housing allocation ● provision of new habitat on the land designated as 'Proposed Open Space' adjacent to Dobbies Garden Centre, Benthams Way, Southport housing allocation ● provision of new habitat on the land designated as 'Proposed Open Space' adjacent to Andrew's Close, Formby housing allocation ● Compensatory provision and mitigation of loss to Seaforth Nature Reserve as a result of the expansion of the Port of Liverpool
<p>Education provision excluding</p> <ul style="list-style-type: none"> ● the expansion of Summerhill Primary, Maghull to a two form entry
<p>Health Facilities excluding</p> <ul style="list-style-type: none"> ● gp/health facilities in Maghull
<p>Public Realm Improvements excluding</p> <ul style="list-style-type: none"> ● specific improvements needed to make a development acceptable in planning terms
<p>Flood alleviation measures excluding</p> <ul style="list-style-type: none"> ● specific flood risk measures required to alleviate flood risk in relation to the development of a site
<p>Improvements and Provision of Cultural, Heritage and Community facilities and assets excluding</p>

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- compensatory provision or mitigation of Cultural, Heritage and Community facilities and assets required as result of development

Traveller Transit Site

Infrastructure to support Council-led custom build homes schemes

Appendix C Instalments Policy

CIL liability	Instalment
<£50,000	All within 60 days of commencement
£50,000 to <£150,000	50% within 60 days of commencement 50% 12 months after commencement
£150,000 to <£250,000	33.3% within 60 days of commencement 33.3% 12 months after commencement 33.4% 24 months after commencement
£250,000 and above	25% within 60 days of commencement 25% 12 months after commencement 25% 24 months after commencement 25% 36 months after commencement

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Report to:	Cabinet	Date of Meeting:	Thursday 7 September 2017
Subject:	Housing Selective and Additional (HMO) Licensing Scheme Proposals		
Report of:	Head of Regeneration and Housing	Wards Affected:	Blundellsands; Cambridge; Church; Derby; Dukes; Kew; Linacre; Litherland; Victoria;
Portfolio:	Cabinet Member - Communities and Housing		
Is this a Key Decision:	Y	Included in Forward Plan:	Yes
Exempt / Confidential Report:	No.		

Summary:

To consider the results of the formal public consultation on our proposal to introduce selective and additional housing licensing schemes, as previously approved by Cabinet in December 2016.

To seek approval to implement both a Selective licensing scheme and two Additional HMO housing licensing schemes in designated areas of the borough, together with associated matters.

Recommendation(s):

That Cabinet

1. Approve the introduction of a selective licensing scheme in the defined area of Bootle and two additional HMO licensing schemes in the defined areas of central Southport and areas of Waterloo/Seaforth.
2. Approve the proposed fee structure along with the recommended fee reductions and exemptions.
3. Approve a commencement date for the schemes of 1st March 2018.
4. Approve the proposed licence conditions, as set out in Background Papers 8 & 10.
5. Authorise the preparation and publication of a Public Notice of designation under sections 80 and 83 of the Housing Act 2004. This Notice shall allow for the designation of the chosen areas for the introduction of a Selective Licensing and two Additional (HMO) licensing schemes.
6. Authorise the Head of Regeneration and Housing, in consultation with the Cabinet Member for Communities and Housing to
 - (i) procure, in accordance with the Council's Contract Procedure Rules, an IT software package for the processing of housing licensing schemes.

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- (ii) agree any minor/technical changes to the schemes (non-fundamental changes).
- (iii) authorise the procurement of a partner agency to manage any properties where the Council successfully obtains an Interim Management Order.

Reasons for the Recommendation(s):

To improve the private rented sector and to ensure safe homes for our residents and landlords as set out in our housing strategy.

Cabinet authority is required for the introduction of a selective housing licensing scheme across the designated area, and two additional (HMO) licensing schemes within the Borough.

Alternative Options Considered and Rejected: (including any Risk Implications)

Alternative options were considered and rejected as detailed in Cabinet report of 1 December 2016 found at:

<http://modgov.sefton.gov.uk/moderngov/ieDecisionDetails.aspx?ID=10179>

What will it cost and how will it be financed?

(A) Revenue Costs

The schemes have been costed and will be funded over a period of 5 years by a combination of the proposed licence fees, as well as the existing Housing Standards revenue budget.

Operation of the new schemes will require the purchase of a suitable IT system. Revenue budget provision of up to £90,000 already exists within the setup budget previously approved by Cabinet.

(B) Capital Costs

Implications of the Proposals:

Resource Implications (Financial, IT, Staffing and Assets):

The Council allocated a budget for the feasibility and setup of the schemes, it is intended that the initial purchase and setup cost of an IT solution will be funded from this budget.

An additional 8 members of staff will need to be recruited to help manage the schemes, funded from the fee income. The schemes will be funded by from existing revenue budgets, alongside the proposed license fees.

Legal Implications:

Part 2 & 3 of the Housing Act 2004 sets out the legislative framework for Selective and Additional (HMO) Licensing. Section 80 of the Housing Act 2004 allows the local authority to designate the area of their district or an area in their district as subject to selective licensing. Section 56 of the Housing Act 2004 allows the local authority to designate the area of their district or an area in their district as subject to additional licensing. The procurement of an IT system will need to comply with the Council's

Contract Procedure Rules.
Equality Implications:
There are no equality implications.
An Equality Impact Assessment is available as a background document.

Contribution to the Council’s Core Purpose:

Protect the most vulnerable: License schemes should improve the living conditions of tenants. The private rented sector houses a high proportion of vulnerable households.
Facilitate confident and resilient communities: Improved housing management practices should result in better relationships between landlord and tenants, helping them to resolve any disputes directly
Commission, broker and provide core services: Through the Licensing schemes the Council will adopt a more proactive approach to the private rented sector.
Place – leadership and influencer: Not Applicable
Drivers of change and reform: The Council will adopt a more proactive approach to the private rented sector, in turn providing a new approach to improving housing conditions
Facilitate sustainable economic prosperity: Not Applicable
Greater income for social investment: Not Applicable
Cleaner Greener The licensing scheme should help ensure better housing management practices by landlords, improving housing conditions and they environment of the neighbourhoods they sit in.

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Head of Corporate Resources (FD.4780/17) and Head of Regulation and Compliance (LD.4064/17) have been consulted and any comments have been incorporated into the report.

In November 2016, Overview & Scrutiny Committee (Regeneration & Skills) considered the housing licensing proposals and supported the approach being taken.

(B) External Consultations

The approach to the formal consultation was considered and approved by the Consultation and Engagement Panel in March 2017.

A 12 week extensive public consultation was held between 1 April and 24 June 2017 with landlords, residents, tenants, local businesses, voluntary sector, third sector

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stakeholders and neighbouring boroughs. The results of the consultation are set out in Appendix 1.

Implementation Date for the Decision

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

Contact Officer:	Neil Davies
Telephone Number:	Tel: 0151 934 4837
Email Address:	neil.davies@sefton.gov.uk

Appendices:

The following appendices are attached to this report:

Appendix 1 Consultation document on improving private rented housing in Sefton, MEL Research Ltd

Appendix 2 Coverage of consultation

Background Papers:

The details of the scheme have been developed in consultation with Cabinet Member Communities & Housing.

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

Background paper 1	Survey (online version)
Background paper 2	Neighbouring boroughs consultation
Background paper 3	Written responses to consultation
Background paper 4	RLA Response to consultation
Background paper 5	NLA response to consultation
Background paper 6	Home Safe response to consultation
Background paper 7	Streets subject to selective licensing
Background paper 8	Selective licensing conditions
Background paper 9	Streets subject to additional licensing
Background paper 10	Additional licensing conditions
Background paper 11	Consultation document
Background paper 12	Equality Impact Assessment

Cabinet Report, 1 December 2016

<http://modgov.sefton.gov.uk/moderngov/ieDecisionDetails.aspx?ID=10179>

1. Introduction/Legislative Background

1.1 The Housing Act 2004 allows Local Authorities to introduce selective and/or additional (HMO) housing licensing of private rented properties where an area experiences issues related to at least one of six set criteria which are linked to private rented properties and where the introduction of a licensing scheme will have a positive impact on the area and relevant criteria.

1.2 Selective and Additional licensing requires that any person wishing to rent out a property in the designated area must obtain a licence from the Council. The Council must be satisfied that the landlord is a “fit and proper” person and has no relevant criminal convictions relating to the management of property. The landlord has to also demonstrate that satisfactory finance and management are in place for the property to meet the required standard. The licensing process provides a framework to improve management and property standards, exclude unfit landlords and improve communication between the Local Authority and landlords. The licence lasts for 5 years for which landlords will be required to pay a fee, although discounts are available.

1.3 Licensed properties are subject to inspections to ensure they comply with the licence conditions which cover property and management standards such as gas safety, electrical safety, fire precautions, are free from category 1 hazards (such as damp and mould), energy efficiency, security and refuse storage. If a property fails to meet the standard, the landlord is liable to an unlimited fine. In extreme cases the Council may have to take over the management of any properties failing the licensing schemes standards by obtaining an Interim Management Order.

1.4 Before any designation for additional or selective licensing can be made the Council must:

- (i) take reasonable steps to consult persons who are likely to be affected by the designation; and
- (ii) consider any representations made in accordance with the consultation and not withdrawn.

1.5 According to the guidance from the Department for Communities and Local Government (“DCLG”) the consultation should include local residents i.e. tenants, landlords, and managing agents, other members of the community who live or operate businesses or services in the proposed designated area, and local residents and businesses in the surrounding area who will be affected. The minimum consultation period is 10 weeks.

1.6 In November 2016, Overview & Scrutiny Committee (Regeneration & Skills) considered the housing licensing proposals and supported the approach being taken. In December 2016, Cabinet agreed the business case to justify it’s licensing proposals, and agreed to consult the public on proposals to introduce additional and selective licensing. The consultation was undertaken by an independent research company, MEL Research Ltd and commenced 1 April 2017, closing 12 weeks later on 24 June 2017 an approach approved by the Councils Consultation and Engagement Panel in March 2017.

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1.7 The report at Appendix 1 summarises the results and main issues and concerns of landlords and local people. The comments have provided useful feedback and have been further considered to help shape our schemes.

1.8 This report also sets out the timetable for implementation and its associated actions.

2. Consultation Methodology

2.1 The consultation was promoted via a number of methods. Respondents could participate by phone, email, post or via an on-line survey. Full details of all activities undertaken to promote the consultation and encouraged landlords, agents, tenants, residents and other interested parties to participate can be found at Appendix 2. The consultation was regularly promoted across its duration in the local press and through social media with a direct link to the survey on the council's webpage.

2.2 Researchers undertook door step interviews selecting a random sample of 1,099 households across the Borough which was representative by ward, tenure, age, gender, and ethnicity.

2.3 In addition, a researcher interviewed relevant stakeholder organisations including neighbouring authorities, third sector organisations, charities and landlord groups. 6 meetings were held for landlords and residents, a researcher attended the Invest Sefton forum for local businesses, the 'cakes around the world' event and Council officers presented to landlords forums before the start of the consultation and held two drop-in sessions and a further event at 'Strand by Me' within Bootle New Strand Shopping Centre.

3. Response to Consultation

3.1 The consultation survey was conducted using differing media and respondents could respond by either post, phone, via face to face interviews, email and online survey to ensure as many people as possible could contribute.

Postal survey

3.2 A postal survey was sent to 17,543 households in Bootle. In total, 765 respondents returned their survey or completed it over the telephone.

Residents survey

3.3 A door-to-door, face-to-face interview was undertaken with 1,099 residents from across the borough.

Online survey

3.4 The online consultation was widely promoted by the council. In total, 129 responses were received to the online consultation.

3.5 As part of each of the above surveys respondents (total of 1,993) were asked whether they were a resident, and/or a landlord, and/or a managing agent and/or they classified themselves in some other way. The split of the respondent profiles are shown below (multiple answers possible).

	Number	% of responses
A resident of Sefton	1921	96.39%
and/or a landlord with a property (or number of properties) in Sefton	88	4.42%
and/or a landlord with properties in neighbouring boroughs.	29	1.46%
and or/ an agent managing properties in Sefton	8	0.40%
and/or a business or organisation operating in Sefton	17	0.85%
and/or other	14	0.70%

Stakeholder consultation

3.6 Consultation was undertaken across a range of stakeholders, which included Merseyside Police, Merseyside Fire and Rescue, a neighbouring council, third sector and other organisations working in the housing arena in the local area, landlords associations and public health. In addition, the National Landlords Association (NLA) and Residential Landlords Association (RLA) submitted written responses to the consultation.

	Number of Stakeholders
Stakeholder (total)	10
Merseyside Police	2
Merseyside Fire and Rescue	1
Local third sector providers	3
Neighbouring local authority	1
Landlords associations/organisations	2
Public Health	1

Meetings

3.7 A number of public meetings to introduce the proposal were held by M·E·L Research. In total, seven meetings were advertised, with five being run in May and two in June. Overall, there were 45 persons that attended across all sessions.

Online consultation with Neighbouring borough councils

3.8 The online consultation was promoted by neighbouring councils, encouraging local residents, landlords, tenants and other interested parties to participate. In total, ten responses were received.

4. Summary of key consultation findings

4.1 The attached report at Appendix 1 sets out the detailed findings which were analysed and produced by MEL Research Ltd on our behalf. The consultation feedback report along with responses to specific questions will also be published on the Council's website as part of the designation process.

4.2 Results evidence that more respondents support than oppose the introduction of the licensing of the privately rented sector across parts of Sefton. With 85% in total in favour of the selective licensing designation and 84% in favour of the two additional licensing designations. Comments indicate that they further believe the schemes will have a positive impact on them.

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4.3 Views were sought from landlords, residents, tenants, charities, local businesses, third sector organisations and neighbouring boroughs on the implementation of the schemes with particular focus on the proposed designated areas, licence conditions and fees.

4.4 Introduce Selective Licensing in Bootle

4.4.1 Overall, 85% of respondents support the proposal to introduce Selective licensing in Bootle, 10% do not support and 5% do not know.

4.4.2 Residents in Sefton are very positive, with 87% in support of selective licensing, and over three quarters (78%) of privately renting tenants are also in support. Only 14% do not support selective licensing. Landlords are slightly more negative than positive, with 44% in support and 52% who do not support selective licensing.

Impact on respondents

4.5 Respondents were asked what impact, if any, introducing a selective licensing scheme would have on them. 71% of respondents feel Selective Licensing will have a positive impact on them, whilst 8% feel it will be negative (12% it will have no impact)

4.6 Residents in Sefton are again very positive, with over seven out of ten (72%) saying selective licensing will have a positive impact, and only 7% saying it will have a negative impact (9% don't know). Around two thirds (65%) of privately renting tenants feel it will have a positive impact, whilst 12% feel it will be negative (13% don't know). Landlords are again more negative, with 46% saying it will have a negative impact on them, although over a quarter (27%) say it will have a positive impact. Around a fifth of landlords (21%) feel it will have no impact on them (6% don't know).

Selective licensing fees

4.7 As part of the consultation, respondents were asked to comment on the proposed fees for the selective licensing scheme of £695 for a five year licence (excluding any discount).

4.8 Around seven out of ten (69%) respondents to the consultation feel that the proposed selective licensing fee is reasonable, with 40% saying it is totally reasonable and 29% fairly reasonable. Around a fifth (21%) feels it is unreasonable, with 8% saying it is fairly unreasonable and 13% very unreasonable.

4.9 Landlords are significantly more negative about the proposed cost of the selective licence than other groups, with just over three quarters (77%) saying it is unreasonable, and with 65% of those saying it is very unreasonable. Only a fifth (22%) feel it is reasonable. Around six out of ten (61%) privately renting tenants feel the cost is reasonable, whilst around three out of ten (29%) feel it is unreasonable. Residents are the most positive about the fee, with 71% saying it is reasonable.

4.10 Around 1,838 comments were made by respondents on the selective licensing fees. The most common comments are that the fees are reasonable and a fair idea (24%), whilst an additional 21% of comments also said that they are reasonable even if the fee is passed onto tenants.

4.11 Respondents were invited to add any further comments about selective licensing. In total, around 1479 comments were analysed. The most common comment from respondents is that there will be better control and safety for both parties (i.e. landlords and tenants) (28% of comments). This was followed by comments that licensing will improve housing conditions and the area (21%).

4.12 Introduce Additional (HMO) Licensing in parts of Waterloo, Brighton-Le-Sands/Seaforth and central Southport

4.12.1 Introducing an additional licensing scheme in parts of Waterloo, Brighton-Le-Sands / Seaforth and central Southport is supported by the majority of those who took part in the consultation, with 84% in support and only 10% who do not support it.

4.12.2 Residents in Sefton are very positive, with 85% in support of additional licensing, whilst around three quarters of privately renting tenants (76%) are also in support. Only 14% do not support selective licensing. Landlords are slightly more positive than negative, with half (50%) in support and four out of ten (40%) who do not support introducing additional licensing.

Likely impact on respondents

4.12.3 Around two thirds of respondents (67%) feel that introducing additional licensing in Sefton will have a positive impact on them, whilst only 9% feel it will have a negative impact. 15% feel it will have no impact (9% don't know what impact it will have on them).

4.12.4 Around three quarters of respondents (74%) to the residents survey feel it will have a positive impact, whilst only 9% feel it will be negative (6% don't know).

4.12.5 Residents in Sefton are again positive, with just under seven out of ten (68%) saying additional licensing will have a positive impact, and only 8% saying it will have a negative impact (9% don't know). Results for privately rented tenants are similar to those for selective licensing, with 63% saying it will have a positive impact, whilst 13% feel it will be negative (13% don't know). Landlords are again more negative, although slightly less so than for selective licensing, with around a third (35%) saying it will have a negative impact on them, and around three out of ten (31%) saying it will have a positive impact. Again, around a fifth of landlords (22%) feel it will have no impact on them and 12% don't know.

Additional licensing fees

4.12.6 Two thirds (66%) of respondents to the consultation feel that the proposed additional licensing fee of £850 for a five year licence (excluding any discount or additional costs). is reasonable, with 39% saying it is totally reasonable and 28% fairly reasonable. Around a fifth (21%) feel it is unreasonable, with 8% saying it is fairly unreasonable and 13% very unreasonable.

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4.12.7 Landlords are significantly more negative about the proposed cost of the additional licence, with two thirds (66%) saying it is unreasonable, and with 52% of these saying it is totally unreasonable. Just under a quarter (23%) feel it is reasonable. Again, around six out of ten (59%) privately renting tenants feel the cost is reasonable, whilst around three out of ten (28%) feel it is unreasonable. Residents are again the most positive about the fee, with just under seven out of ten (68%) saying it is reasonable.

4.12.8 Around 1,379 comments were made by respondents on the additional licensing fees. The most common comments are that the fees are reasonable and a responsible idea (39%), whilst 17 feels it is an affordable fee. The majority of comment is around the fees being passed to tenants. However, there is a mixture of views around whether that is positive or negative.

4.12.9 Respondents were invited to add any further comments about additional licensing. In total, around 1211 comments were analysed. The most common comment from respondents is that licensing will provide good and safe living conditions and improve the area (27% of comments). This was followed by comments that it will ensure better control of both parties (24%).

4.13 Alternative Option - Keep things as they are

4.13.1 The consultation also provided respondents with the option of 'keeping things as they are', i.e. for the council to not make any changes to the way they currently operate. Support for 'keeping things as they are' is not very strong, with just over a quarter of all respondents (27%) supporting this option. Just under two thirds (63%) say they do not support keeping things as they are.

4.13.2 Around three quarters of landlords (76%) are in support of keeping things as they are, significantly more than other respondents, whilst just under a fifth do not support it (19%). Residents in Sefton are least positive, with a quarter (26%) in support, whilst two thirds are against (65%). Just over half of privately renting tenants (54%) do not support keeping things as they are, whilst over a third (36%) are in support.

4.13.3 In total, there were 1272 separate comments that were analysed. The most common comment from respondents around keeping things as they are is that the current system needs regulating and therefore they are opposed to keeping the status quo (29%). This is followed by 19% of comments against keeping things as they as licensing will improve security, standards of living, the housing market and the area.

4.14 Stakeholder views on licensing schemes proposal

4.14.1 In total, 10 Stakeholders responded to the consultation. There is generally a divide in support for the proposal. Landlords Associations such as the NLA and RLA do not support a licensing scheme, whilst almost all other stakeholders interviewed feel that some regulation of the private rented sector is needed in Sefton. Many see licensing schemes in general as a positive step, which should have a positive impact on improving the private rented sector in Bootle. Some of the key themes from the stakeholder interviews are shown below. Written

responses are available from the Residential Landlords Association (Background paper 4), National Landlords Association (Background paper 5) and HomeSafe Scheme (Background paper 6)

4.14.2 The main findings that came out of the stakeholder interviews are as follows:

- There is a need to tackle poor housing conditions in the Private rented sector in Sefton
- Landlords should be more accountable for the condition of their properties and the tenants they house in them
- There is a concern that vulnerable tenants may be more vulnerable if a licensing scheme is introduced
- Licensing should be used to help improve information sharing about bad landlords and bad tenants between agencies and others working in and around the PRS
- There is a concern that the costs from licensing fees will be passed onto tenants, many of whom are already suffering as a result of universal credit and their general economic status
- Concerns that the council already has powers at its disposal to deal with most of these issues, but is not using them
- Any schemes need to be monitored and enforced to have any effect at all
- Some question where the evidence is that licensing is working in areas that it has been introduced
- Concerns that expectations being placed on landlords to deal with ASB, rubbish and other tenant issues are unreasonable
- There may be other ways to tackle the issues without resorting to licensing.

5 Proposed changes to the licensing schemes

5.1 In December 2016, Cabinet approved the draft licensing schemes and sets of licence conditions.

5.2 Overall, the majority of responses agreed or strongly agreed with the proposal to introduce selective and additional licensing across parts of the Borough, indicating that it would improve management standards and property conditions.

Designations

5.3 Views were sought on the whether the selected areas proposed for the designations were appropriate. Comments were overall in agreement with our proposal with one additional street being requested to be included, Oxford Avenue in Bootle, this is proposed to be included within the defined selective licensing area for Bootle.

Fees

5.4 The majority of concerns raised through the consultation were in relation to the fees. We have considered the feedback from the public consultation, although on the whole comments were in agreement with the proposed fees, a number of landlords were concerned that the “good and professional landlords were being penalised in order to catch/punish the rogue element of landlords”.

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5.5 Concerns were also raised about the price of the fee and that it would lead to an increase in rent.

5.6 Our original fee proposal includes for a reduced fee for accredited properties. This included for landlords to be able to apply for accredited status up to 3 months from the commencement of our licensing schemes. In order to encourage and recognise those better landlords we propose to change and extend the term that a landlord can apply for accreditation to the first 6 months of the scheme, where a valid licence application has been received.

5.7 We also propose to include a new and additional fee reduction for those properties whereby the landlord appoints a Sefton accredited managing agent as the licence holder. This cost can be absorbed through time savings for the council when dealing with only one licence holder for multiple properties, whereby the licence holder (agent) has been previously assessed against the management elements of the managing agent accreditation scheme.

5.8 It is anticipated that the added fee reduction will reduce the risk of any rent increases landlords may pass on to tenants.

5.9 The revised fees are shown in the table below. Fees are tax deductible.

Selective Licensing

	£	Annual Equiv.	Weekly Equiv.
Full Fee	695	139	2.67
Accreditation	545	109	2.10
Accredited Managing Agent (licence holder)	495	99	1.90
Early Bird	620	124	2.38
In addition :			
7-12 units	150		
13-20 units	250		
21+ units	350		

Additional (HMO) Licensing

	£	Annual Equiv.	Weekly Equiv.
Full Fee	850	170	3.27
Accreditation	700	140	2.69
Accredited Managing Agent (licence holder)	650	130	2.50
Early Bird	800	160	3.08
In addition :			
7-12 units	150		
13-20 units	250		
21+ units	350		

- 5.10 Fees will be reviewed annually and will be adjusted to reflect changes in costs. The fees have also been considered in line with the decision of the European Court of Justice on the Hemming v Westminster City Council case and will therefore, be payable on a 2-staged basis.

5.11 Licence conditions revisions

5.11.1 Minor changes to the licence conditions are proposed. In response to a recent, upheld ruling by a first-tier tribunal where an appeal case was made by a landlord. Selective licence condition 3.8 (g) and Additional licence condition 3.8 (i) has been reworded as shown in italics below:

The licence holder must:

Undertake an investigation of any complaints of anti-social behaviour regarding their tenants. *Written records of these will be required excluding any information which the licence holder reasonably believes to have been provided to him in confidence by a third party.*

5.11.2 Further to comments received from respondents including the RLA around responsibility for licence holders with tenants refuse collection we recommend reworded licensing condition 3.3 (d) as shown in italics below:

The licence holder must ensure that:

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

5.11.3 Feedback from the experiences of other licensing schemes regarding the requirement to provide window keys to tenants when there is no key available has proved particularly difficult for landlords. Issues of disrepair to windows will continue to be addressed within Housing Act 2004, Part 1. We propose to reword Selective and Additional (HMO) licensing condition 3.4 (b) as shown in italics below.

The licence holder must ensure that:

Where window locks are fitted, *and keys are available* the licence holder will ensure that keys are provided to the relevant occupant.

6 Staffing and support for landlords

6.1 We will procure an on-line system and recruit sufficient staff to enable the effective delivering, management and monitoring of the Council's housing licensing schemes. Costs will be funded through the fee income.

6.2 A staffing structure needs to be put in place to operate and manage the housing licensing schemes. Additional staff is required along with a review of roles of existing Housing Standards Officers alongside other regulatory duties the Council has to monitor housing standards.

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6.3 Included within the housing licensing proposal is the provision to provide legal support for the operation of the schemes and also some specialist staff time to support and advise landlords on anti-social behaviour matters.

7 Conclusions

Introduce selective licensing

7.1 The Council will introduce selective licensing across defined areas of Bootle, whereby all rental properties in streets, listed in Background paper 7, be designated as an area subject to selective licensing. This will require all landlords letting a property on those streets to individuals, single families and couples to get a licence.

7.2 Landlords will be required to adhere to a number of licence conditions which can be found at Background paper 8.

7.3 We will charge a fee and award any applicable fee reductions as set out in part 5 of this report. The licence will in most cases last up to 5 years.

Introduce additional licensing

7.4 We will introduce additional (HMO) licensing, across defined areas of Seaforth, Waterloo, Brighton-le-Sands and Southport subject to additional licensing for any non-mandatory "house in multiple occupation" (HMO). This will require landlords who let a property occupied by at least three people, who do not make up a single household to obtain a licence. A full list of the streets subject to additional licensing can be found at Background paper 9.

7.5 Landlords will be required to adhere to a number of licence conditions which can be found at Background paper 10.

7.6 We will charge a fee and award any applicable fee reductions as set out in part 5 of this report. The licence will in most cases last up to 5 years.

8 Notice of Designation

8.1 Approval is sought to give authority to prepare and publish a Public Notice of designation under sections 80 and 83 of the Housing Act 2004. This Notice shall allow for the designation of the chosen areas for the introduction of a Selective licensing scheme and for two Additional (HMO) licensing schemes.

8.2 The proposed commencement date for the schemes is March 1st 2018.

Publication requirements relating to designations under Part 2 or 3 of the Act

8.3 The Housing Act 2004, Parts 2 or 3, Section 59 (2) or 83 (2) requires the Council to publicly post a designation notice within seven days of Cabinet decision and must do so in the manner prescribed by the Licensing and Management of Houses in Multiple Occupation and Other Houses (Miscellaneous Provisions)(England) Regulations 2006 (S.I. 2006/373). The designations will not come into force until at least three months after Cabinet approval.

8.4 Within 7 days after the date on which the designation is made the Council must:

- (i) place the notice on the public notice board at one or more municipal buildings within the designated area;
- (ii) publish the notice on the Council's internet site; and
- (iii) arrange for its publication in at least two local newspapers circulating in or around the designated area in the next edition of those newspapers and five times in the edition of those newspapers following the edition in which it is first published.

8.5 Landlords will be encouraged to apply. We will hold information and advice sessions and promote to landlords/agents and tenants. After six months those who have not applied but require a licence may be subject to enforcement.

9 Equality Impact Statement

9.1 The introduction of a Selective Licensing scheme should have a positive impact in terms of Equalities and Diversity issues and along with other interventions support the uplift and regeneration of the designated areas. A full equalities impact assessment for the proposal has been prepared and can be found at Background paper 12.

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Consultation on selective and additional (HMO) housing licensing in Sefton

Sefton Council

**Final Report
July 2017**

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Project details and acknowledgements

Title	Consultation on selective and additional (HMO) housing licensing in Sefton
Client	Sefton Council
Project number	16191
Author	Karen Etheridge
Research Manager	Karen Etheridge

M·E·L Research would like to thank the council for their support with the consultation. We would also like to thank residents, tenants, landlords and agents in the borough and neighbouring boroughs for taking part in the consultation. Thanks also go to the stakeholders that contributed their views for the consultation.

M·E·L Research

2nd Floor, 1 Ashted Lock, Birmingham Science Park Aston, Birmingham. B7 4AZ

Email: info@melresearch.co.uk

Web: www.melresearch.co.uk

Tel: 0121 604 4664



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Outline of the headline findings

This summary provides the headline findings from the consultation undertaken in Sefton on the proposal to introduce Selective Licensing in the Bootle area and Additional (HMO) Licensing in parts of Seaforth and Waterloo, Brighton-le-Sands and central Southport. In total 1,997 respondents took part in the survey, along with verbal feedback provided via other forums. The consultation period spanned 12-weeks, from the 1st April 2017 to the 24th June 2017. Opportunities to participate in the consultation were provided as follows:

- Online survey (129 respondents)
- Postal survey of householders in Bootle (765 respondents)
- Face to face residents survey across the whole of Sefton (1099 respondents)
- Six public meetings (approx. 45 attendees) and attendance at 2 other public events
- Stakeholders interviews (10 respondents)
- Online survey for neighbouring boroughs (4 respondents).

Key Headlines

Proposal for Selective Licensing in Bootle

Table 1: Responses on Selective Licensing in Bootle proposal (by respondent group)

	Overall	Landlords	PRS tenants	Residents
Support proposal for SL	85%	44%	78%	87%
Do not support SL	10%	52%	14%	8%
<i>Don't know</i>	5%	4%	7%	5%
Positive impact	71%	27%	65%	72%
Negative impact	8%	46%	12%	7%
No impact	12%	21%	11%	12%
Fees for SL reasonable	69%	22%	61%	71%
Fees for SL unreasonable	21%	77%	29%	19%
<i>Don't know</i>	10%	1%	11%	10%

Proposal for Additional (HMO) Licensing in parts of the borough

Table 2: Responses on Additional (HMO) Licensing proposal in parts of the borough (by respondent group)

	Overall	Landlords	PRS tenants	Residents
Support proposal for SL	84%	50%	76%	85%
Do not support SL	10%	40%	14%	9%
<i>Don't know</i>	6%	10%	11%	6%
Positive impact	67%	31%	63%	68%
Negative impact	9%	35%	13%	8%
No impact	15%	22%	11%	14%
Fees for SL reasonable	66%	23%	59%	68%
Fees for SL unreasonable	21%	66%	28%	20%
<i>Don't know</i>	12%	11%	13%	12%

Executive Summary

The Executive Summary provides the main findings from the consultation undertaken in Sefton on the proposals to introduce Selective Licensing in the Bootle area and Additional (HMO) Licensing in parts of Seaforth and Waterloo, Brighton-le-Sands and central Southport. The quantitative results shown below are derived from three key methods of consultation (the neighbouring boroughs survey is not included due to only 10 respondents) – a residents’ survey (face-to-face survey with a representative sample of 1,099 respondents across the borough), an online consultation (129 respondents) and postal survey received from 765 residents in Bootle (sent to 17,543 households). Qualitative feedback was recorded at the public meetings, via verbal and written responses given from interested parties.

The findings in this report have also taken into account views of other stakeholders, gathered from email correspondence, online forms, letters and semi-structured qualitative telephone interviews. This includes Merseyside Police, Merseyside Fire and Rescue, a neighbouring borough council, associations representing landlords and managing agents, businesses and third sector organisations working within or interested in the private rented sector, along with Sefton’s public health team.

The results include support for and likely impact on respondents for a proposal that the council is considering introducing to improve the private rented sector:

- Implement a selective licensing scheme in Bootle
- Implement an additional licensing scheme in selected areas of the borough.

The consultation also looked at views on the proposed licensing costs, perceptions of the private rented sector in Sefton, privately renting tenants’ experiences of living in the Sefton, and landlords experiences of renting out property in Sefton.

Key findings

Introduce Selective Licensing in Bootle

- **85% of respondents support the proposal to introduce Selective Licensing in Bootle, whilst 10% do not (5% don’t know).**
 - Just over half of landlords (52%) do not support the proposal, whilst under half (44%) support it
 - Over three quarters of PRS tenants (78%) support the proposal, whilst 14% do not support it
 - Just under nine out of ten residents (87%) support the proposal, whilst 8% do not support it
 - Almost nine out of ten respondents to the postal survey in Bootle (88%), support the proposal. Only 5% do not support it.

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- **Around seven out of ten respondents (71%) feel Selective Licensing will have a positive impact on them, whilst 8% feel it will be negative (12% it will have no impact).**
 - Just under half of landlords (46%) feel it will have a negative impact on them, whilst around a quarter (26%) feel it will have a positive impact. A fifth (21%) feel it will have no impact on them
 - Around two thirds of PRS tenants (65%) feel it will have a positive impact on them, whilst 12% feel it will be negative and 11% no impact
 - Just over seven out of ten residents (72%) feel it will have a positive impact on them, whilst only 7% feel it will be negative and 12% no impact
 - Almost seven out of ten respondents to the postal survey in Bootle (68%), feel it will have a positive impact on them. Only 5% feel it will have a negative impact.
- **69% of respondents feel the proposed Selective licensing fee is reasonable, whilst 21% feel it is unreasonable (10% don't know)**
 - Around three quarters of landlords (77%) feel the proposed fees are unreasonable, whilst around fifth (22%) feel they are reasonable
 - Around six out of ten PRS tenants (61%) feel the fees are reasonable, whilst 29% feel they are unreasonable
 - Just over seven out of ten residents (71%) feel the fees are reasonable, whilst 19% feel they are unreasonable
 - Around three quarters of respondents to the postal survey in Bootle (73%), feel the fees are reasonable, and 14% feel they are unreasonable.

Introduce Additional (HMO) Licensing in parts of Waterloo, Brighton-le-Sands/Seaforth and central Southport

- **84% of respondents support the proposal to introduce Additional Licensing whilst 10% do not (6% don't know)**
 - Half of landlords (50%) support the proposal, whilst four out of ten (40%) do not support it
 - Around three quarters of PRS tenants (76%) support the proposal, whilst 14% do not support it
 - 85% of residents support the proposal, whilst 9% do not support it.
- **Around two thirds of respondents (67%) feel Additional Licensing will have a positive impact on them, whilst 9% feel it will be negative (15% it will have no impact)**
 - Around a third of landlords (35%) feel it will have a negative impact on them, whilst three out of ten (31%) feel it will have a positive impact. Around a fifth (22%) feel it will have no impact
 - Around two thirds of PRS tenants (63%) feel it will have a positive impact on them, whilst 13% feel it will be negative and 11% no impact
 - Just over two thirds of residents (68%) feel it will have a positive impact on them, whilst only 8% feel it will be negative and 14% no impact.

- **66% of respondents feel the proposed Additional licensing fee is reasonable, whilst 21% feel it is unreasonable (12% don't know)**
 - Two thirds of landlords (66%) feel the proposed fees are unreasonable, whilst just under a quarter (23%) feel they are reasonable
 - Just under six out of ten PRS tenants (59%) feel the fees are reasonable, whilst 28% feel they are unreasonable
 - Just over two thirds of residents (68%) feel the fees are reasonable, whilst 20% feel they are unreasonable.

Keep things as they are

- **Only 27% of respondents support keeping things as they are, whilst 63% do not (10% don't know)**
 - Three quarters of landlords (76%) support keeping things as they are, whilst a fifth (19%) do not
 - Over a third of PRS tenants (36%) support the proposal, whilst over half (54%) do not
 - A quarter of residents (26%) support the proposal, whilst 65% do not.
- **Only 8% of respondents feel keeping things as they are will have a positive impact on them, whilst 49% feel it will be negative (29% it will have no impact)**
 - A third of landlords (33%) feel this will have a positive impact on them, whilst 12% feel it will have a negative impact. 45% feel it will have no impact
 - Only 12% of PRS tenants feel this will have a positive impact on them, whilst 43% feel it will be negative and 30% no impact
 - Only 8% of residents feel this will have a positive impact on them, whilst half (50%) feel it will be negative and 28% no impact.

Stakeholder views on licensing proposals

The main findings that came out of the stakeholder interviews are as follows:

- There is a need to tackle poor housing conditions in the Private rented sector in Sefton
- Landlords should be more accountable for the condition of their properties and the tenants they house in them
- There is a concern that vulnerable tenants may be more vulnerable if a licensing scheme is introduced
- Licensing should be used to help improve information sharing about bad landlords and bad tenants between agencies and others working in and around the PRS
- There is a concern that the costs from licensing fees will be passed onto tenants, many of whom are already suffering as a result of universal credit and their general economic status
- Concerns that the council already has powers at its disposal to deal with most of these issues, but is not using them
- Any schemes need to be monitored and enforced to have any effect at all
- Some question where the evidence is that licensing is working in areas where it has already been introduced

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- Some are concerned about expectations being placed on landlords to deal with ASB, rubbish and other tenant issues are unreasonable
- There may be other ways to tackle the issues without resorting to licensing.

Views from the public meetings and other feedback on proposals

The main findings and queries that came out of the public meetings (mainly landlord issues and concerns) and other feedback provided via the consultation are as follows:

- What evidence is the proposed licensing schemes being built on (both evidence gathered on rogue landlords in Sefton, and evidence that licensing schemes work)?
- Calculation and payment of the costs and fees and what these cover
- Whether the funds from licensing can be used for enforcement, and how it will be enforced?
- What support is going to be provided for landlord and agents?
- Whether there is going to be an opportunity for landlords and agents to engage directly with decision makers?
- Whether the issue around rogue tenants and support needed by landlords is going to be tackled under licensing?
- Arrangements for payment of fees is unreasonable (5 years up front)
- Bad landlords should alone be targeted, not good landlords.

Perceptions of the Private Rented Sector in Sefton

Residents were asked a number of questions about their perceptions of the PRS and key findings are that:

ASB:

- A quarter (26%) have been affected by anti-social behaviour (ASB) and 27% have witnessed ASB
- This was much higher for Bootle postal survey respondents (50% affected by and 45% witnessed ASB).

PRS standards

- 47% feel that private rented properties in their area are maintained to a good standard, whilst 34% do not
- This was lower for Bootle postal survey respondents (56% not maintained to a good standard)
- A higher proportion of landlords feel they are maintained to a good standard (74%).

Landlords and letting agents

- 69% feel landlords and letting agents act responsibly in letting, managing and maintaining their properties
- 90% of landlords feel they act responsibly.

Landlord experiences in Sefton

Landlords were asked a number of questions about experiences of renting properties out in Sefton. The key findings are that:

- 75% of respondents have had problems with rent arrears, followed by damage to the property (49%) and not keeping it in good condition (48%)
- A poor perception of private landlords or properties is the biggest concern to landlords (mean score of 5 out of 10), followed by a poor perception of tenants (4.7) and a high turnover of tenants (3.9).

Privately renting tenant experiences in Sefton

PRS tenants were asked a number of questions about experiences of renting properties in Sefton. The key findings are that:

- 79% of respondents are satisfied with the overall quality of their home, and 73% with repairs and maintenance done on the property. Satisfaction with the cleanliness of shared communal areas (such as bathrooms, kitchens etc.) is slightly lower (65%)
- 'Other' issues, rubbish and litter, damp and mould, disrepair and poor management of properties all rate over 30% as a major/minor problem
- Respondents to the Bootle postal survey were more negative across the board, with 55% feeling rubbish and litter is a major/minor problem, followed by damp or mould (49%).

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Introduction

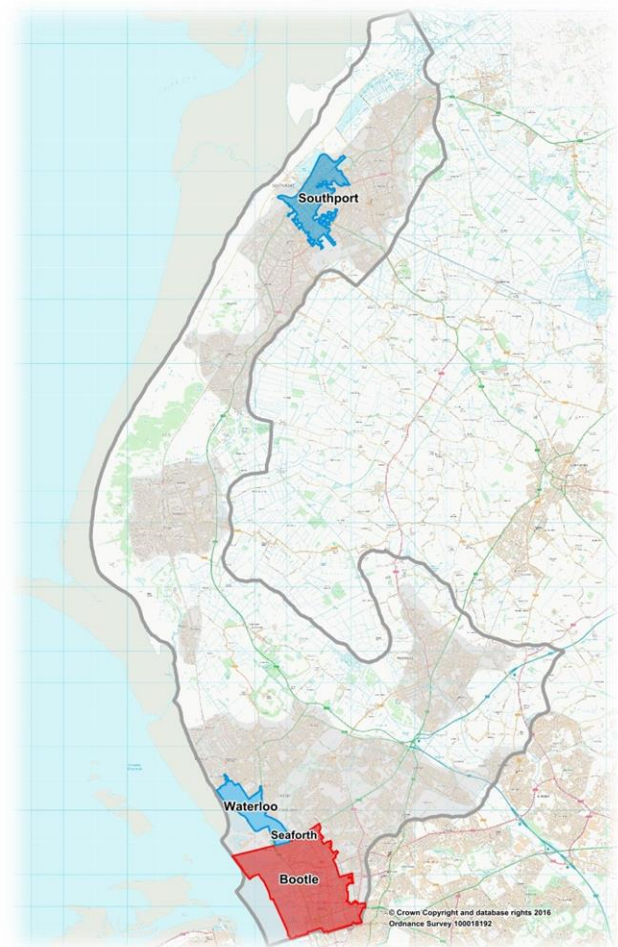
Background

Sefton's private rented sector (PRS) has increased by 64% between 2001 and 2011 and has continued to grow. Owner occupation fell from 86,669 to 83,801 over the same period. In six wards, located in Southport, Waterloo/Seaforth and Bootle, the PRS exceeds the national average [2011 census]. The PRS now accounts for 20% of all dwellings nationally, and this is likely to increase to 22-25% over the next decade. The nature of the sector is also changing with families constituting the most common household type renting privately.

Sefton Council believes that a well-managed PRS plays an important role in meeting their housing needs. However, there is concern around ASB issues and poor property condition, with the 2013 Sefton house condition survey finding that 24% of privately rented property failed to meet the decent homes standard, compared to 16% of all private housing in the borough.

Sefton Council is proposing to introduce both Selective and Additional (HMO) Licensing schemes for privately rented properties across selected areas of the Borough. The council believes that licensing will lead to an improvement of management and property conditions across the designated areas, and members of Sefton's Housing Standards Team will be available to offer advice and support to both landlord and tenant.

As part of the licensing considerations, Sefton Borough Council commissioned M·E·L Research, as an independent research organisation, in early 2017 to undertake a consultation on the proposal to introduce Selective Licensing and Additional Licensing in identified parts of the borough.



Public consultation

The public consultation took place over a 12-week period (1st April 2017 to the 24th June 2017). A range of methods to consult with landlords, local residents, tenants, businesses and organisation in Sefton, local stakeholders and neighbouring local authority areas, were adopted for the consultation.

Proposals

The consultation focused on the degree to which respondents support the proposal being considered by the council, along with the likely impact they are to have on respondents around:

- Introducing a Selective Licensing scheme in Bootle
- Introducing an Additional (HMO) Licensing scheme in parts of parts of Seaforth and Waterloo, Brighton-le-Sands and central Southport.

The consultation also considered views on the proposed licensing costs, perceptions of the private rented sector in Sefton, privately renting tenants' experiences of living in the Sefton, and landlords' experiences of renting out property in Sefton.

Consultation methods and profile of respondents

Six main methods were used to gather responses for the consultation. These are detailed below, along with the responses rates received by survey method.

1. Residents survey across Sefton

A door-to-door, face-to-face survey was undertaken with 1,099 residents from across the borough and results are broadly representative by ward, gender and age. However, as response rates from younger residents were lower than we had targeted, the data is weighted by age. Based on a total estimated population (Census 2011) of 273,790 in the borough, the results provide a confidence interval of +/-3% based on a 50% statistic at the 95% confidence level. This means that if 50% of the sample supported any proposal then the real figure, had the whole borough been interviewed, lies somewhere between 47% and 53%. A breakdown by ward, age and gender is provided in the table overleaf. The figures were then weighted by age as there was a slightly under-representation by the younger age groups, and over-representation by the older age group.

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Table 3: Breakdown of respondents to the residents survey by ward, gender and age (unweighted)

Counts Ward/ Respondents	Total	Age							Gender	
		18-24	25-34	35-44	45-54	55-64	65 and over	Prefer not to say	Male	Female
Ainsdale	52	2	2	7	12	7	22	-	26	26
Birkdale	50	4	8	10	5	9	14	-	24	26
Blundellsands	47	5	5	10	8	9	10	-	24	23
Cambridge	53	4	5	5	11	8	20	-	27	26
Church	49	5	8	9	9	10	8	-	25	24
Derby	47	1	10	6	4	7	19	-	28	19
Duke's	58	5	6	9	10	16	12	-	23	35
Ford	48	6	10	5	10	8	9	-	20	28
Harington	48	1	6	4	6	6	25	-	25	23
Kew	50	4	9	8	13	9	7	-	25	25
Linacre	48	4	10	6	9	7	12	-	23	25
Litherland	46	1	14	7	10	4	10	-	23	23
Manor	51	4	4	8	11	10	14	-	28	23
Meols	50	1	5	5	5	8	26	-	26	24
Molyneux	51	5	5	5	12	12	12	-	25	26
Netherton and Orrell	49	7	7	7	10	9	9	-	24	25
Norwood	57	5	12	11	11	5	12	1	29	28
Park	47	1	4	8	8	10	16	-	22	25
Ravenmeols	48	-	7	6	13	3	19	-	28	20
St Oswald	46	3	11	5	5	6	16	-	15	31
Sudell	51	2	5	7	7	13	17	-	21	30
Victoria	53	2	9	6	12	13	11	-	23	30
TOTAL	1099	72	162	154	201	189	320	1	534	565

Each respondent was asked whether they were a resident, and/or a landlord, and/or a managing agent and/or classified themselves in some other way. A breakdown of responses by type is provided in the table below:

Table 4: Respondent profile to the residents' survey

Respondent profile	Number	% of responses
A resident of Sefton	1095	99.64%
and/or a landlord with a property (or number of properties) in Sefton	24	2.18%
and/or a landlord with properties in neighbouring boroughs.	10	0.91%
and or/ an agent managing properties in Sefton	1	0.09%
and/or a business or organisation operating in Sefton	2	0.18%
and/or other	0	0%

(multiple answers possible)

2. Postal survey in Bootle

A postal survey was sent to 17,543 households in Bootle that may be affected by a selective licensing designation, using the council's Gazetteer file. This comprised of one mailing only, with no follow-up reminders. In total, 765 respondents returned a postal survey or completed it over the telephone (4% response rate).

Table 5: Respondent profile to the postal survey in Bootle

Respondent profile	Number	% of responses
A resident of Sefton	744	97.26%
and/or a landlord with a property (or number of properties) in Sefton	19	2.48%
and/or a landlord with properties in neighbouring boroughs.	6	0.78%
and or/ an agent managing properties in Sefton	1	0.13%
and/or a business or organisation operating in Sefton	9	1.18%
and/or other	7	0.92%

(multiple answers possible)

3. Online consultation

The online consultation was widely promoted by the council (see Appendix 2 for full details of all activities undertaken to promote the consultation) and encouraged landlords, agents, tenants, residents and other interested parties to participate. In total, 129 responses were received to the online consultation. A breakdown of responses by respondent type is provided in the table below:

Table 6: Respondent profile to the online survey

Respondent profile	Number	% of responses
A resident of Sefton	82	63.57%
and/or a landlord with a property (or number of properties) in Sefton	45	34.88%
and/or a landlord with properties in neighbouring boroughs.	13	10.08%
and or/ an agent managing properties in Sefton	6	4.65%
and/or a business or organisation operating in Sefton	6	4.65%
and/or other	7	5.43%

(multiple answers possible)

It should be noted that due to the relatively small number of respondents participating in the online survey and the fact that the survey was self-selection (i.e. biases can arise because individuals select to take part), the results are not representative of the borough as a whole.

4. Stakeholder consultation

Interviews with a number of stakeholders were undertaken by M·E·L Research staff, as part of the consultation. The council provided a list of potential stakeholders and although attempts were made to contact all organisations, only ten took part in the consultation - eight via telephone interviews and two via

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written responses. Consultation was undertaken across a range of stakeholders, which included the Police, Fire and Rescue, a neighbouring council, third sector and other organisations working in the housing field in Sefton and public health. In addition, the National Landlords Association (NLA) and Residential Landlords Association (RLA) submitted written responses to the consultation. All written responses are included in the Appendices.

Table 7: Stakeholder profile

Respondent profile	No of stakeholders spoken to
Merseyside Police	2
Merseyside Fire and Rescue	1
Local third sector providers	3
Neighbouring local authority	1
Landlords associations/organisations	2
Public Health	1
TOTAL	10

5. Public meetings

A number of public meetings to introduce the proposal were run by M·E·L Research, which were kept independent from the council and no officers were present, so that honest and independent feedback could be gathered as part of the process. In total, seven meetings were advertised, with five being run in May and two in June due to additional interest in the Bootle area. Although the meetings required interested parties to sign up to give a steer on the numbers expected (for health and safety and logistical reasons), additional attendees turned out without booking, therefore we were unable to gather all names and final numbers. Although we had interest in both meetings in June, no attendees turned out to the first advertised meeting. The dates, times, venue and approximate number of attendees for the sessions that ran are presented below.

Table 8: Public meeting attendees

Date/time	Venue	Approx. no of attendees
Thursday 18th May 2017: 1pm - 2.30pm	Southport (Southport Community Centre)	11
Thursday 18th May 2017: 7pm - 8.30pm	Southport (Southport Community Centre)	8
Friday 19th May 2017: 12pm - 1.30pm	Bootle (Linacre Mission)	4
Friday 19th May 2017: 3pm - 4.30pm	Bootle (Linacre Mission)	21
Thursday 22 nd June 2017: 7pm - 8.30pm	Bootle (Linacre Mission)	1
TOTAL		45

In addition, M·E·L Research was present at the Cakes of the World open day in Southport on the 29th April 2017, where local residents from migrant communities attended. M·E·L Research also attended an 'Invest Sefton' breakfast business forum for local businesses in Bootle, on Friday 19th May 2017.

6. Online consultation with neighbouring borough councils

An online consultation with neighbouring boroughs was sent by the council and promoted by neighbouring councils, encouraging local residents, landlords, tenants and other interested parties to participate. In total, only ten responses were received. Due to there being such a small number, these have not been included within the main report. However, the results from this survey are provided in Appendix 4.

Reporting conventions

We have used the term 'landlord' in this report to collectively refer to both landlords and/or their managing agents.

Owing to the rounding of numbers, percentages displayed visually on graphs or charts in the report may not always add up to 100% and may differ slightly when compared with the text. The figures provided in the text should always be used. For some questions, respondents could give more than one response (multi choice). For these questions, the percentage for each response is calculated as a percentage of the total number of respondents and therefore percentages do not add up to 100%.

The consultation findings have been analysed overall, combining results by the different methods of consultation (Residents' survey, postal survey and online consultation), by method of consultation and by type of respondent (landlord/agent or tenant/resident).

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Results

This section of the report presents the results from the consultation. Results from the online neighbouring borough consultation are not included in this section due to there being such a small number of responses (10). These are provided in Appendix 4.

Introduce selective licensing in Bootle

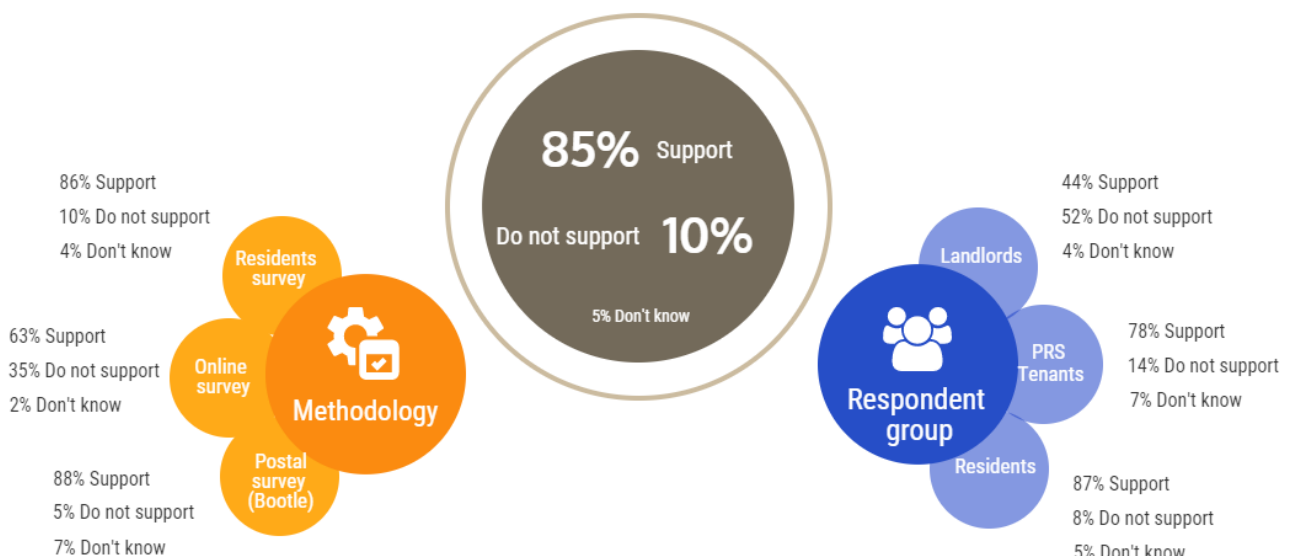
“This proposal would involve introducing a licensing scheme in Bootle which has been chosen based on evidence. All private sector landlords renting a property in the area would require a licence and have to meet the necessary criteria in order to hold a licence”.

Introducing a selective licensing scheme in Bootle is generally perceived to be a positive option for the council to pursue, with 85% in support overall, and only 10% who do not support it.

The chart below shows the differing levels of support or lack of support for the proposal by the different methodology adopted for the consultation (indicated in orange), and by the different respondent groups (indicated in blue). These show that support is highest amongst those who took part in the postal survey for Bootle (88% in support), followed by the residents survey (86% in support), and lowest amongst those who took part in the online survey (63% in support and 35% do not support).

Residents in Sefton are very positive, with 87% in support of selective licensing, and over three quarters (78%) of privately renting tenants also in support. Only 14% do not support selective licensing. Landlords are slightly more negative than positive, with 44% in support and 52% who do not support selective licensing.

Figure 1: Support for introducing Selective Licensing in Bootle (overall, and by key methods and respondent types)



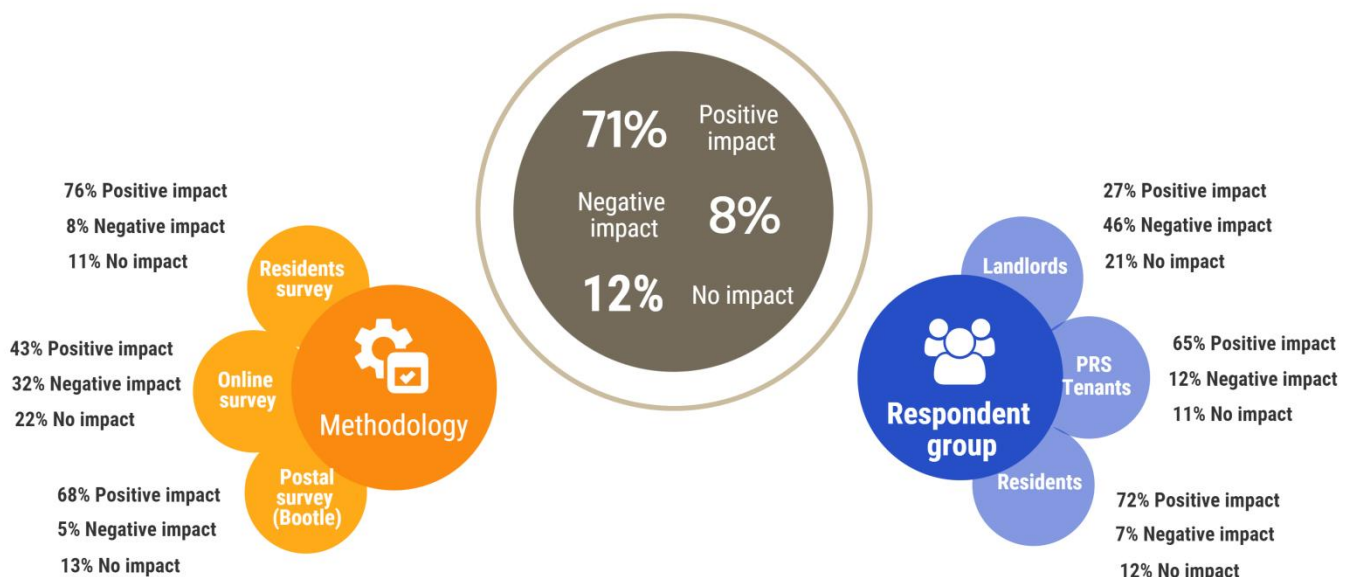
Likely impact on respondents

Respondents were then asked what impact, if any, introducing a selective licensing scheme would have on them. Seven out of ten respondents overall (71%) feel it will have a positive impact and only 8% feel it will have a negative impact. 12% feel it will have no impact (8% don't know what impact it will have on them).

Respondents via the residents survey are most positive, with around three quarters (76%), feeling it will have a positive impact, whilst only 8% feel it will be negative (6% don't know). Respondents to the postal survey are also positive, with just over two thirds (68%) saying it will have a positive impact and only 5% a negative impact (13% don't know). Respondents to the online survey are least positive, with 43% feeling it will have a positive impact and around a third (32%) saying it will have a negative impact. However, around a fifth (22%) says it will have no impact (3% don't know).

Residents in Sefton are again very positive, with over seven out of ten (72%) saying selective licensing will have a positive impact, and only 7% saying it will have a negative impact (9% don't know). Around two thirds (65%) of privately renting tenants feel it will have a positive impact, whilst 12% feel it will be negative (13% don't know). Landlords are again more negative, with 46% saying it will have a negative impact on them, although over a quarter (27%) say it will have a positive impact. Around a fifth of landlords (21%) feel it will have no impact on them (6% don't know).

Figure 2: Likely impact of introducing Selective Licensing in Bootle on respondents (overall, and by key methods and respondent types)



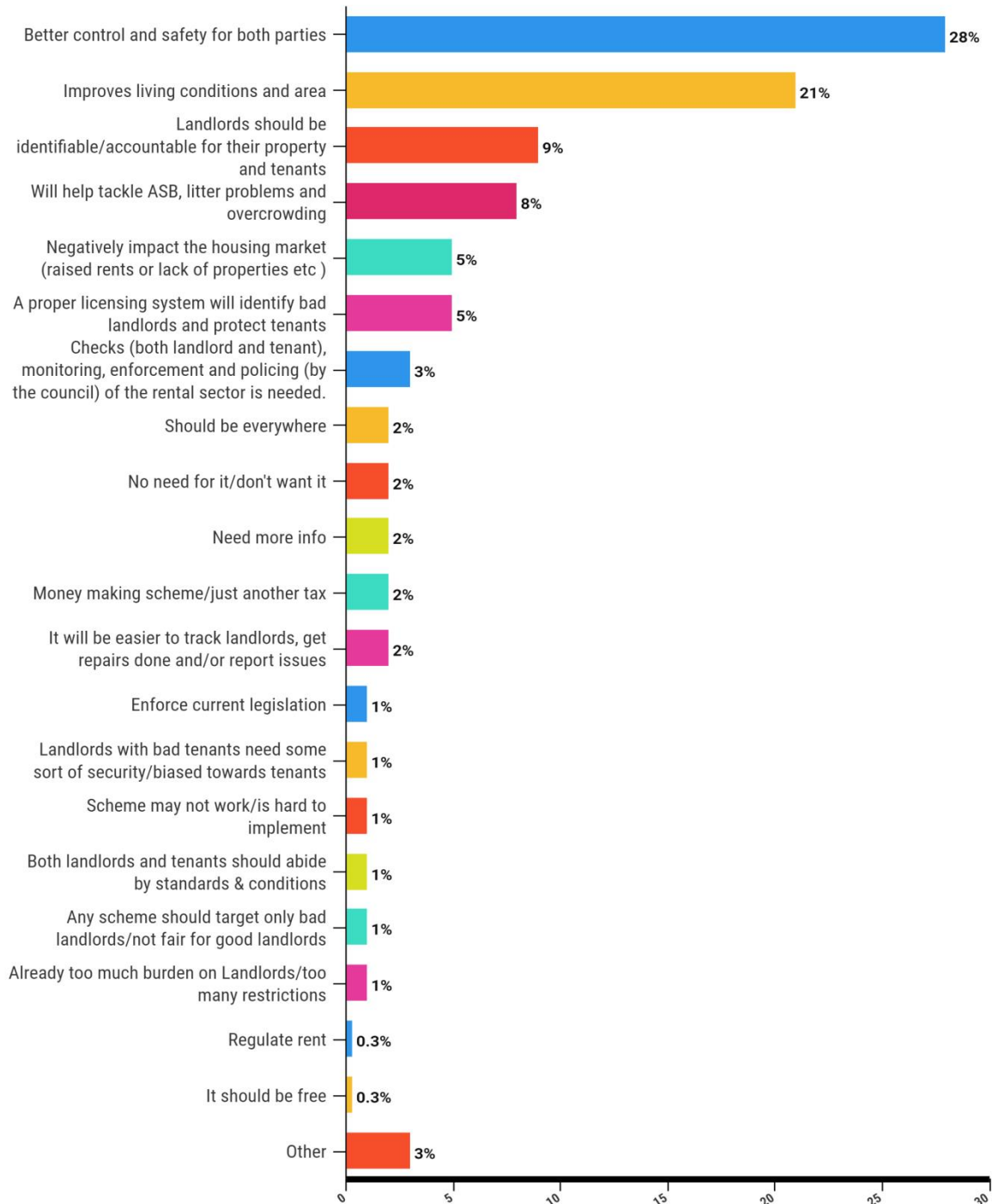
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Respondent comments on selective licensing

Respondents were invited to add any further comments they may wish to add about selective licensing. These results have been grouped into themes, then analysed. In total, around 1,479 distinct comments were analysed.

The most common comment from respondents is that there will be better control and safety for both parties (i.e. landlords and tenants) (28% of comments). This was followed by comments that licensing will improve conditions and the area (21%).

Figure 3: Comments on Selective Licensing proposal for introduction in Bootle (overall)



Selective licensing fees

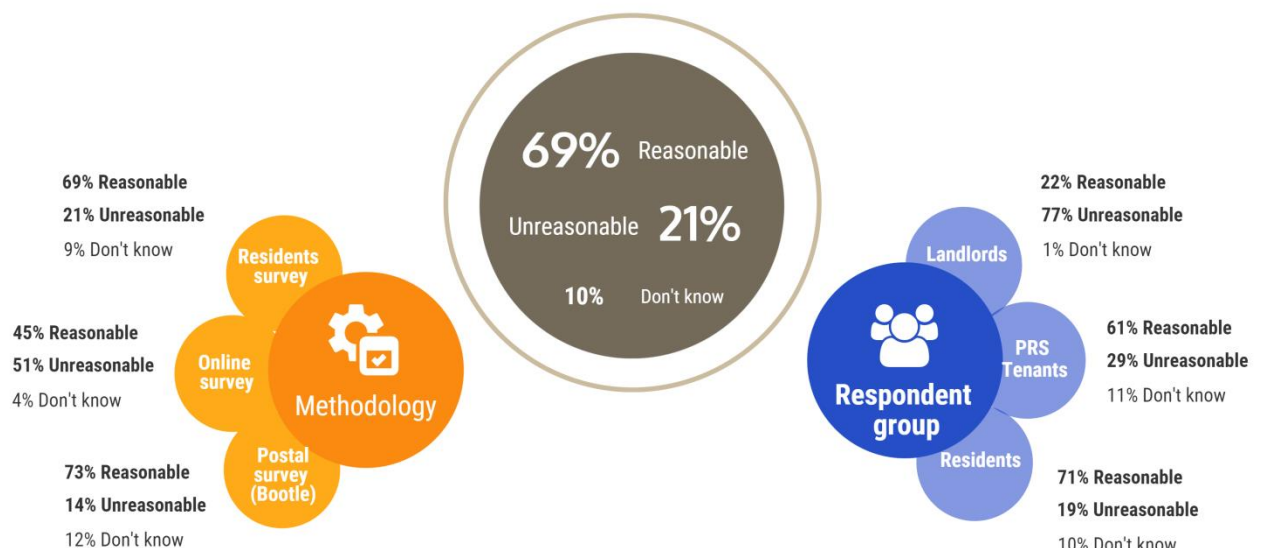
As part of the consultation, respondents were asked to comment on the proposed fees for the selective licensing scheme of £695 for a five year licence (excluding any discount or additional costs). Further information on how the fees have been calculated was provided within the consultation document.

Around seven out of ten (69%) respondents to the consultation feel that the proposed selective licensing fee is reasonable, with 40% saying it is totally reasonable and 29% fairly reasonable. Around a fifth (21%) feels it is unreasonable, with 8% saying it is fairly unreasonable and 13% very unreasonable.

Results from the postal survey in Bootle and residents survey are fairly similar, with 73% and 69% respectively feeling the cost is reasonable, although a higher proportion of postal survey respondents feel it is very reasonable (46% compared to 30%). In addition, fewer respondents to the postal survey in Bootle feel it is unreasonable than the residents survey respondents (14% and 21% respectively). Around half (51%) of respondents to the online survey feel the cost is unreasonable.

Landlords are significantly more negative about the proposed cost of the selective licence than other groups, with just over three quarters (77%) saying it is unreasonable, with 65% of those saying it is very unreasonable. Only a fifth (22%) feel it is reasonable. Around six out of ten (61%) privately renting tenants feel the cost is reasonable, whilst around three out of ten (29%) feel it is unreasonable. Residents are the most positive about the fee, with 71% saying it is reasonable.

Figure 4: How reasonable is the proposed selective licensing fee (overall, and by key methods and respondent types)?

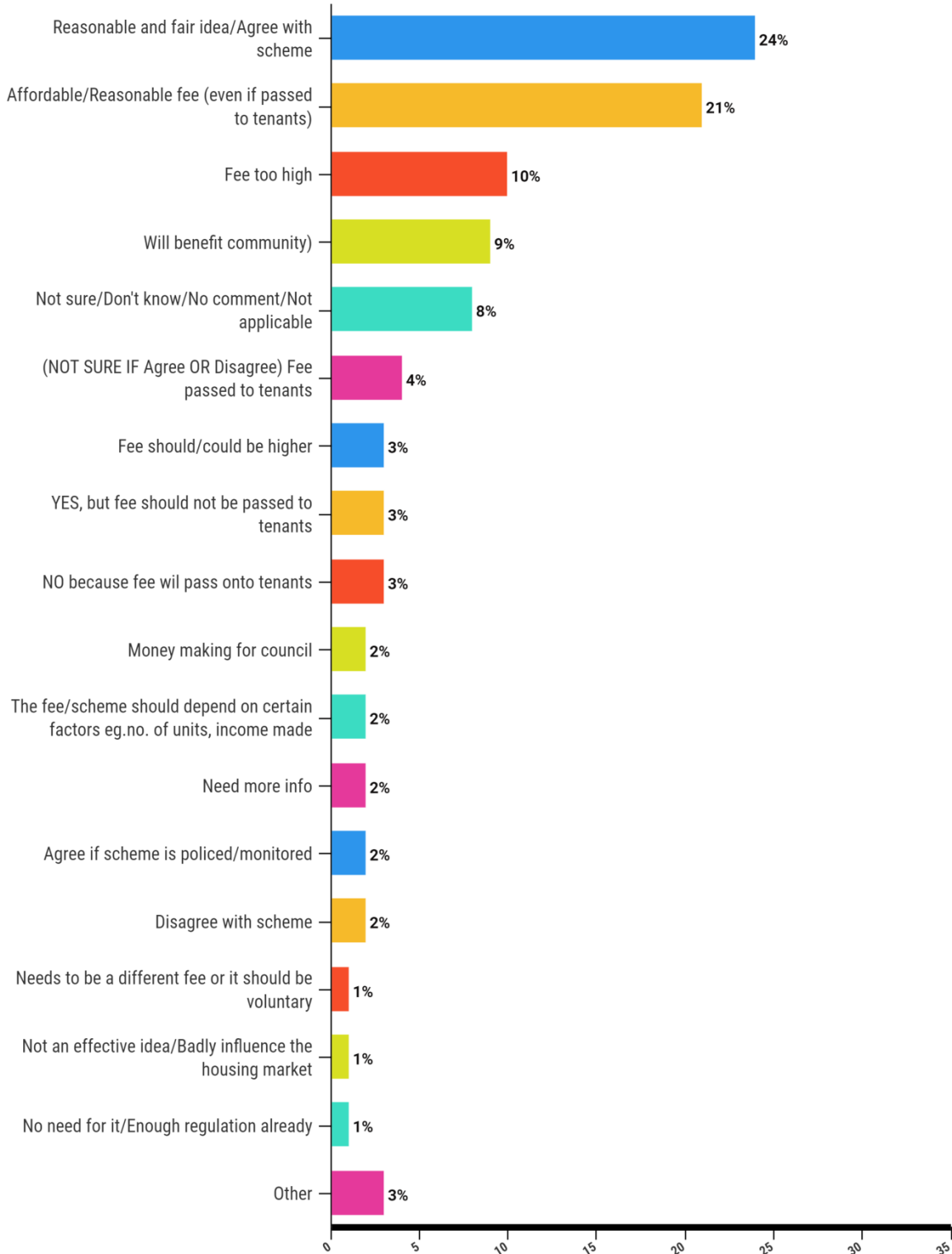


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Comments on selective licensing fees

Around 1,838 comments were made by respondents around the selective licensing fees. These have been themed, grouped and presented in the graph below. The most common comments are that the fees are reasonable and a fair idea (24%), whilst an additional 21% of comments also said that they are reasonable even if the fee is passed onto tenants.

Figure 5: Comments on the selective licensing fee (overall)



Introduce additional (HMO) licensing scheme in parts of Waterloo, Brighton-le-Sands / Seaforth and central Southport

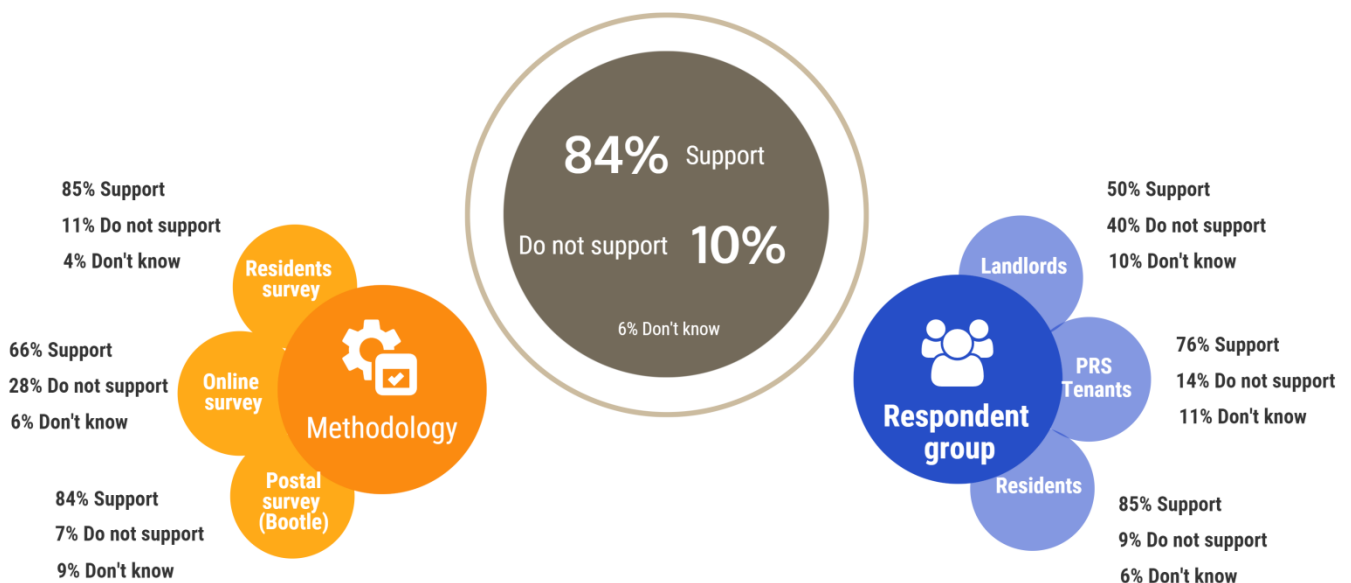
“This proposal would see the introduction of an additional licensing scheme in parts of Waterloo, Brighton-Le-Sands/Seaforth and central Southport. This would require all private sector landlords to hold a licence for each house in multiple occupation (HMO) and they would have to meet the necessary criteria in order to hold a licence. The council believes this will provide safe homes for tenants to live in and allow the Council to take action where there is non-compliance with licence conditions”.

Introducing an additional licensing scheme in parts of Waterloo, Brighton-Le-Sands / Seaforth and central Southport is supported by the majority of those who took part in the consultation, with 84% in support and only 10% who do not support it.

Support is high amongst those who took part in the residents survey (85%) and similarly with those who completed the postal survey in Bootle (84% in support). Support for additional licensing is lower amongst those who took part in the online survey (66% in support and 28% do not support).

Residents in Sefton are very positive, with 85% in support of additional licensing, whilst around three quarters of privately renting tenants (76%) are also in support. Only 14% do not support selective licensing. Landlords are slightly more positive than negative, with half (50%) in support and four out of ten (40%) who do not support introducing additional licensing.

Figure 6: Support for introducing Additional Licensing in specified areas of Sefton (overall, and by key methods and respondent types)



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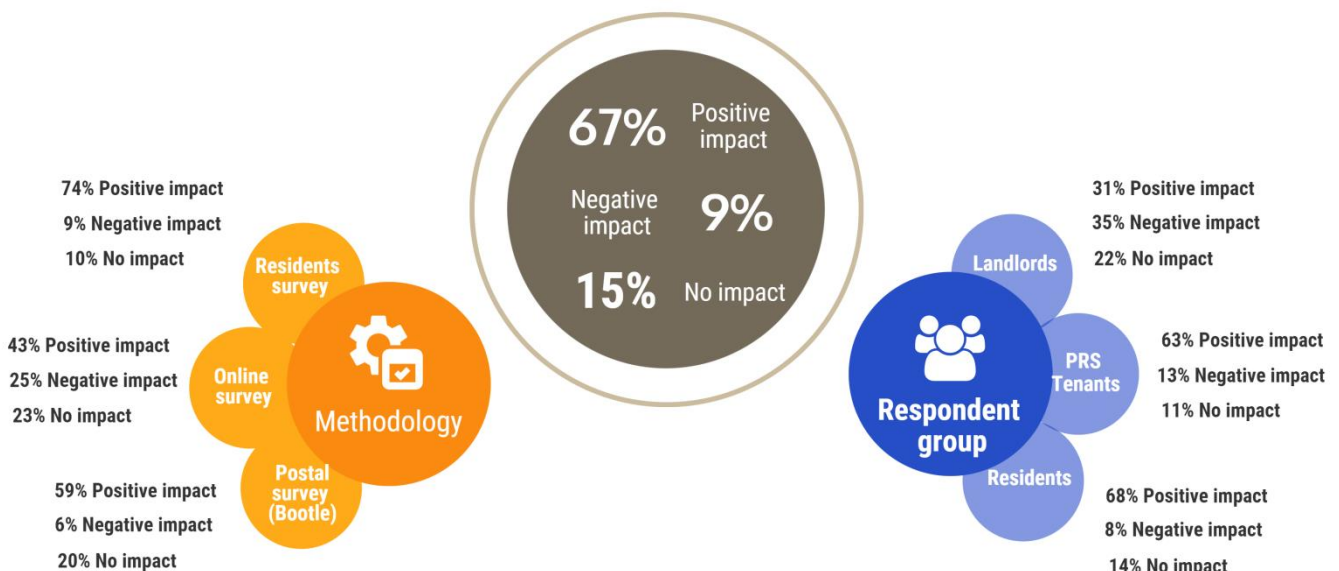
Likely impact on respondents

Around two thirds of respondents (67%) feel that introducing additional licensing in Sefton will have a positive impact on them, whilst only 9% feel it will have a negative impact. 15% feel it will have no impact (9% don't know what impact it will have on them).

Around three quarters of respondents (74%) to the residents survey feel it will have a positive impact, whilst only 9% feel it will be negative (6% don't know). Respondents to the postal survey are less positive about additional licensing, with just under six out of ten (59%) saying it will have a positive impact. However, a fifth (20%) says it will have no impact and only 6% a negative impact (15% don't know). Respondents to the online survey are again least positive, with 43% feeling it will have a positive impact and a quarter (25%) saying it will have a negative impact. However, just under a quarter (23%) say it will have no impact and 9% don't know.

Residents in Sefton are again positive, with just under seven out of ten (68%) saying additional licensing will have a positive impact, and only 8% saying it will have a negative impact (9% don't know). Results for privately rented tenants are similar to those for selective licensing, with 63% saying it will have a positive impact, whilst 13% feel it will be negative (13% don't know). Landlords are again more negative, although slightly less so than for selective licensing, with around a third (35%) saying it will have a negative impact on them, and around three out of ten (31%) saying it will have a positive impact. Again, around a fifth of landlords (22%) feel it will have no impact on them and 12% don't know.

Figure 7: Likely impact of introducing Additional Licensing on respondents (overall, and by key methods and respondent types)

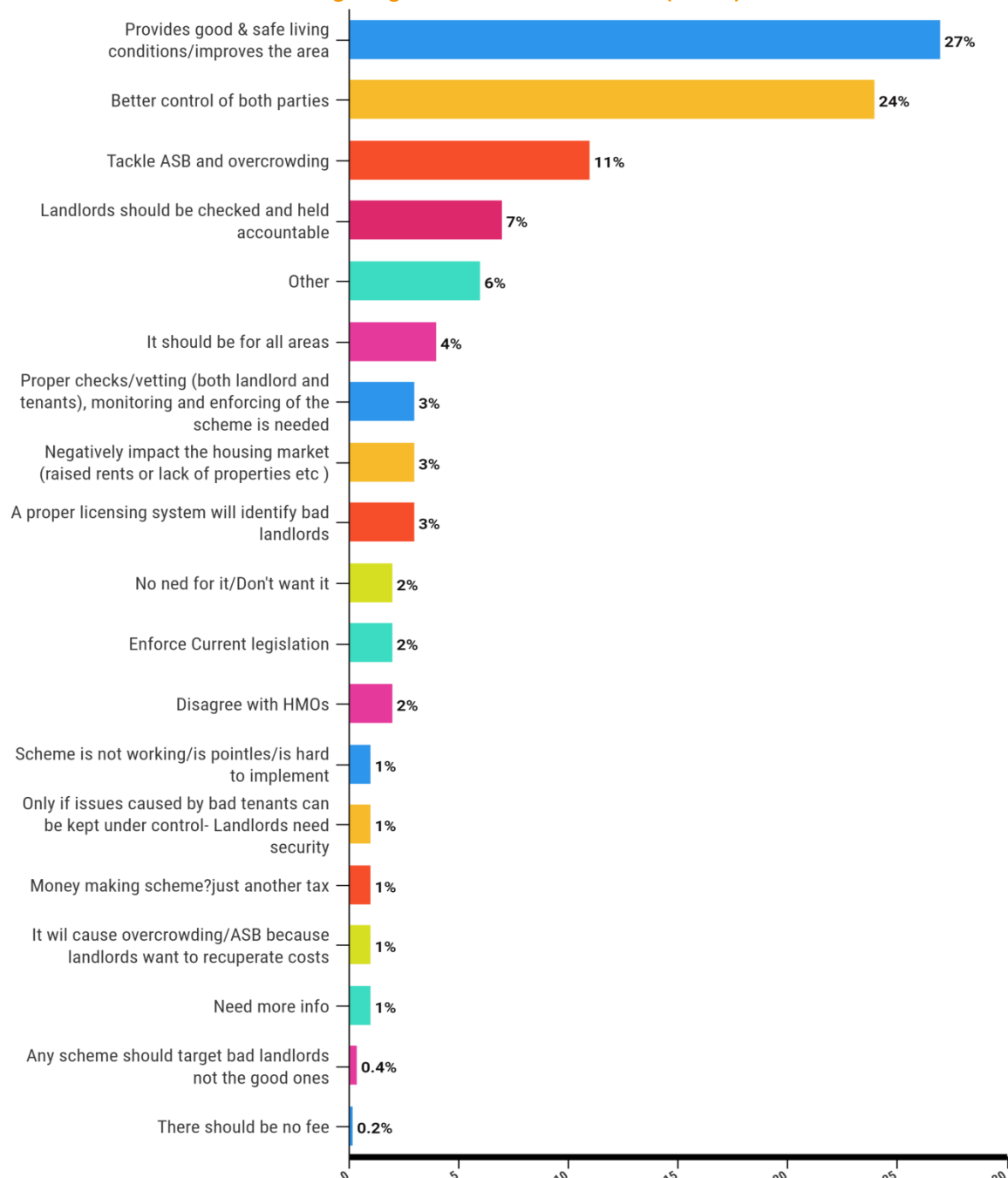


Respondent comments on additional licensing

Respondents were invited to add any further comments they may wish to add about additional licensing. These results have been grouped into themes, then analysed. In total, around 1,211 distinct comments were analysed. Often the previous comments given to the selective licensing scheme question were referred back to; therefore, there are many similar responses across the two schemes.

The most common comment from respondents is that licensing will provide good and safe living conditions and improve the area (27% of comments). This was followed by comments that it will ensure better control of both parties (landlords and tenants) (24%).

Figure 8: Comments on Additional Licensing being introduced in selected areas (overall)



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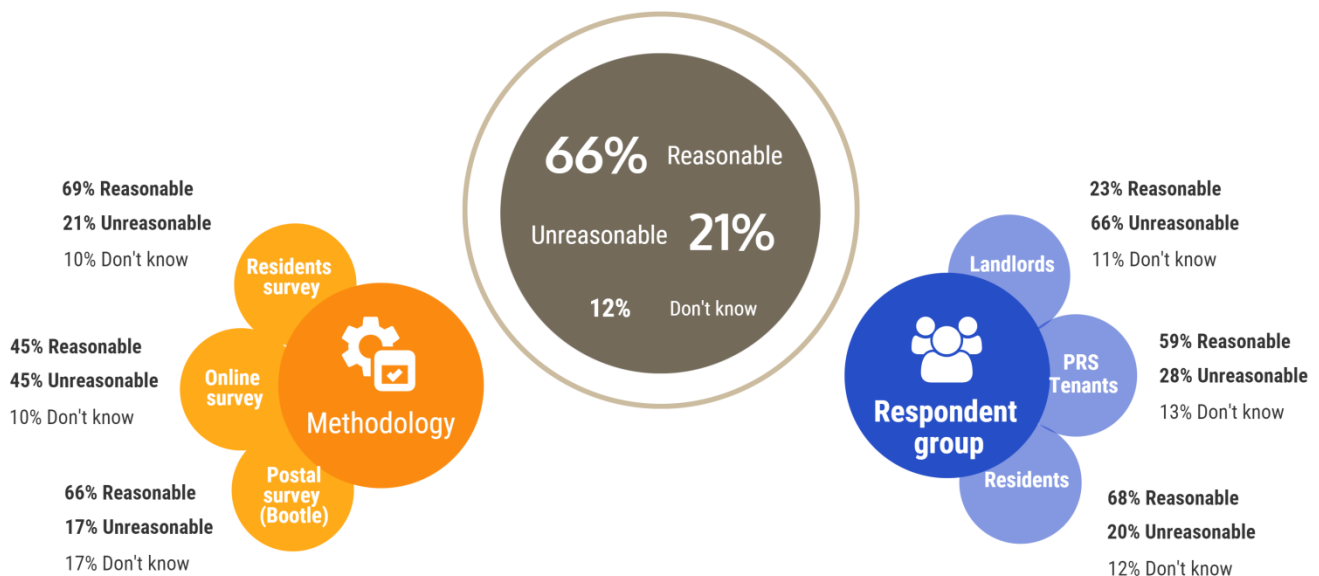
Additional licensing fees

Two thirds (66%) of respondents to the consultation feel that the proposed additional licensing fee of £850 for a five year licence (excluding any discount or additional costs). is reasonable, with 39% saying it is totally reasonable and 28% fairly reasonable. Around a fifth (21%) feel it is unreasonable, with 8% saying it is fairly unreasonable and 13% very unreasonable.

Results from the residents survey and postal survey in Bootle are fairly similar, with 69% and 66% respectively feeling the cost is reasonable. Fewer respondents to the postal survey in Bootle feel it is unreasonable than residents survey respondents (17% and 21% respectively). An equal proportion of respondents to the online survey feel it is reasonable compared to unreasonable (45% each).

Landlords are significantly more negative about the proposed cost of the additional licence, with two thirds (66%) saying it is unreasonable, and 52% of these saying it is totally unreasonable. Just under a quarter (23%) feel it is reasonable. Around six out of ten (59%) privately renting tenants feel the cost is reasonable, whilst around three out of ten (28%) feel it is unreasonable. Residents are the most positive about the fee, with just under seven out of ten (68%) saying it is reasonable.

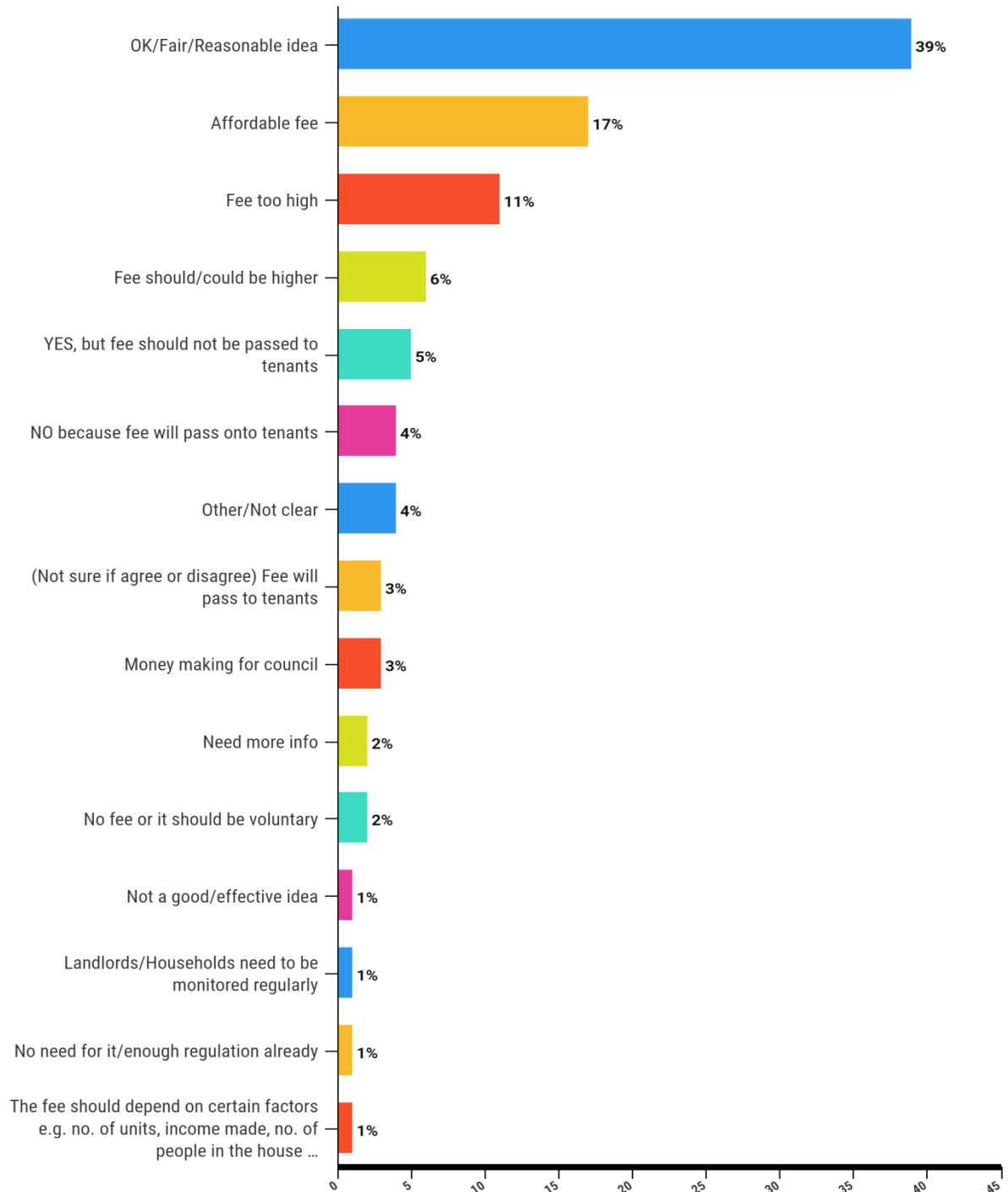
Figure 9: How reasonable is the proposed additional licensing fee (overall, and by key methods and respondent types)?



Comments on additional licensing fees

Around 1,379 comments were made by respondents on the selective licensing fees. These have been themed, grouped and presented in the graph below. The most common comments are that it is a fair/reasonable idea (39%), whilst 17% feel it is an affordable fee. The majority of comments are around the fees being passed on to tenants; however, there is a mixture of views around whether that is positive or negative.

Figure 10: Comments on the additional licensing fee (overall)



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Keep things as they are

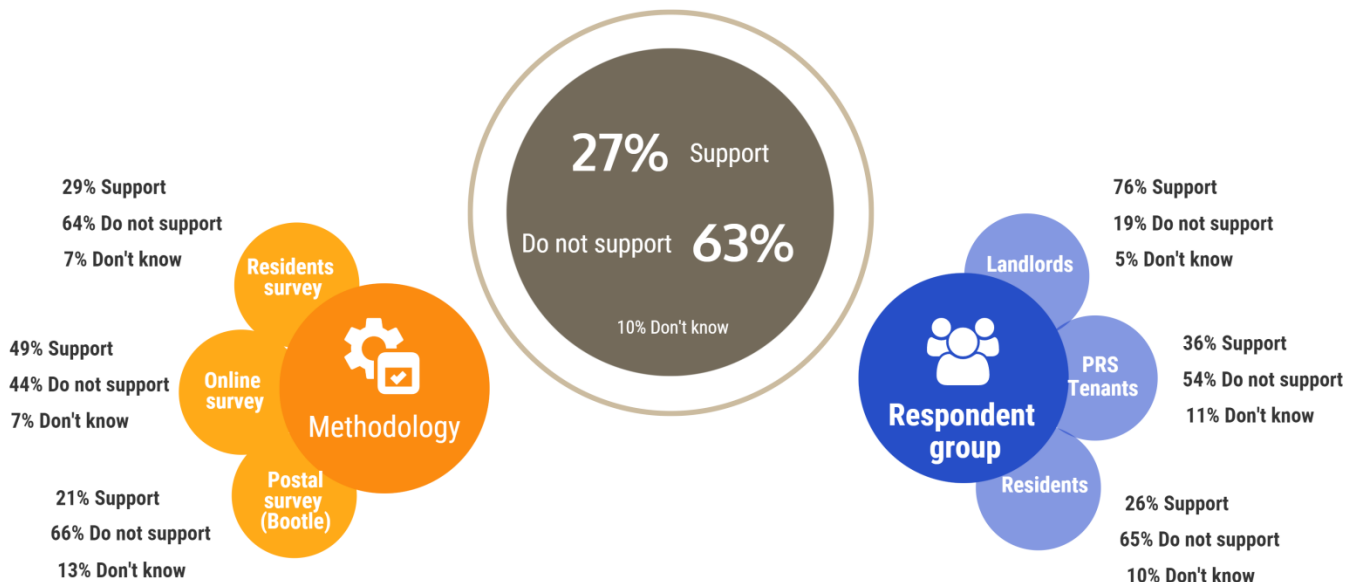
The consultation also provided respondents with the option of 'keeping things as they are', i.e. for the council to not make any changes to the way they currently operate. The same questions were asked as with the other options – to what extent respondents support the option for the council to keep things as they are, and what impact, if any, keeping things as they are will have on them.

Support for 'keeping things as they are' is not very strong, with just over a quarter of all respondents (27%) in support. Just under two thirds (63%) say they do not support keeping things as they are.

Respondents to the online survey are significantly more supportive of keeping things as they are (49%) than those who took part in other consultation methods. Respondents to the postal survey in Bootle are significantly less positive about keeping things as they are, with two thirds (66%) not in support and one in five (21%) in support. Support is also significantly lower amongst those who took part in the residents survey (29% in support and 64% do not support).

Around three quarters of landlords (76%) are in support of keeping things as they are, significantly more than other respondents, whilst just under a fifth do not support it (19%). Residents in Sefton are least positive, with a quarter (26%) in support, whilst two thirds are against (65%). Just over half of privately renting tenants (54%) do not support keeping things as they are, whilst over a third (36%) are in support.

Figure 11: Support for keeping things as they are i.e. no changes (overall, and by key methods and respondent types)



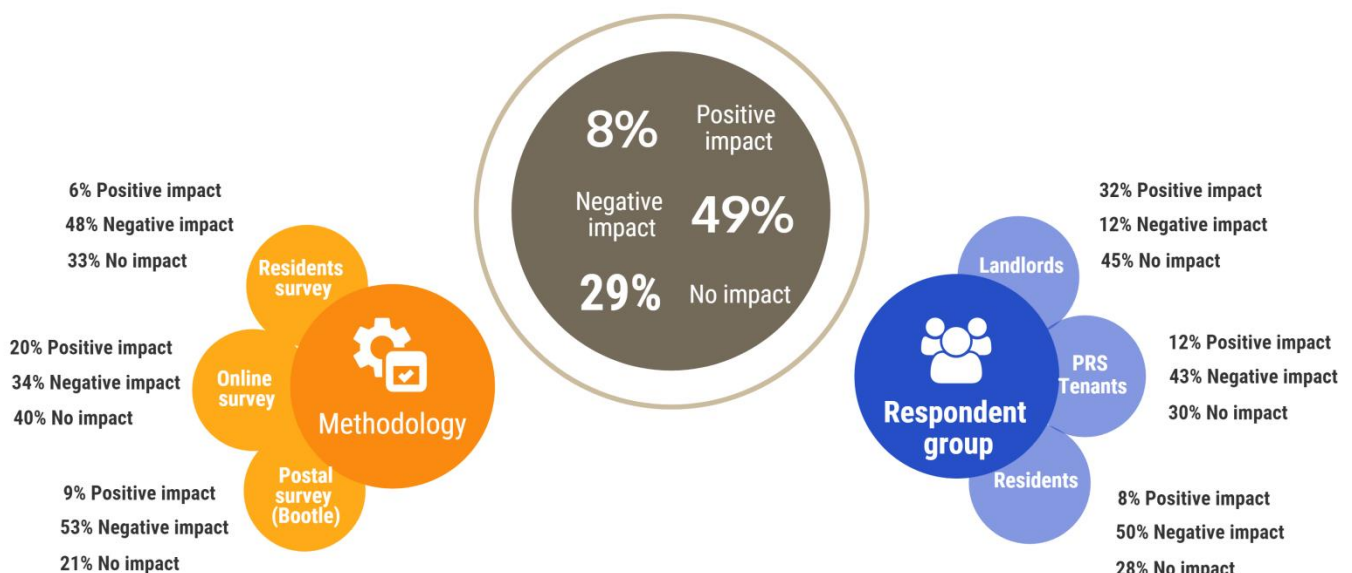
Likely impact on respondents

Around half of respondents (49%) feel that keeping things as they are will have a negative impact on them, whilst only 8% feel it will have a positive impact. Around three out of ten (29%) feel it will have no impact and 14% don't know what impact it will have on them.

Just over half of respondents (53%) to the postal survey in Bootle feel that keeping things as they are will have a negative impact, whilst only 9% feel it will be positive (17% don't know). Similarly, only 6% of respondents to the residents survey feel it will have a positive impact, whilst just under half (48%) say it will have a negative impact (13% don't know). A slightly lower proportion of respondents to the online survey feel it will have a negative impact (34%), although only 20% feel it will have a positive impact. However, four out of ten (40%) also say it will have no impact and 6% don't know.

Landlords are more positive than other respondent groups about keeping things as they are, with a third (32%) saying it would have a positive impact. However, just under half (45%) feel it will have no impact on them, whilst 12% feel it will have a negative impact (11% don't know). Residents in Sefton are more negative about keeping things as they are, with half (50%) saying that it would have a negative impact on them, and only 8% saying it would have a positive impact (14% don't know). Results for privately rented tenants show them to also be more negative than positive, with 43% saying it will have a negative impact, 30% no impact and only 12% feel it will be positive (15% don't know).

Figure 12: Likely impact of keeping things as they are on respondents (overall, and by key methods and respondent types)



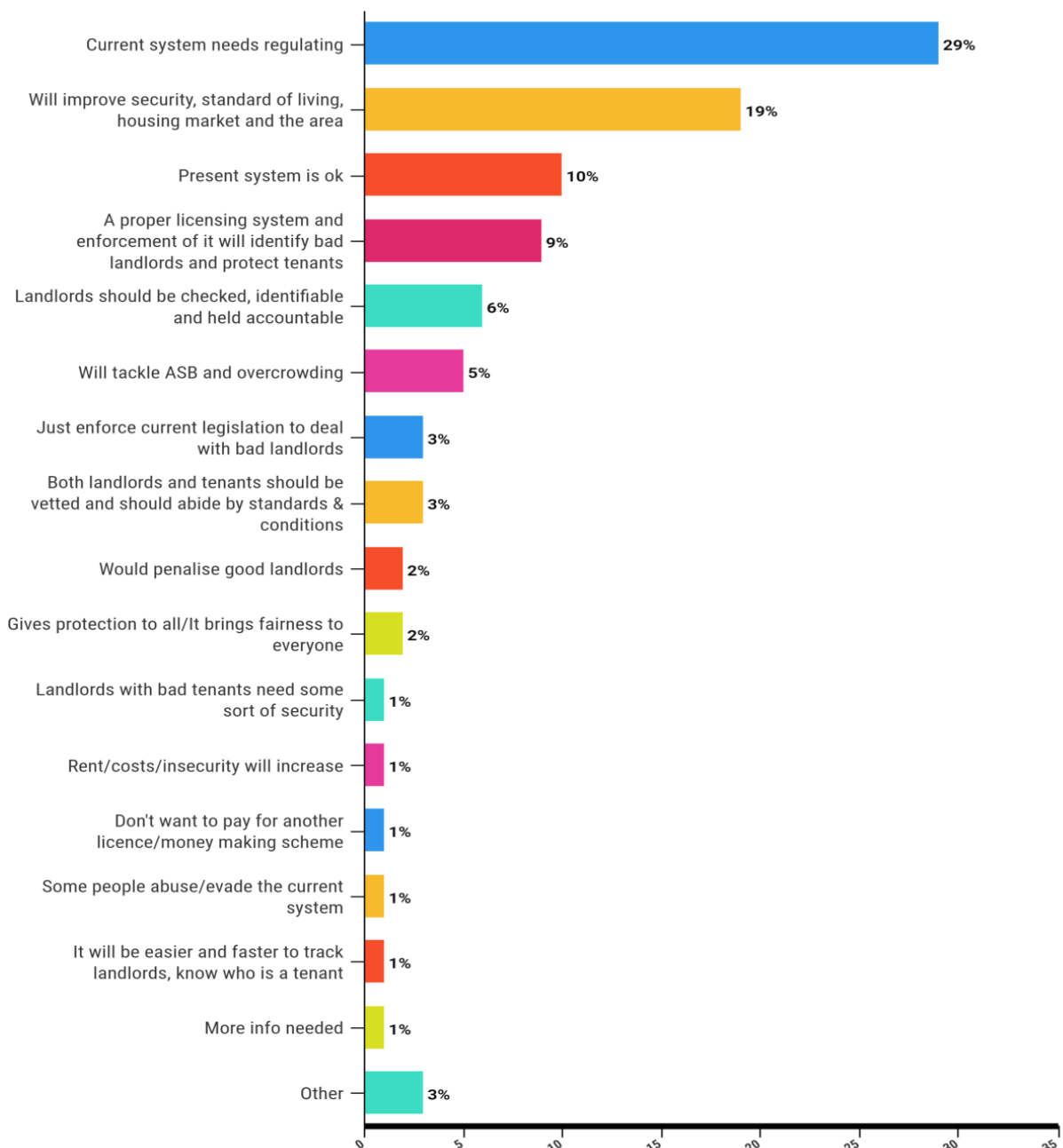
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Respondent comments on keeping things as they are

Respondents were invited to add any further comments they may wish to add about keeping things as they are. These results have been grouped into themes, then analysed.

In total, there were 1272 separate comments that were analysed. Themes that had less than 10 comments have been removed (due to the large number of these). The most common comment from respondents is around keeping things as they are is that the current system needs regulating and therefore they are opposed to keeping the status quo (29%). This is followed by 19% of comments against keeping things as they as licensing will improve security, standards of living, the housing market and the area.

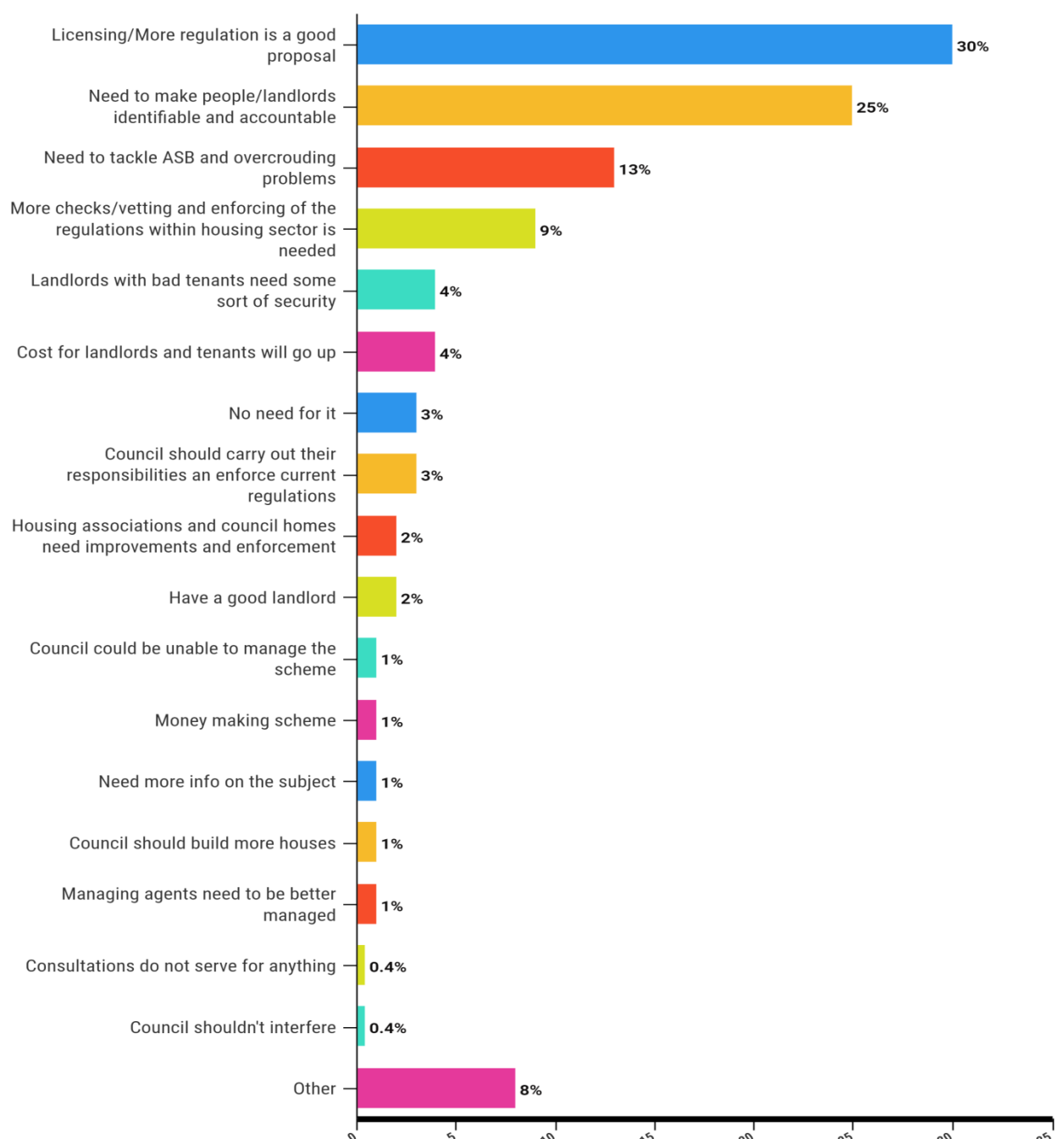
Figure 13: Comments on keeping things as they are (overall)



Other comments/suggestions

Respondents were then invited to add any further thoughts they had on either the consultation as a whole of any ideas on what else the council may want to consider. In total, 562 distinct comments were analysed. The most common response is that licensing and more regulation of the private rented sector is a good idea (30% of comments), followed by 25% saying that there is a need to make people and landlords more identifiable and accountable for their property. A full breakdown of individual responses has been provided to the council. Please note that many of the responses simply say 'refer to my previous point' and have been repeated across a number of the freetext sections, therefore there is repetition.

Figure 14: Further comments on the consultation or ideas that the council could consider (overall)



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Stakeholder views on licensing schemes proposal

This section draws together the headline findings from the Stakeholder interviews. In total, 10 Stakeholders responded to the consultation invitation, either via telephone interviews or via a written response. The views were often applied across the two different licensing schemes, with some small differences by scheme, which have been pulled out where applicable.

There is generally a divide in support for the proposal. Landlords Associations such as the NLA and RLA do not support licensing schemes, whilst almost all other stakeholders interviewed feel that something is needed in Sefton. Many see licensing schemes in general as a positive step, which should have a positive impact on improving the private rented sector in Bootle. Some of the key themes from the semi-structured stakeholder interviews are shown below.

Need to deal with poor housing conditions in the PRS

Almost all stakeholders feel that there is a need for something to be done to address the issue of landlords who neglect their properties and do not address the poor conditions that tenants have to live in. The links between poor health, poor life choices and negative lifestyle choices are stated as having a link with poor housing conditions. Many reference first-hand experience of seeing very poor conditions that some tenants are living in, with landlords not making improvements when requested.

“...we’ve had quite a few incidents with unsafe properties [in Southport]...People were living in very poor conditions; dangerous conditions...”

A number of stakeholders feel that tenants living in poor housing conditions generally do not look after the properties at all, or they become run down quickly because of the high turnover of tenants renting the properties, and therefore the state of these properties gets worse and worse over time.

“There’s a bigger turnover [of tenants in PRS housing] and therefore people don’t take care of the houses as much because they are transient and that has a knock on effect for the whole neighbourhood and the other people living in the road”.

HMO properties, particularly those that may fall under Selective Licensing in parts of the borough, are frequently cited as being in particularly bad condition and therefore something that some support the council in tackling.

“We know some dreadful buildings where they are being charged £100 a week plus bills on top and they are living in appalling conditions. Which I know is not the most expensive of rents, but it is expensive if you are being asked to live in a hovel”.

Landlords need to be more accountable for properties and tenants they rent to

Many Stakeholders feel that there is a need to make landlords more accountable in general, both for the property conditions and for the tenants that they accept to live in their properties, who may not be vetted in any way. Some feel that having licensing in place will put more accountability on the shoulders of landlords, who may not be rigorous in screening their tenants.

“I think it would have a positive impact on what tenants you would get in the properties. I think if it’s not run properly, obviously you can get tenants who aren’t going to look after the property as well, and probably impact more on the police with crime levels or what business they operate out of the premises. I think if it was all licensed, landlords would have a greater responsibility of what tenants they put in there as well”.

Some feel that landlords may not currently be aware of the state of the properties, particularly if they are more ‘absentee’ landlords who have lettings/managing agents look after their properties in their absence.

“...I think it’s about the landlords actually being seen to be taking responsibility for the buildings that they actually have. Whereas, and I think that certainly the public perception is that, they’re just left and anybody could move in and they’re handed over to an agency or a lettings agency or something and they’re just told to just fill them all the time. And that does happen... Maybe this is one of the ways that landlords might actually get a bit more of a frontline view as to what is actually going on in their properties and the standards that are expected”.

Others feel that some of the licensing conditions will help to enforce some of what are already legal requirements for landlords to meet, but as there is no official regulator overseeing compliance in the sector, these conditions are not monitored or enforced. These are only checked when properties are let via responsible agents or fall under mandatory licensing. However, there is recognition that most landlords do adhere to these standards, although not all.

“What we would like to see is... maintenance of smoke alarms, carbon monoxide detectors, it is appropriate to have them installed. So we would encourage landlords to be responsible.”

Others feel that landlords often do not use their powers to manage their properties properly, often through ignorance; therefore, the council should actually work to help and educate landlords rather than introduce something like licensing.

“...some landlords, most often due to ignorance rather than criminal intent, do not use their powers to manage their properties effectively. A more appropriate response therefore would be to identify issues and to assist landlords”.

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Vulnerable tenants may become more vulnerable

A number of stakeholders feel that the types of people living in the properties that the council are most wanting to tackle are often the most vulnerable in society, with people looking to take advantage of those vulnerabilities. Therefore, they express concern as to what effect licensing may actually have on them and that it may not perhaps be positive, particularly if they are renting from less favourable landlords.

“If you are not able to afford your own home and depending on some of the challenges you have faced in your life, for example, a young carer, someone coming out of prison... If you end up in a private rented property, if you had low level mental health issues, then there is a potential that you become more vulnerable by an increased fee.”

Others feel that the potential to pass on the licensing costs to particularly vulnerable groups could have quite serious implications.

“...if licensing costs are passed on to tenants in the form of rent increases, then some tenants may struggle, particularly those on benefits, affected by welfare reform and frozen housing allowances”.

Tenants living in HMO properties are often cited as being the ‘most’ vulnerable of those renting in the private rented sector, and those exploited the most and often don’t shout about the problems they encounter because they don’t know how to, even under the current mandatory licensing scheme.

“They’re vulnerable from a sense of – point of view. They don’t know how to navigate the system to get what they want so they end up at the bottom of the pile all the time.”

“By virtue of the types of tenants you have in an HMO they tend to be migrants. They tend to be a very transient community and they tend to be living in poor conditions and those poor conditions should be identified under the existing licensing scheme and also checked, ad that isn’t happening...”

Improving information sharing about bad landlords and bad tenants between agencies

A number of Stakeholders feel that licensing may result in the Local Authority having much better data on who/where landlords are, which should be shared amongst agencies and organisations working in and around the PRS (such as the Local Authority, Police, Fire and Rescue, Social Services, Lettings agents), as well as landlords and tenants alike. It is felt that if there is more intelligence and data that could be shared on problem tenants and landlords, then it may prevent some of them being able to rent properties in the area.

“...once that family have been moved out of their address after a court order, they’ve gone and gotten another property round the corner, not too far away. Now, if there is some sort of database, or information share in that instance, when they go to the house, the landlord can say ‘Look, these people have applied to come to my house’ and they say ‘This is their background, if anything happens it’d be on your own head, you’d be get the costs of any court fees’”.

“More of a vetting really. You can obviously do more checks on people who are likely to be landlords. The one particular one I’m referring to did have a known history so he probably wouldn’t have been granted a licence I wouldn’t have thought under the schemes”

Costs of licensing passed onto tenants

As previously stated, most stakeholders are concerned about who would ‘foot the bill’ for licence fees and that these may just increase the rents for already struggling tenants.

“I just hope that the cost wouldn’t be passed on to the tenants”.

“I have some nervousness around the scheme in a sense that...where do they offset the costs of that/ For example, if the fee is set at £300 a property, is the landlord likely to take that off their bottom line or are they likely to discharge that back on to the tenant”.

Another felt that this could push some tenants into renting from the bad landlords that the council is trying to address via licensing and put them in a worse position than they would otherwise have been.

“The risk of introducing licensing is likely to increase the costs for those renting, along with not resolving the problems that the councils wishes to resolve, and likely moving the issue around the Borough”.

However, another local authority said that they have seen little evidence of this having a bit impact on rents.

“I am not dismissing it [costs being passed onto tenants] but I am not sure it has had a massive impact on affordability and I think also landlords are operating in a competitive market so if I am renting out a house and I am going to pass on the cost to tenants but next door has decided to absorb that cost and keep the rent at the same level, there can be a commercial pressure, so I think it is probably the way it is playing out...”

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Council already has powers to address issues in the PRS

A number of Stakeholders say that the council already has powers to tackle many of the issues, and perhaps are not using these as fully as they can do. The Landlords Associations in particular feel that the council has a raft of powers at their disposal including Criminal Behaviour Orders, Interim Management Orders, issuing improvement notices to homes that don't meet the decent homes standard, litter abatement notices, fixed penalty notices (for noise disturbance) etc.... Therefore they do not see what licensing may do that the current powers cannot already do.

“The council already has the necessary tools to tackle poor housing management and conditions in the PRS. Rather than introduce a bureaucratic licensing scheme that will see scarce resources waste processing applications, it should continue to direct these limited resources at effective enforcement activity”.

“I think something needs to be done, but I am not sure if this is the right vehicle to do it. That is not that I am saying that we shouldn't do it... I think my understanding is, there is legislation that exists at the moment. The problem is, it is just not being enforced.”

Schemes need to be monitored and enforced to be effective

Although many are in support of licensing, some feel it will be 'toothless' without the enforcement side, and would just be a paper exercise with little impact.

“...if the legislation will mean that landlords have to take responsibility and if they don't then there will be some sort of penalty to them, whether that be financial, or whether that building has to be closed down which means they can no longer take any financial gain, I don't know. But the landlords need to be accountable and if the scheme can make that happen, then that is fine”.

Some also feel that enforcement is a costly and lengthy process, which may dilute the impact of any scheme.

“...the other aspect of it [licensing] has to be back to the capacity of the local authority to enforce the scheme. So, is it simply a mailshot ...? ...enforcement can be expensive and legal costs can be expensive... So there is a bit around as much as the possibility of raising a bit of income, that can be very quickly soaked up in lengthy court cases and lengthy enforcement challenges when they are trying to enforce regulation.”

A couple of stakeholders reference the intended inspection regime of only one inspection across 5 years as not being enough.

“If a scheme like that is going to work, it [inspection] needs to be every 6 months, in the same way agents have to inspect tenants every 6 months. It must absolutely be nearer that... A lot can happen in 6 months, a huge amount can happen in two years, three years, four years whatever.”

There is also a question mark about the resources that may go into the scheme and whether it is enough to run the scheme, as it will only be successful if there is enough manpower and support to deliver it effectively.

“My understanding is that there are only 8 inspectors for the whole of the region... so there are just not enough people to go round and enough to go round and identify problems and then deal and resolve them as well or escalate them...The scheme in isolation is no point without the support mechanisms and support processes around them”.

However, some feel that enforcement approaches need to be appropriate to the issue:

“...it’s a fine line from ensuring that they adhere to coming down like a ton of bricks on them and making them just say ‘I’m not bothering’ or putting the rents up ridiculously”.

Evidence that licensing works

A number of stakeholders query whether licensing has been proven to work in other areas , therefore whether it is likely to have any impact at all.

“...having spoken to some colleagues who are in the industry in terms of letting agents and so on, that xxx region rolled out a licensing fee some time ago and they have seen no benefits whatsoever in terms of raised levels of standards and unfortunately the processes that fit behind that i.e. for evictions and so on, are all the same things so it hasn’t improved anything”.

Others question whether licensing only tends to attract law abiding landlords, who are being forced to pay more money when they are already complying, whilst those who are causing the problems will continue to evade the system regardless of any new schemes in place.

“Licensing schemes rarely meet their objectives. Good landlords will apply for licences... whilst the worst landlords – the criminal operators – will simply ignore the scheme, as they do many other regulations.”

Others feel that the scheme itself just focuses on the 'processing of applications and issuing licences, and doesn't go much further than that.

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“There is little evidence that licensing schemes improve housing standards. The focus of staff becomes the processing and issue of licences, while prosecutions centre on whether a property is licensed or not, rather than management and property standards”.

However, a local authority comments that the first stage of the scheme is always going to be about processing and issuing licences and then will move onto the compliance phase and identifying those who aren't complaint and dealing with them in an appropriate way.

“In the early days of the scheme the focus was on the application process to get people to apply for licensing and having some enforcement measures around people who hadn't applied. The compliance side of the process is starting to kick in so that will result in a tip over for the next couple of years”.

They feel that licensing gives councils a way to make landlords comply and therefore those that don't comply, where the matter is serious, can then be passed to the enforcement team to deal with, which may not be picked up otherwise through the current systems.

“I think it gives us a foot in the door. For the 1,000 or so where we have done compliance, we have done 40 referrals to the housing enforcement team where there have been significant concerns about properties in disrepair. This shows us how licensing can be a useful tool in picking up those things”.

Landlords have no control over tenant behaviour

A number of stakeholders feel that it is unreasonable for the council to expect landlords to manage tenants behaviour, particularly around issues like ASB or even more so, where tenants may have a mental health issue. Their only powers may be to evict and that will not necessarily work to the advantage of tenants who may need help.

“In relation to ASB reduction and the authority a landlord has to tackle such activity within their properties, it should be pointed out that landlords and agents can only enforce a contract. They cannot manage behaviour (ref: House of Commons briefing note SN/SP 264, paragraph 1.1).”

“Tenant problems such as anti-social behaviour are impossible for the landlord to address alone and landlords will not wish to risk a breach of licensing conditions that may affect their ability to let properties elsewhere. Some may seek to evict already challenging tenants. This could mean additional costs to other council services, as they pick up the pieces created by the disruption to the lives of already vulnerable tenants”.

Another issue is around the expectation in the licence conditions around waste and rubbish, as landlords in smaller properties in particular can do little to influence how tenants dispose of/store their rubbish.

“It is unfair to expect the landlord to control or monitor tenant behaviour. The landlord can only be responsible for ensuring tenants are aware of refuse collections and to encourage tenants to be responsible when disposing of waste...we would like to remind them [the council] that it is the tenants’s responsibility to dispose of their own rubbish and the local authority’s responsibility to provide adequate (e.g. wheelie bins, civic amenity sites) and regular (e.g. weekly bin collection) means to do so. It is the responsibility and duty of the Local Authority to respond positively to tenants requests for more rubbish facilities.”

Other ways to improve PRS other than licensing

Some Stakeholders feel that although something needs to be done, they aren’t convinced that licensing is the best way to achieve improvements. Landlord’s Associations feel that councils have other options in both identifying and tackling criminal landlords, which are shown below.

“If Sefton were to take a more erudite approach with regard to nuisance issues and developed a separate policy to tackle criminal landlords, this would be more applicable and more likely to result in resolving the issues”.

“Adopting a targeted approach on a street-by-street approach, targeting the specific issues and working in a joined up fashion with other relevant agencies, such as the Council, community groups, tenants and landlords, would have a much greater impact.”

“There are other alternatives to licensing. The RLA supports a system of self-regulation whereby compliant landlords join a co-regulation scheme which deals with standards and complaints in the first instance, while those outside the scheme remain under the scope of local authority enforcement”.

“We also support the use of the council tax registration process to identify private rented properties and landlords. Unlike licensing this does not require self-identification by landlords, making it harder for so-called rogues to operate under the radar”.

HMO properties and the control of these at the planning stages is also cited as a potential way for the council to get a better grip on the problems in the PRS.

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“...if we didn’t give planning permission for these [HMOs] to go ahead in the first place, we wouldn’t have a need to introduce licensing and all the additional things that manage them...There are restrictions in part of the borough on the Wirral where it is no more than 20% can be HMO high density flats or buildings with any certain area. For me, it is stopping at the first hurdle.”

Feedback from public meetings & other responses

As part of the consultation, M·E·L Research ran a number of public meetings in Bootle and Southport, where any interested parties could attend. In total, 6 meetings were held. In addition, an email address and telephone number were provided for anyone wishing to provide a written or verbal response.

General feedback and comments from the public meetings and written responses includes the following:

Where is the evidence?

- What evidence is there that licensing works?
- Has the council reviewed other schemes up and down the country to see how effective they have been? If not, why not?
“I did get an e-mail from Wirral Council to say: we’re two years into the scheme, thank you for your involvement, thank you for your support, blah, blah, blah. Here’s a list below what we’ve seen improved in the area so far. Do you know what it was? It was less wheelie bins on the streets.”
- How many landlords are there in Sefton? How many in the proposed areas?
- How many rogue landlords are there? What percent of landlords are rogue? What estimates have the council made in their decision to propose licensing and therefore the need for enforcement?
- Why can the council not enforce standards under its existing powers? If it simply a lack of resources, why do good landlords have to pay the bill?

Costs and fees

- Where can we find the detailed financial information and assumptions on how the fees have been calculated?
- Why do landlords have to pay a lump sum for all five years in one go?
- Why is there no staged payment option?
- What happens to the interest earned on the licensing fees?
- What happens if the money collected is more than is needed to run the scheme – do landlords get a refund?
- What happens to the money raised through fines?
- How will the fees be calculated where one unit in a HMO property is managed by an Agent and the proportion of owner occupied units is not known?
- What is the cost for Accreditation via Sefton’s Accreditation Scheme? What other schemes are recognised, e.g. Rent Smart Wales?
- Has the council considered how Letting Agent redress schemes could assist in regulating the areas, rather than licensing for those landlords that use accredited letting agents?

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“As a letting agent we have to be part of a property redress scheme and we have to pay a fee for that every year, so why don’t the council tie in with that, with that scheme to letting agents and get registration or get registered landlords from there? There’s absolutely no need for the amount of fees or the level of fees, but if they could work well with the property redress scheme, because we get fined if we’re not part of that scheme.”

“The licence should be affordable so as not to cause rent increases and relaxed enough so as not to chase perspective or current landlords away from the market place as it has done in Liverpool.”

Enforcement

- Can the scheme fees be used to fund enforcement activity? NLA report suggests that this is not possible?
- Where are the details of how the funds raised will be used to enforce the scheme? How many administration staff will be recruited? How many enforcement officers will there be?
- How will rogue landlords be identified? Will it still rely on the community to identify and report rogue activity? What pro-active action will the council take to identify rogue landlords?
- What are the targets for enforcement and how will these be monitored and reported?

“There is no structure in Liverpool, post-paying your fees and registration. There is no policing, there is no staff. Even then, the staff you get through to admit that they haven’t got any staff, there’s only one or two phones. There’s nobody, it doesn’t exist.”

- Has the council considered how those tenants currently being housed by the said ‘rogue’ landlords will be affected? Rents are likely to increase due to licensing - where will these people go? How will this impact on social housing provision?
- What about enforcement against bad tenants who don’t pay their rent – at the moment they have to be evicted and landlords are left significantly out of pocket. There are many that leave properties in a terrible state and cost landlords significant amounts to get the properties back into a rentable state. Licensing does not seem to address these, just landlords.

Support to landlords/agents

- What specifically is the extra support that will be provided by the council to landlords and agents to assist them in dealing with ASB?
- Has the council considered creating a voluntary register (at a modest fee) of landlords and then using powers to fine landlords (whether registered or not) that are found to breach standards? Why not?

“What I thought they should have done is say “right, you’ve got six months to register your properties, just say, nominal fee, £20, you’ve got six months to do that” so all the landlords there’s going to be a registration fee, £20 per property, six months to do it. Then if you don’t get that £400 or whatever, that is getting all your good landlords all on the register, and then after that you can target the bad landlords. It’s just the right approach.”

- How will the council ensure that Sefton's scheme is properly managed unlike the Liverpool scheme? Has the council reviewed and taken any learning from how badly the Liverpool scheme was introduced?
- Why is the default position to blame landlords for poor tenant behaviour? Some of this tenant behaviour is related to wider underlying social problems that licensing will not be able to tackle. What service will the council be providing to assist with this?

“Why can't the council come to the private sector and say we want to work in partnership with the private sector, why can't they say, right, we're going to take a fee off you but we're going to offer you something in return; we're going to be a joint partnership to improve the housing stock. You're going to register, the good landlords are all going to register, but you've got to be accredited, you've got to be to a standard, you're going to sign on that dotted. But in return, we're going to offer you, I don't know, say, a portal, like Liverpool Student Homes has in Liverpool where all of the students, that is the 'go to' portal if you're a student landlord, you've got to sign their code of conduct, so when students go to advertise a portal, it's student homes, in conjunction with the university. So they know it's a trusted site, so you'd have trusted tenants and trusted landlords, but you're offering something in return, and you'd make the landlords a lot more appreciative of paying the fee, you're going to get something in return; that's proper working in partnership and that would make improvements too. One, we know that they're decent tenants, and they'd know that we were a trusted partner of the council.”

- How will the council ensure that other departments are also supporting landlords who take action on rogue tenants and deal with ASB. Landlord action takes a lot of time and at a high cost. When a notice is served and the tenant approaches the council for homelessness support, why does the council tell the tenant to stay put until they are evicted by bailiffs?

“A licensed landlord has to abide by a set of rules or they will be held to account and fined. But what about a tenant who doesn't abide by the rules? What about the tenant in a licensed property who decides not to pay forward their Housing Benefit or Universal Credit to pay their rent? Where does that leave the landlord? How do they pay the mortgage? How do they pay for the repairs at the property?”

Engagement with decision makers

- Are there any plans for councillors to meet and discuss the proposals with landlords and agents? If no, why not?

“Following this consultation and following all the other consultations that you have, will there be an opportunity for all of us as a committee or whatever body we want to form, to be able to put our representations towards the council directly before they make the decision?”

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Other queries/comments

- Will resources be in place to run the scheme, as they were not in Liverpool which took a huge amount of time to get off the ground and it still isn't fully operational.
- With the recent legislative changes on tax breaks for landlords, many landlords will not find property management to be a worthwhile investment and may sell up. If this happens, there could be a knock on effect for tenants looking for properties to rent and may mean less housing to go around. Has the council considered this factor?
- Has the council undertaken any modelling on the impact of a loss of housing stock if landlords decide to sell up? What contingency plans are there should licensing reduce the available PRS stock? It is a possibility that those landlords with large portfolios will no longer invest in an area while one property landlords may simply sell up.

“If they go and then try and prosecute or try and licence the single fellows who are not making much money anyway after they pay the mortgage, and then they go and licence them when the new tax laws come out, the first thing that people are going to do is sell the house; kick the tenants out and flog it. What happens there when the council then says, bloody hell, we’ve got all these tenants that need houses? We can’t licence... We can’t rent homes because no-one will take on anyone because no-one wants to be a private landlord.”

“As well as the government from today 06/04/17 restricting interest on mortgage payments meaning Landlords will now be heavenly taxed I think the council have got a major problem on their hands as many Landlords are looking to sell and leave the market because it just isn't worth it no more with all these extra charges and increase in tax bills”.

“Landlords are at breaking point, with the new tax change and everything; how much more can a landlord take? Like I said before, tenants are walking around scot free.”

“I think all these landlords with just one property will just think, “I’ve had enough, I’m out” and then the council have got the massive problem of housing these people. They just don’t have the homes; they need us more than we need them. I hope that is all reported and that will go into the document which is sent to the council.”

Much of this feedback was passed back to the council during the consultation period to allow them to address some of the queries. Subsequently, the Council produced an additional list of ‘Frequently Asked Questions’ to address some of the queries that were brought up.

Written and key points from verbal responses to the consultation are provided in Appendix 5.

Perceptions of the private rented sector in Sefton

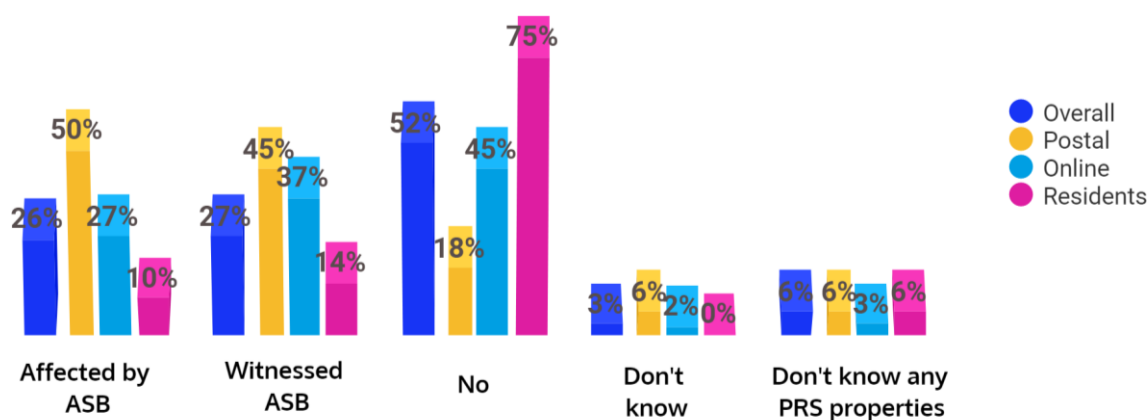
As part of the consultation, respondents were asked about their perceptions and experiences of the private rented sector in their area.

When asked to think about privately rented properties in the area, around a quarter (26%) of respondents say they have been affected by anti-social behaviour, whilst a similar proportion (27%) says they have witnessed anti-social behaviour. Around half (51%) say that they have not been affected by or witnessed anti-social behaviour. Only 6% say that they are unaware of private rented properties in their area.

A much higher proportion of respondents to the postal survey in Bootle said they have both been affected by (50%) and witnessed (45%) anti-social behaviour, compared to the other methods of consultation. Only around a fifth (18%) of respondents to the postal survey said they have not witnessed/been affected by anti-social behaviour. A much higher proportion of respondents to the residents survey say they have neither been affected by or witnessed anti-social behaviour (75%).

Results by landlord, resident and privately rented tenant are largely similar.

Figure 15: % who have been affected by/witnessed ASB (by consultation method)

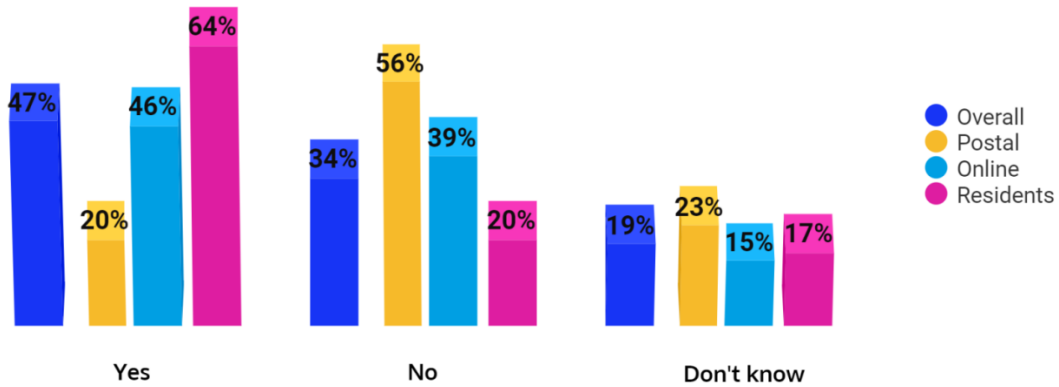


Views on private rented property standards

Respondents were asked if the privately rented properties they know of in their area are maintained to a good standard. Just under half (47%) say it is, whilst around a third (34%) says it is not. Around a fifth say they don't know (19%). Similar to the first question, respondents to the postal survey are more negative than the other forms of consultation, with over half (56%) saying it is not maintained to a good standard.

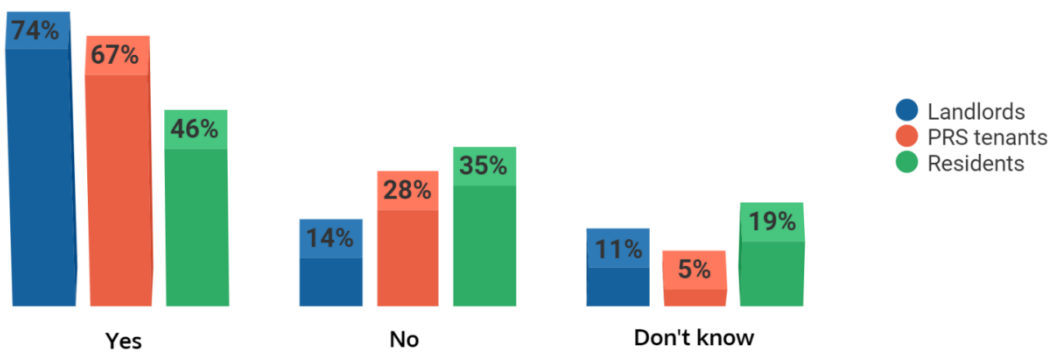
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Figure 16: % who feels PRS properties are maintained to a good standard (by consultation method)



A higher proportion of landlords feel that PRS properties in their area are maintained to a good standard (74%), compared to residents (46%), although almost a fifth of residents do not know (19%).

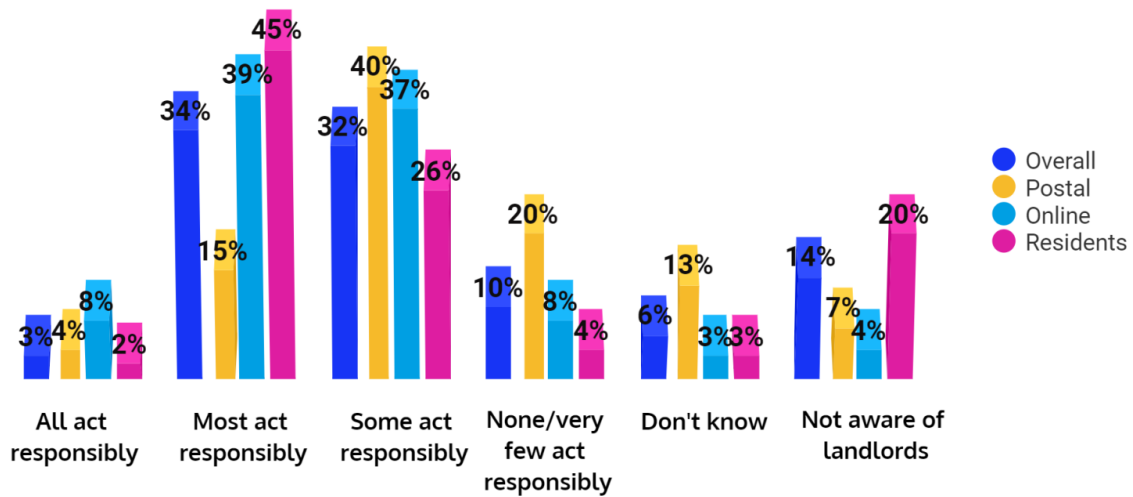
Figure 17: % who feels PRS properties are maintained to a good standard (by respondent type)



Views on landlords and letting agents standards in managing and maintaining properties

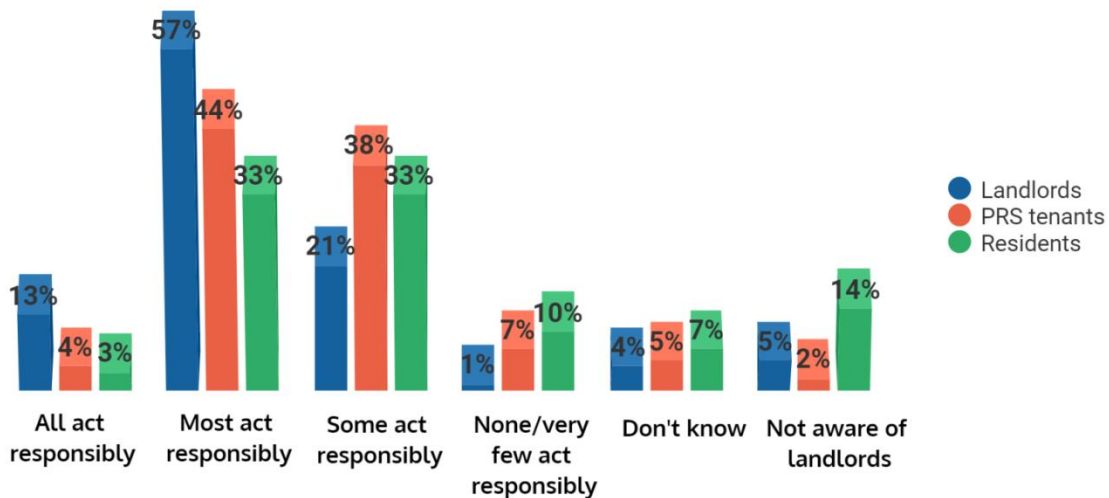
Respondents were asked whether they think private landlords or their agents act responsibly in letting, managing and maintaining their properties. Overall, around seven out of ten (69%) feel they are responsible, with similar figures for 'most' (34%) and 'some' (32%) act responsibly. A lower proportion of respondents to the postal survey feel landlords/agents act responsibly, with 60% saying they act responsibly and a fifth (20%) that none act responsibly

Figure 18: % who feels PRS landlords/agents act responsibly (by methodology)



Landlords are the most positive, with nine out of ten (90%) saying that landlords/agents act responsibly in their area. Residents seem less positive (69% feel they act responsibly), although 14% say they don't know any landlords/agents in their area.

Figure 19: % who feels PRS landlords/agents act responsibly (by respondent type)



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Landlord experiences in Sefton

As part of the consultation, landlords who took part were asked a series of questions about their views and experiences of being a landlord/agent in Sefton. Results commented on in this section are from the overall combined figures for landlords, across the different consultation methods, as those broken down by method are often too small to draw meaningful conclusions from.

Recognised landlord body

Of the 114 landlords who responded to the consultation, only 45 responded to a question about memberships.

Membership of landlords associations is relatively low, shown on the chart below. 26 of the 45 who responded (58%) say they do not belong to any association or accredited scheme. 9 landlords in total are members of the Residential Landlords Association, 7 members of the National Landlords Association. Only 3 are members of the Sefton Property Accreditation.

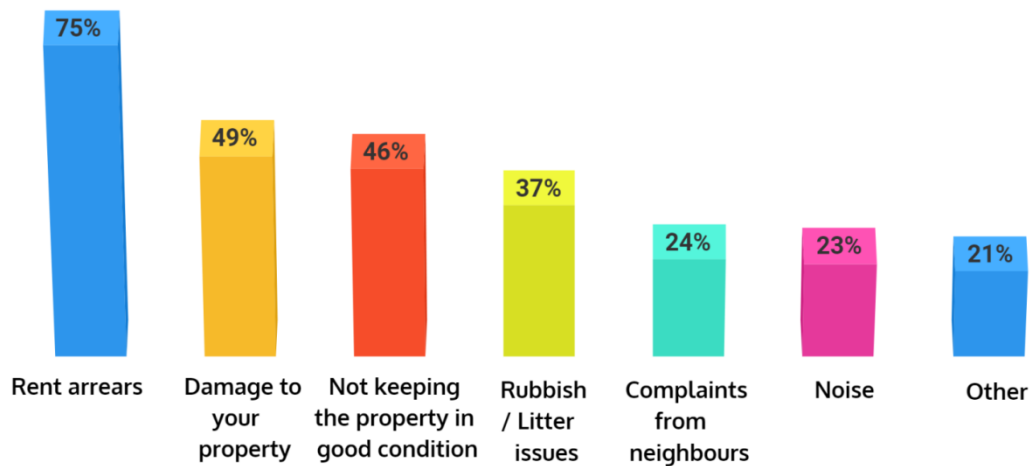
Figure 20: Membership or landlord accreditation (landlords only – numbers of respondents only)



Problems experienced with tenants

Landlords were then asked whether they had experienced any issues with tenants, from a list of common issues provided. The most common response is rent arrears (75%), followed by damage to your property (49%) and not keeping the property in good condition (48%).

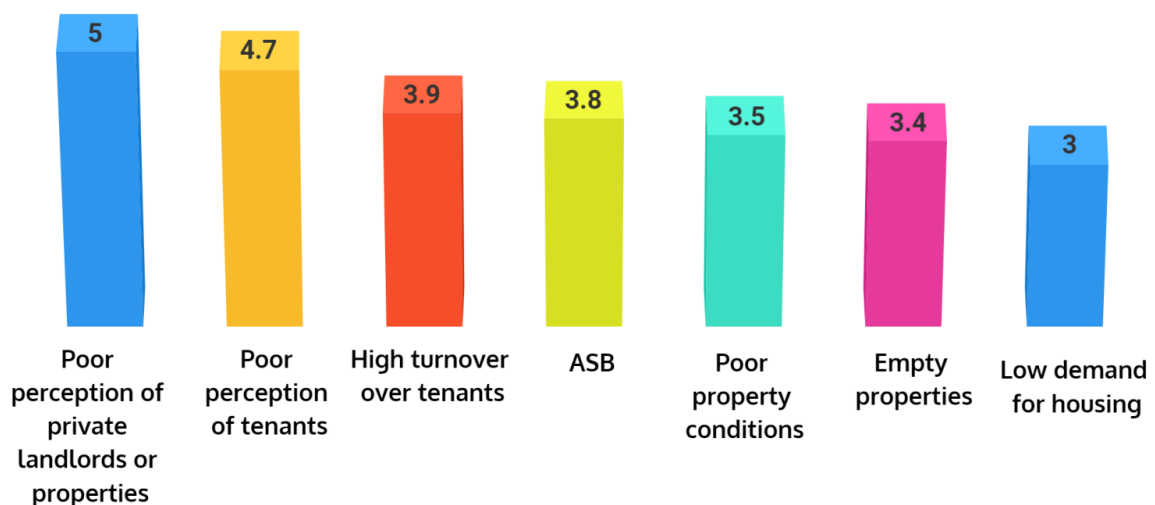
Figure 21: % of tenant problems experienced by landlords (landlords only)



Problems affecting landlords

The last question in the section asked landlords to rate, on a scale of 1 to 10, where 1 is not a problem at all and 10 is a major problem, to what extent they believe each of the issues to be in the areas of Sefton where licensing is proposed. A mean score for each option has been calculated. Results are presented in the chart below. The most common problem felt by landlords is the poor perception of private landlords/agents or properties, with a mean score of 5.0. This is closely followed by a poor perception of tenants, with a mean score of 4.7. The third most common issue in this category is a high turnover of tenants, with a mean score of 3.9. Low demand for housing is bottom of the list, with a mean score of 3.0.

Figure 22: % of tenant problems (landlords only)

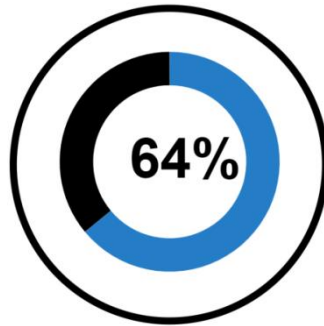


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Licensing conditions

The last question asked landlords whether they had read the licensing conditions, which they would need to be complied with should any licensing scheme be implemented. Just under two thirds (64%) say they have read the licensing conditions, whilst over a third (35%) say they have not. If any licensing scheme were to be implemented, then landlords would need to comply with the conditions of the licence.

Figure 23: % of landlords who have read the licensing conditions (landlords only – from total consultation)



Respondents were then given the opportunity to add any comments that they wanted to add about the licensing conditions. These are presented below in the form of a word cloud. The size of the text varies according to the number of comments that were made about that particular issue – the larger the text, the more common they are mentioned. The most common comments are around landlords already doing what would be required of them in the conditions, so charging a fee is unreasonable. Other comments are around legislation already existing for many of the licensing conditions, so querying why licensing is necessary and who is responsible for determining whether landlords pass some of these conditions.

Figure 24: Word cloud – free text comments around the licensing conditions



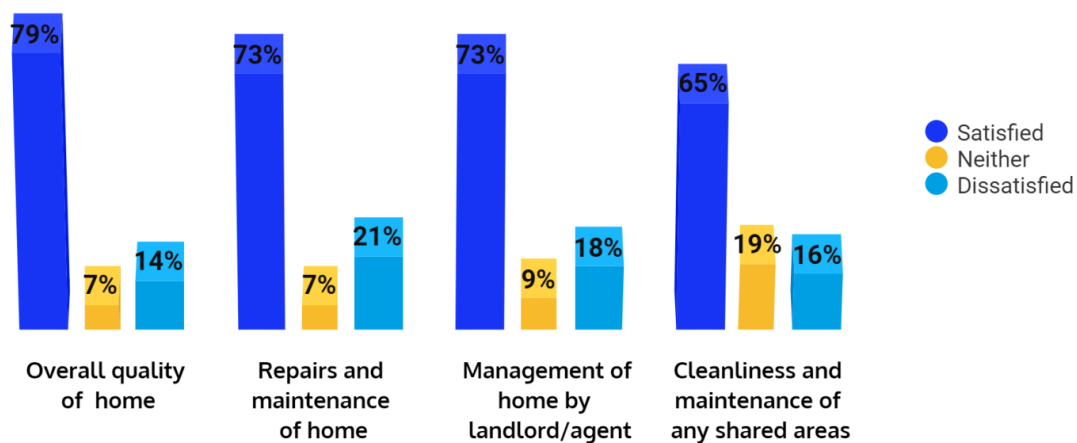
Privately renting tenant experiences in Sefton

As part of the consultation, respondents who say they are privately renting tenants in the borough were asked a series of questions around their experiences.

Satisfaction with aspects of the home

Respondents were asked how satisfied or dissatisfied they are with various aspects of their home in the last 12 months. Around eight out of ten (79%) are satisfied with the overall quality of their home, followed by just under three quarters (73%) who are satisfied with both the repairs and maintenance to their home and the management of their home. Satisfaction with the cleanliness of shared areas (such as kitchens, bathrooms etc....) is slightly lower, with around two thirds satisfied (65%).

Figure 25: Satisfaction with aspects of the home (privately renting tenants only)



When we look at results by the method of consultation, those who responded via the online survey are generally less satisfied than those who took part in other consultation methods, whilst those who responded via the residents survey are more satisfied. However, dissatisfaction with the repairs and maintenance tenants receive is similarly high for both the online and postal survey respondents (31% and 32% respectively).

Table 9: Satisfaction with aspects of the home (privately renting tenants only, by method of consultation)

Issues	Residents' survey		Online survey		Postal survey	
	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied
The overall quality of your home	84%	11%	75%	25%	71%	18%
The overall repairs and maintenance of your home	79%	13%	56%	31%	65%	32%
The management of your home by your landlord or letting agent	80%	11%	50%	25%	65%	27%
The cleanliness of shared areas kitchen, toilet, bathroom	79%	8%	50%	7%	55%	24%

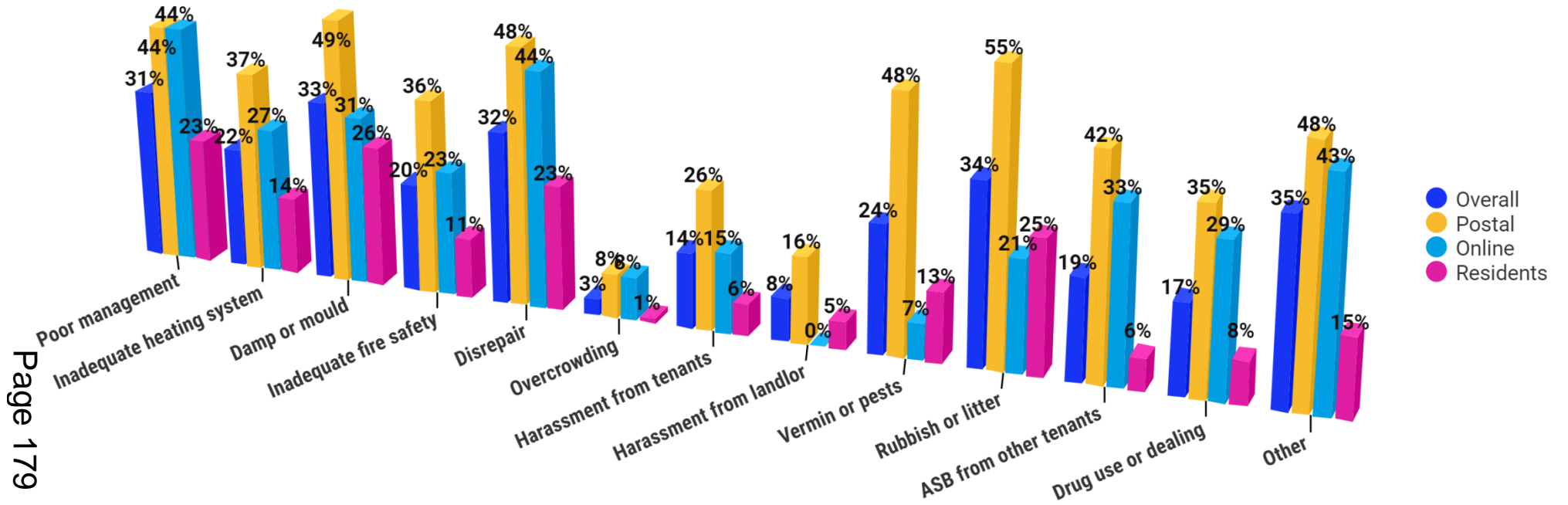
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Issues affecting tenants

Respondents were asked to what extent a variety of issues had affected them as a tenant in the last 12 months. 'Other' issues, rubbish or litter, damp or mould, disrepair and the poor management of properties all score over 30% of respondents rating these are a major or minor problem (combined). Harassment from your landlord and overcrowding has the lowest ratings (8% and 3% respectively).

Respondents to the postal survey are more negative across the board, with rubbish or litter (55%), damp or mould (49%), disrepair, vermin and 'other' issues (48% for each) rated to be the biggest issues. Disrepair and poor management (44% each) are the biggest issues for respondents to the online survey. There are also the biggest issues for respondents to the residents survey, but at a much lower figure (23% each).

Figure 26: Minor/major issues experienced in the last 12 months by privately renting tenants only (by methodology)



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Appendices

Appendix 1: Consultation document

Appendix 2: Coverage of consultation

Appendix 3: Survey (online version)

Appendix 4: Neighbouring borough results

Appendix 5: Written responses to consultation

Appendix 6: Residential Landlords Association response

Appendix 7: National Landlords Association response

Appendix 8: Home Safe Scheme response



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Consultation activities

Pre-consultation activity:

- Officers attended landlords Expo – Oct 2016 (informing of intention to consult)
- Report presented to Overview and Scrutiny Committee (report inc in public domain and public allowed to attend) Nov 2016
- Cabinet approval received to consult – Dec 2016
- Officers Attended Landlords Forum (pre-consult) 23 February 2017
- Officers attended the Landlord and Letting show, Aintree Racecourse – April 2016 (informing of intention to consult)

Press Releases:

- Pre consultation Nov 2016, Jan 2017
- NWLA newsletter article Jan 2017
- Start of consultation w/c – 3 April 2017
- And re-run w/c – 17 April 2017
- Press release May 2017
- Press release w/c – 7 June 2017

Promotion of consultation includes news articles on:

- Sefton website
- My Sefton
- Engagespace (Council's consultation webpage)
- M·E·L Research webpage
- All Sefton social media - regular retweets / Facebook posts throughout full period of consultation
- Staff intranet
- Sefton CVS website - retweeted
- Article on the NW Landlord Associations website + facebook page and email to members (by NWLA)

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- Residential Landlords Association have published articles, responded to consultation, published meeting dates and reminders to take part in the consultation
- All HST officers including link to consultation on email signature.

Poster and leaflet published and distributed:

- w/c 27 March – included with direct payment statements posted to landlords/agents
- Bootle, Waterloo and Southport Town Halls
- Magdalen House – all floors, kitchens, reception
- Housing Advice centres – Bootle / Southport
- One Stop Shops
- Libraries across the Borough
- Bootle Oriel Road, Bootle Strand and Waterloo rail stations
- Waterloo Post Office
- Bootle Health Centre
- Bootle Job Centre
- Goddard Hall – Citizens advice bureau
- Linacre Road Mission – neighbourhood centre
- OVH Community office
- All children's centres – Bootle/Waterloo
- Family Centre – Southport
- All foodbanks across the Borough
- Leaflet distributed across additional licensing areas within the Champion newspaper (20,000 – properties, inc residential and commercial)
- Eco-Centre, Southport (Park + Ride)
- Neighbouring authorities – circulated to landlords
- Southport, Waterloo Letting Agents – hand delivered leaflets
- Southport Town Hall
- Supermarkets – multi-cultural
- Housing Standards officers given out hard copies of surveys to tenants, landlords and agents when dealing with disrepair complaints.



Emails promoting consultation with links sent to:

- Elected members
- Landlords/Agents/others – who expressed interest in being kept updated
- Officers of HST added 'signature' to all emails
- All neighbouring Local Authorities
- All landlords/agents/accredited landlords who we hold email addresses for
- Regular emails sent to all 'known' landlords / agents.
- Other stakeholders including police, fire and rescue, housing associations, landlord associations/groups, CVS organisations public health and other local organisations.

Consultation methods:

- Online survey
- Online survey for neighbouring boroughs
- Residents survey (face to face survey of 1,100 residents across Sefton, representative by ward, age and gender)
- Postal survey of households in Bootle (in areas affected by proposed selective licensing scheme)
- Stakeholder consultation – 10 completed/returned

Meetings and events held/attended

- 'World Cake Day' (migrant event) – Southport – 29th April 2017
- Invest Sefton Economic Forum – 19 May with local businesses
- Meeting held with Council and Registered Providers – 19 May
- M·E·L Meetings with landlords/residents/tenants etc:
 - 18th May 2017
 - 1pm-2.30pm (open to all)
 - 7pm-8.30pm (for landlords and agents)
 - 19th May 2017
 - 1pm-2.30pm (open to all)
 - 3pm-4.30pm (for tenants, residents and businesses)
 - 21st June 2017
 - 7pm-8.30pm (cancelled due to no attendees on the evening)

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- 22nd June 2017
 - 7pm-8.30pm (open to all)
- Bootle 'Strand by Me' – Council officers attended (14 June) to speak to members of the public generally to explain the schemes and encourage participation
- Drop-in events for Councillors held (Bootle and Southport) - (2 attended across both days)
- Met with the Southport Hoteliers Group to provide an update on licensing, their main concern related to number of HMOs (planning) and management thereon - 12 June
- Drop-in events for Landlords held (19 + 20 June) – (2 attended across both days).

Report to:	Cabinet Council	Date of Meeting:	7 September 2017 21 September 2017
Subject:	Adoption of the Sefton Coast Plan		
Report of:	Executive Director	Wards Affected:	All
Cabinet Portfolio:			
Is this a Key Decision:	Yes	Included in Forward Plan:	Yes
Exempt / Confidential Report:	No		

Summary:

The purpose of this report is to seek approval to adopt the Sefton Coast Plan.

Recommendation(s):

- (1) For Cabinet to recommend Council to adopt the Sefton Coast Plan.

- (2) For Council to adopt the Sefton Council Plan, subject to any recommendations from Cabinet

Reasons for the Recommendation(s):

The development of the Sefton Coast Plan is a requirement of the Local Plan and will also make a direct contribution to the outcomes of Sefton Vision 2030.

Alternative Options Considered and Rejected: (including any Risk Implications)

It would be possible to proceed with some of the actions identified within the Plan, such as the Nature Conservation Strategy and Visitor Management Strategy, without adopting the plan. However this approach would significantly undermine the Partnership working required to deliver these strategies as it signals a lack of commitment from the Council.

What will it cost and how will it be financed?

(A) Revenue Costs

The delivery of the Plan will be supported by all Partners within the Sefton Coast Landscape Partnership of which the Council is one partner. Our role will be delivered within existing revenue resources.

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(B) Capital Costs

Capital costs to deliver the plan will be identified in the development of Strategies and Masterplans and no commitment to delivery will be made without capital resources being in place.

Implications of the Proposals:

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

Contribution to the Council's Core Purpose:

Protect the most vulnerable: Not Applicable
Facilitate confident and resilient communities: The role of volunteers and the voluntary sector is recognised in the plan both for the benefits of the work that volunteers contribute and the benefits that volunteers experience themselves.
Commission, broker and provide core services: The Council is supporting the delivery of the Plan through a Partnership.
Place – leadership and influencer: The 2030 Vision was used in the development of the Plan and the Plan supports the aspirations set out in the Vision.
Drivers of change and reform: The Council has played a key role in updating the Sefton Coast Plan to reflect the needs of our residents as set out in the 2030 Vision.
Facilitate sustainable economic prosperity: Not Applicable
Greater income for social investment: Not Applicable
Cleaner Greener: The Plan sets out an approach to how we will maintain and improve the natural beauty of the coastline whilst supporting the local economy in a sustainable way.

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Head of Corporate Resources (FD 4059/17) and Head of Regulation and Compliance (LD LD4059/17) have been consulted and any comments have been incorporated into the report.

(B) External Consultations

The public and Partner organisations have been consulted on a draft version of the plan this spring; details are set out in the report.

Implementation Date for the Decision

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

Contact Officer:	
Telephone Number:	0151 934 2960
Email Address:	Graham.lymbery@sefton.gov.uk

Appendices:

Coast Plan Consultation Report
The Sefton coast Plan

Background Papers:

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

Topic Papers that inform the Sefton Coast Plan:

- Landscape and Nature
- Access and Recreation
- Health and Wellbeing
- Economy
- Regulation and Control
- Skills and Lifelong Learning and Employment
- Water Resources
- The Historic Environment
- Energy
- Flood and Coastal Erosion Risk Management
- Coastal Change, Climate Change and Adaptation
- Delivery through Partnership Working

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1. Introduction/Background

- 1.1 In 2016, Sefton Council led a visioning exercise for the communities of Sefton to imagine the Borough they wished to live and work in - *Sefton Vision 2030*. The coast was identified as an important asset to be valued and cared for. The Sefton Coast Plan sets a course to deliver to the same time frame as Vision 2030, a life-span of 15 years from publication.

The Sefton Coast Plan is a non-statutory document prepared by the Sefton Coast Landscape Partnership (SCLP), comprised of Sefton Council, Natural England, the National Trust, the RSPB, the Mersey Forest, and Lancashire Wildlife Trust, which serves to deliver the Vision for the Sefton Coast as set out by SCLP:

Our vision is for the importance of the wonderful natural assets of the Sefton coast to be universally recognised and celebrated, and for the coast to be managed in a way which:

- **Conserves and enhances the important international, national and local network of natural and cultural sites, habitats and species, (Ecology)**
- **Enables local communities to benefit from sustainable economic growth and successfully adapt to coastal and climate change and (Economy)**
- **Provides long term benefits for the health and wellbeing of local communities, businesses and visitors to our coast. (People)**

- 1.2 The Plan has been prepared by Sefton Council on behalf of the SCLP and with their participation and input. The Sefton Coast Plan sets out by theme, the challenges for delivery, and the determination of priorities for action across a broad range of partners and communities, seascapes and landscapes. It takes an integrated approach to the management of the coast as many of the issues need to be addressed at a coastal scale, or on a thematic basis. The Sefton Coast Plan area is the whole of Sefton as it is widely used and valued by all the communities of Sefton, most of whom live within a short distance of the shoreline.
- 1.3 It clearly sets out that we have a coast that is under pressure from visitors, coastal change, climate change and development. There are key pressure points such as maintaining the extent and connectivity of the sand dune system that will require the removal of woodland; the proposed expansion of the Port which would require compensatory habitat to be successfully created; sustainable access to the coast which will need managing through visitor gateways and suitable infrastructure; sustainable development of housing and businesses as set out in the Local Plan. To be considered successful this Plan will have to address these issues and ensure that we have a strong partnership and resources to deliver it.
- 1.4 For the first time, this Coast Plan sets a new ambition to fully realise the opportunities that the Sefton Coast presents by balancing the needs of people and economic growth with those of the environment and ecology of the Coast. The

Plan sets out a route-map to both resolution of points of tension and full realisation of the opportunities.

2.0 Consultation

2.1 The consultation was undertaken from the 2nd of March to the 21st of April 2017.

2.2 We received over 500 responses from the public the details of which are available in the supporting document –‘Sefton Coast Plan Consultation Responses’.

2.3 The key points from the consultation responses are:

- The most popular uses for the coast are for walking, cycling, days out, nature trails, photography, quiet recreation and enjoying the views
- The respondents were generally happy with the cleanliness of the area and availability of parking.
- The respondents were not happy with the cost of parking, toilet facilities and refreshment facilities
- Key areas that respondents raised for improvements were parking, litter, toilets, refreshments and dogs – both better access for dogs and concerns over dog behaviour
- Respondents supported the strategic priorities we identified as part of our vision
- Respondents agreed with the big challenges we identified

2.4 At a meeting of the Sefton Coast Landscape Partnership Board on the 29th of June 2017 the following recommendations were presented to the Board and approved:

Recognise that the public responses are -

- an endorsement of the Plan,
- should be used as guidance for the subsequent plans and strategies
- should be used to inform co-ordinated operational action by the partnership

Recognise that the Partner responses –

- Support the Plan
- Identify some factual amendments
- Identify some amendments to emphasis
- Raise some concerns about delivery of the Plan
- Raise some concerns about readability of the document
- Do not require a rewrite of the document

Approve –

- The Communications and Tourism Task Group on behalf of the Partnership to undertake the minor edits around factual content and emphasis
- The Communications and Tourism Task Group on behalf of the Partnership to develop two summary documents that addresses some of the concerns over readability, the first an executive summary and the second a ‘taster’ summary for the public
- The Resources Task Group will develop a delivery plan with the support of the Partnership
- Adoption of the Plan by the Partnership and a recommendation to individual Partners to adopt the Plan within their organisations (once minor edits have been completed)

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- The Communications and Tourism Task Group on behalf of the Partnership to collate Partners and public responses into a single document to be made publicly available

3.0 Next steps

- 3.1 Subject to adoption of the Sefton Coast Plan the actions identified within it will be largely delivered via the Sefton Coast Landscape Partnership. The delivery of the revised Nature Conservation Strategy and the Visitor Management Strategy are critical to the delivery of the Local Plan especially housing targets. The Nature Conservation Strategy will set out how we manage the biodiversity, habitats, sites and species on the coast. It will also identify those areas that are particularly vulnerable to change and pressure some or all of the time and propose actions by the partners to increase their resilience. The Visitor Management Strategy will set out how we will manage visitor and recreation pressure on-the coast so that they do not harm biodiversity on the coast. As many of the visitors to the Sefton coast come from outside the borough it is proposed that the geographical scope of the Visitor Management Strategy is city regional. The Visitor Management Strategy will need to provide evidence and a mechanism that can be used by developers including for new housing to protect vulnerable internationally important coastal habitats and species from harm from the potential impact of their developments. It also has the potential, as part of a coast-wide response, to enable investment in recreation and visitor management on Council-owned and other assets from the development process.

Sefton
2030

A confident and connected borough



2030 and beyond

Consultation Report



Agenda Item 11

Forward by Chair of Sefton Coast Landscape Partnership

The Sefton Coast Landscape Partnership recognises that the coastline is a key element in the character for the borough. Because this is such a special place, we wanted to develop and adopt a Plan for the Coast for 2017 – 2030. Our ambition is to maximise the value of our unique coast for people, wildlife and a thriving economy and our aspiration for this Plan is that it will help broaden our Partnership.

The consultation showed how much people value the coast for walking, cycling, days out, nature trails, photography, quiet recreation and enjoying the views. Key areas for improvements were parking, litter, toilets, refreshments, dogs – both better access for dogs and concerns about dogs. Businesses also highlighted how important the coast is for them and the local economy.

There was strong support for strategic priorities set out in the Plan and agreement about the big challenges we face. It is also important that we use the consultation results when we are developing any associated plans and we will continue to work together and involve our local communities and residents as we develop and shape these plans.

On behalf of the Sefton Coast Landscape Partnership, I would like to thank everyone who has shown their commitment and support and to people and organisations who took part in the consultation.

Paul Nolan OBE

Chair of the Sefton Coast Landscape Partnership

July 2017

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Feedback from the Consultation and Engagement on the draft Sefton Coast Plan

This report provides the findings from the engagement process undertaken by the Sefton Coast Landscape Partnership (SCLP) on the draft Sefton Coast Plan. The Sefton Coast Landscape Partnership worked closely with partners, businesses, private sector organisations, the voluntary, community and faith sector and the community to deliver the Vision for the Sefton Coast to 2030 and beyond, as set out by SCLP:

Our vision is for the importance of the wonderful natural assets of the Sefton coast to be universally recognised and celebrated, and for the coast to be managed in a way which:

- **Conserves and enhances the important international, national and local network of natural and cultural sites, habitats and species, (Ecology)**
- **Enables local communities to benefit from sustainable economic growth and successfully adapt to coastal and climate change and (Economy)**
- **Provides long term benefits for the health and wellbeing of local communities, businesses and visitors to our coast. (People)**

The aim of the Plan is to take stock of the pressures and opportunities that affect the people, landscape and economy of the coast and deliver a new vision for the Sefton Coast to 2030 and beyond. Our Plan must balance the need to conserve and enhance the coastline and the habitats it provides with needs of communities. It must also identify how the coast can support a sustainable local economy and so help to reduce health and economic inequality across the borough.

The Sefton Coast Plan identifies “7 Big Challenges” that the Sefton Coast Landscape Partnership and other partners should work together to resolve.

A number of Topic Papers have been produced that provide the facts, evidence and explanatory context of the issues that need to be addressed.

As the Sefton Coast Plan is delivered, there will be a further requirement to consult on specific Strategies associated with the Sefton Coast Plan, for example, the Nature Conservation Strategy and the Visitor Management Strategy. There will be public information on these draft Strategies and how you will be able to get involved. Any relevant feedback from the consultation on the Sefton Coast Plan will be considered in any future consultations.

The engagement process was developed by the SCLP Tourism and Communications Task Group and signed off by the SCLP Board. It took place over an eight week period from 2nd March until 21st April 2017. This report brings together the feedback and lays out the key messages that have emerged through our conversation with the public and stakeholders over the recent months.

What were the aims of the engagement process?

We knew from the consultation undertaken on the Sefton 2030 Vision in 2016 that resident and business communities and visitors to the borough value the Coast and wish for its assets to be cared for. There was an overwhelming connection to the sea and landscapes and the surrounding areas.

Extensive consultation with both internal colleagues and external partners has been undertaken to prepare the draft Plan. This has taken form of one-to-one meetings, workshops, email correspondence and letters of representation.

The Sefton Coast Landscape Partnership agreed that the engagement would raise awareness of the importance of having a collective vision for the Sefton coast, the emerging topics and the challenges to be addressed, be participative, interactive and suitable for everyone to take part.

Aims:

- To create awareness of the draft Coast Plan and provide information on how people can comment
- To create awareness of the Sefton Coast Landscape Partnership and the activity it is involved in
- To develop a multi-faceted approach that engages with our target audiences, that makes the best use of resources
- To get as many written responses as possible from those who are interested.
- To understand further what people value about the coast
- To seek views on whether there are any gaps within the topic themes
- To gather insight and understanding that will inform future consultations

The consultation and engagement plan was a mixed methods approach that included a wide range of methods including information on social media (promoted by partners), developing a dedicated website, an on-line survey, hard copy surveys, promotion to schools and local businesses, discussions at Area Committee meetings, team meetings and focus groups with local community groups/residents. The Tourism and Communications Task group identified key messages which supported the engagement:

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Coast Plan Key Message

We are stronger working together
Our coast is under pressure
Our coast is changing, always has, always will
We need to take action to conserve and enhance our coast
Our coast is a wonderful place to celebrate and discover
Our coast can contribute to us living and thriving

The associated visual and social media campaign enabled people to become more aware of the intentions set out in the document to support participation in the consultation by providing information electronically and asking people to take part interactively or by conducting conversations face-to-face.

There were a number of elements central to the engagement approach:

- Use the numerous existing communication and promotional tools that we currently use as the Sefton Coast Landscape Partnership and individual partners.
- Build on the excellent partnerships and involvement that we have and to increase involvement and maximise our media profile.
- Work flexibly and with other current/planned communication campaigns to identify opportunities to engage and raise the profile of the Coast Plan
- Work within a coordinated joined up approach for the consultation on the Coast Plan and other relevant consultation streams that will take place in the next 18 months.

Communication and Social Media

A comprehensive communication and social media campaign was a key element of the engagement process for the Sefton Coast Plan. A dedicated website www.seftoncoast.co.uk/plan was developed with links to information on the Sefton Year of the Coast 2017 and event's calendar and how people could get involved. The social media campaign was supported by partner organisations. Some of the statistics are below, with a full list as appendix 1.

Between the Council and the Sefton Coast Landscape Partnership we reached 3,264 people and there were 6,290 views to tweets. This resulted in a total of 1599 page views to the consultation page (2017, The Year of Sefton's Coast website). 1388 of these page views were unique visitors. This equates to nearly 40% of all traffic to the website for the period 2nd March – 21st April.

Key messages from the consultation and engagement process:

In total in excess of 500 people and 11 partner organisations responded to this consultation process. There were some common messages that emerged during the engagement process:

- Respondents identified a main coastal site they visited but many also visit other sites along the coast
- The most popular uses for the coast are for walking, cycling, days out, nature trails, photography, quiet recreation and enjoying the views
- The respondents were generally happy with the cleanliness and the availability of parking
- The respondents were not happy with the cost of parking, toilet facilities and refreshment facilities
- Key areas that respondents raised for improvements were parking and parking charges, litter, toilets, refreshments and dogs – both better access for dogs and concerns over dogs, sand management/clearance, signage and information and access to some coastal sites
- Respondents suggested that there should be more activities and events and education and learning
- Respondents supported the strategic priorities we identified as part of our vision
- Respondents agreed with the big challenges we identified.
- Respondents made some comments to the style and content of the draft Plan and Topic Papers

At a meeting of the Sefton Coast Landscape Partnership Board on the 29th of June 2017 the following recommendations were presented to the Board and approved:

Recognise that the public responses are -

- an endorsement of the Plan,
- should be used as guidance for the subsequent plans and strategies
- should be used to inform co-ordinated operational action by the partnership

Recognise that the Partner responses –

- Support the Plan
- Identify some factual amendments
- Identify some amendments to emphasis
- Raise some concerns about delivery of the Plan
- Raise some concerns about readability of the document
- Do not require a rewrite of the document

Approve –

- The Communications and Tourism Task Group on behalf of the Partnership to undertake the minor edits around factual content and emphasis
- The Communications and Tourism Task Group on behalf of the Partnership to develop a two summary documents that addresses some of the concerns over readability, the first an executive summary and the second a ‘taster’ summary for the public

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- The Resources Task Group will develop a delivery plan with the support of the Partnership
- Adoption of the Plan by the Partnership and a recommendation to individual Partners to adopt the Plan within their organisations (once minor edits have been completed)
- The Communications and Tourism Task Group on behalf of the Partnership to collate Partners and public responses into a single document to be made publicly available

We would like to thank those who have taken the time to consider the Plan and respond to the consultation, the responses are reported below.

Letters of Representation from partners

Partners and Elected Member groups were given an opportunity to provide a response to the draft Sefton Coast Plan. Eleven responses were received from the following organisations/individuals:

Wildlife Trust
Sefton CVS
National Trust
The Environment Agency
Natural England
Nature Connected
Liberal Democrat Group
Crosby & Waterloo Coastal Communities Team
Mersey Forest
Marine Management Organisation
Mr CW

The responses included some suggestions on how the content could be amended and on the style and presentation of the Plan and Topic Papers. In addition, a summary of the responses highlighted:

- There is support for the Sefton Coast Plan and the 7 Big Challenges identified;
- There is the need to have a strategic approach to the implementing and monitoring of the Plan and any subsequent Plans, including the Visitor Management Strategy and Nature Conservation Strategy;
- The Plan should emphasise the Borough as a whole and the assets within and promote the benefits the coast brings to the Borough;
- The Plan should explore the relationship with the Liverpool City Region (LCR)
- The Plan needs to place more emphasis on the cross-sector objectives, identifying specific economic, health and education related issues;
- The implementation of the Plan would benefit from the strengthening the role of existing organisational involvement and develop new opportunities, including the role of volunteers from all age groups

Area Committees

A report on the draft Sefton Coast plan was tabled at the following Area Committee meetings:

Central Area Committee – 9 March 2017
South Sefton Area Committee – 15 March 2017
Southport Area Committee - 22 March 2017

The report was noted at each meeting and information and surveys were distributed and attendees were encouraged to promote the consultation,

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Response to the Public Questionnaire

A survey was available on line (via e-Consult) and as a hard copy version. The hard copy version was also available in an easy read format. They were available for people to complete over an 8 week period from 2nd March to 21st July 2017.

Accompanying the survey was the draft Coast Plan, a group of Topic Papers and an Executive Summary of the Coast Plan.

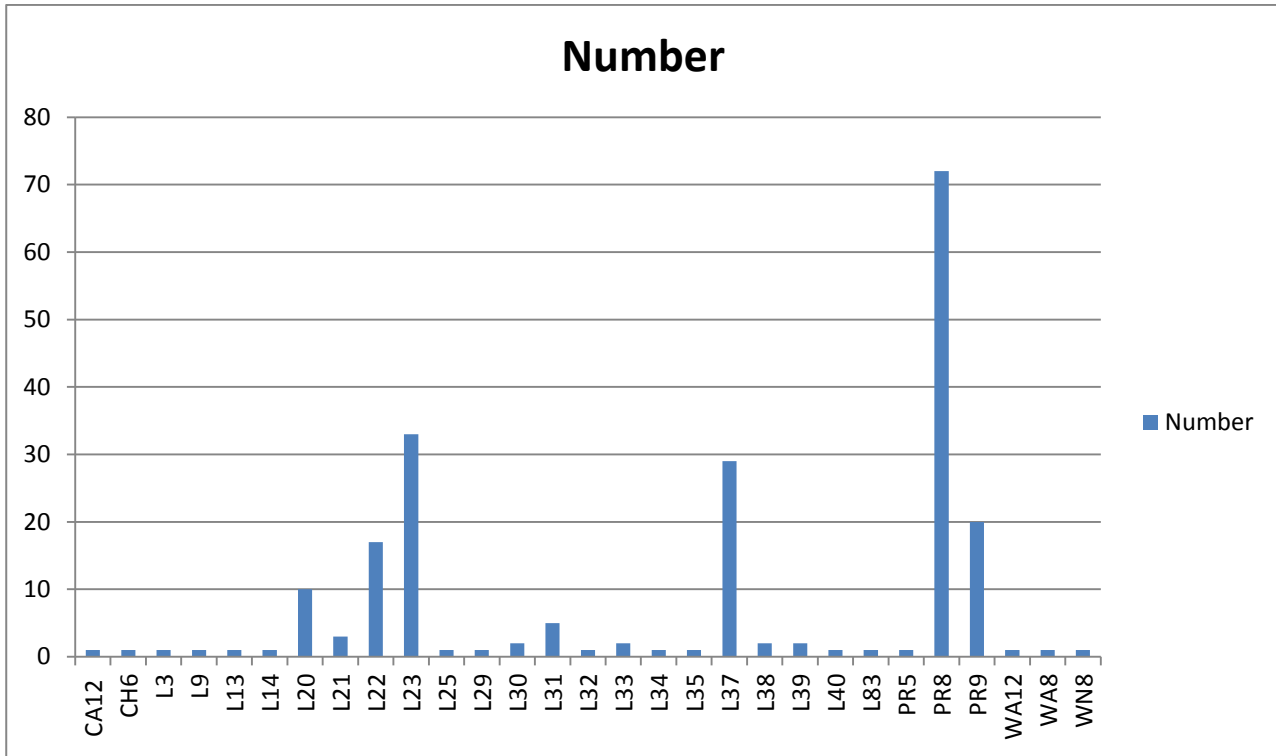
The questionnaire was to give residents, visitors and organisations an opportunity to comment on the Sefton Coast Plan. In total 1576 people viewed the information and 421 went on to complete the questionnaire.

There were 3 sections to the questionnaire and respondents were given the option on to only complete part of the survey.

- Section 1 - Was to help us to find out more about how respondents use the coast, what they think of the facilities and what they think the challenges are and how things can be different. (416 responses)
- Section 2 - These are questions about the Draft Sefton Coast Plan. We wanted to know respondents thoughts on the Strategic Priorities, the 7 Big Challenges and the Topic Papers and any other comments they may have. (290 responses)
- Section 3 - These are equality and diversity questions and were not compulsory to complete. These questions will help us to understand who is using our services and who is taking part in the survey (and who isn't), so we can tailor information and services to ensure they are inclusive and targeted, where necessary. (231 responses)

Section 1

Q1. Please tell us the first 3 or 4 characters of your postcode



Q2. How did you find out about the Sefton Coast Plan Consultation? Please tick one only

Council website	29
Partner Website	13
By Letter/email	13
Library	6
One Stop Shop	0
Other community building	5
Press article	13
Other (please specify)	Facebook 19 Twitter 59 Friend 10 Meeting 8

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Q3. Are you responding to this survey as:

(Please tick the option that best applies)

Sefton resident	187
An organisation	4
Visitor to the Borough	17
Coast Champion	0
Volunteer working on the Coast	4
A local business	1
An employee, who works on the coast.	4
Other (please specify)	

Q4. If you are responding as an organisation and would like to be involved in the Coast Partnership, please provide your contact details below

Contact details were provided by 9 organisations/individuals who expressed an interest in being involved in the Coast Partnership

Q5. How often do you visit Sefton's coast?

Every day	74
Once a week	70
Once a fortnight	26
Monthly	38
Less often	13
Never visited	0
Don't know	0

If you have never visited the coast, please go to question 11

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Q6. If you visit the coast, which of these coast sites do you visit **most often**? *(Please tick one only)*

Crosby/Waterloo	77
Hightown	2
Formby	43
Ainsdale	47
Southport	36
Marshside	2
Other (please specify)	

Q7. If you visit the Coast, please let us know which **other** coast sites you visit? *(Tick all the others that apply)*

Crosby/Waterloo	154
Hightown	134
Formby	218
Ainsdale	144
Southport	198
Marshside	64
Other (please specify)	New Brighton Hall Road LNRs City Centre Wirral Coast

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Q8. How do you travel to the Coast? (please tick all that apply)

Walk	248
Public transport - bus	32
Public transport – train	93
By Car	289
Cycle	105
Other (please specify)	Run 3 Coach 1 Horse 1

Q9. What are the main reasons for visiting and/or using Sefton's Coast? (*Please tick all that apply*)

Walking (including walking the dog/s)	333
Cycling	117
Running	53
Days out on the beach	165
Nature trails	140
Flying Kites, Kite bugging, land boards	12
Playing golf	13
Photography	109
Fishing	7
Beach clean-ups	33
Conservation and ecology	46
Swimming	8
Horse riding	5
Boat launching	8
Bird watching	68

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Quiet recreation	195
A place to picnic	84
Enjoying views	260
Visiting family and friends	51
Work	20
Other (please specify)	Heritage Flying my drone Researching coastal history Geocaching Looking for shipwreck material after storms Drawing, writing Collecting pebbles, shells and driftwood Kids playground Caravan Living next to it Historical wrecks Windsurfing
I don't visit/use Sefton's Coast	0

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Q10. Thinking about **where you visit the most**, how would you rate the following?

	Excellent	Very Good	Good	Satisfactory	Poor
The cleanliness	23	102	137	85	43
The availability of parking	23	67	108	100	84
The cost of parking	18	36	53	121	143
The toilet facilities	4	22	48	101	205
Refreshment facilities	4	31	61	113	173
As a safe place to visit	58	132	115	72	13
The opportunity for learning about the coast and the environment	36	78	103	87	85

Q11. Please tell us your **top 3 things that you would like to be different** about Sefton's Coast

See appendix for verbatim answers split by primary site that they visit

Summary of responses by area:

Ainsdale

Key areas raised were

- Parking,
- Access,
- Dogs,
- Litter,
- Toilets,
- Nature and
- Refreshments.

Crosby/Waterloo:

Key areas raised were

- Improved facilities including seating, education and cafes
- Litter
- Car parking
- Toilets
- Management of sand dunes and wind-blown sand
- Dogs

Formby

Key areas raised were

- Improved facilities including signage, education and refreshment areas
- Litter

- Car parking
- Toilets
- Nature conservation
- Locals – impact on and special facilities for
- Dogs

Hightown

Key areas raised were

- Parking

Southport

Key areas raised were

- Litter
- Parking – including suggestions for more off beach parking and ceasing parking on the beach
- Sand vs mud/grass
- Dogs
- Toilets
- Improved facilities

Q12. Please tell us your **top 3 challenges** that you have about Sefton’s Coast

See appendix for verbatim answers split by primary site that they visit

This question was not clearly presented judging by some of the responses. Many other responses are the reiteration of question 11. Key elements to come out that are different relate to climate change and dealing with natural process along with financial constraints.

Section 2

Q13. The Sefton Coast Plan identifies three overarching Strategic Priorities. To what extent do you agree or disagree with the three priorities?

Proposed Strategic Priority	Strongly agree	Agree	Disagree	Strongly disagree
Looking after the coast - Conservation and enhancement of nature and the environment	199	78	7	2
Managing visitors to the coast to avoid damage to the environment whilst increasing tourism	156	109	16	2
Development of a sustainable and competitive coastal economy	135	113	18	11

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Q14. Please use the space below for any comments you have on the proposed Strategic Priorities.

See appendix for verbatim answers split by primary site that they visit

A number of **Topic Papers** have been produced to capture the context and issues relating to a particular theme. For more information on the Topic Papers, please see the supporting documents. The topics are:

Topic Paper	Brief description
Landscape and Nature	Includes how our use of the coast as humans and how climate and weather combine to influence the extent and quality of land and seascapes, wildlife habitats and the species that depend on them.
Access and Recreation	Includes how the coast is currently used for both formal (tourism and events) and informal (i.e. walking and running) recreation and how all visitor access and recreation add to the pressure and if not properly managed, will cause damage to coastal habitats.
Health and Wellbeing	Includes how the coast and the natural environment contributes towards improved health and wellbeing
Economy	Includes how the Sefton Coast is significant as a contributing asset and opportunity to attract more visitors to Sefton, increase their stay time and spend within the visitor economy and how the full potential of the Port of Liverpool can be harnessed whilst considering any environmental and ecological pressure.
Regulation and Control	Includes how the Sefton Coast Plan will act with the Sefton Local Plan and other relevant plans and avoid conflict with the policies and directions of these plans.
Skills and Lifelong Learning and Employment	Includes how Sefton's coast and wider green infrastructure across the Borough provides opportunities, both formal and informal, for developing skills and knowledge, job creation and volunteering.
Water Resources	Includes how the natural environment of the Sefton Coast is dependent on healthy water resources and suggests a coordinated approach to the management of water.
The Historic Environment	Includes how the historic features we have along the Coast, i.e. ship wrecks and ancient footprints are important to the area, and how we need to record the discovery of any historic features.
Energy	Includes how the Sefton Coast offers opportunities for the development of low carbon and renewable energy technologies
Flood and Coastal Erosion Risk Management	Includes how flood and coastal erosion are significant challenges for Sefton and how any environmental impact has to be considered at the time of development. Recognises

	that schemes have to be considered over the long-term and that a key element has to be about helping communities to do more.
Coastal Change, Climate Change and Adaptation	Includes how the coast is eroding and how climate change is rising and how the Coast Plan provides an opportunity to reduce the impact of coastal and climate change.
Delivery through Partnership Working	Includes how to achieve the Strategic Priorities and Actions and address the challenges in the Coast Plan, there is a need to work together as partners and local communities.

Q15. We are interested to understand a bit more about which of the topics interest you **now**. From the list below, please indicate which of the topics interests you **the most** at the present time. **(Please tick one only)**

Topic that interests you the most	Tick
Landscape and Nature	98
Access and Recreation	70
Health and Wellbeing	40
Economy	13
Regulation and Control	2
Skills and Lifelong Learning and Employment	7
Water Resources	3
The Historic Environment	11
Energy	3
Flood and Coastal Erosion Risk Management	10
Coastal Change, Climate Change and Adaptation	26
Delivery through Partnership Working	3

Q16. Please let us know **all the other topics** that interest you at the present time (tick all the others that apply)

Other Topics that interest you	Tick
Landscape and Nature	166
Access and Recreation	163
Health and Wellbeing	159
Economy	91
Regulation and Control	64
Skills and Lifelong Learning and Employment	78
Water Resources	70
The Historic Environment	136
Energy	63
Flood and Coastal Erosion Risk Management	131
Coastal Change, Climate Change and Adaptation	139
Delivery through Partnership Working	40

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Q17. If you have any comments on any of the Topic Papers, please use the box below to record your comments. **Please indicate which Topic Papers your comment/s relates to.**

See appendix for verbatim answers

Q18. The Sefton Coast Plan identifies 7 Big Challenges that need to be addressed and suggestions on how to resolve the tensions. To what extent do you agree or disagree with the suggested big challenges?

Suggested Big Challenges	Strongly agree	Agree	Disagree	Strongly disagree
The sustainable management of the natural environment	171	99	5	2
Identification of sustainable resourcing for the management of the coast	127	126	13	3
Developing sustainable access to the coast	145	117	11	2
The Coast not being resilient due to increasing pressure from people, climate and coastal change	108	126	29	5
Investment in Infrastructure and Management	92	133	27	10
Sustainable Economic Growth of the Port of Liverpool	70	134	41	19
Housing and Employment Growth	61	121	57	26

Q19. Please use the space below for any comments you have on the suggested Big Challenges.

See appendix for verbatim answers split by primary site that they visit

Q20. Please use the space below to let us know if there is anything else you would like to say about the Draft Coast Plan

See appendix for verbatim answers split by primary site that they visit

Q21. I would like to be kept informed about the developments with the Coast Plan.

Yes	129
No	121

Q22. I would like to find out more about how I can volunteer on the Coast.

Yes	65
No	168

Section 3

ABOUT YOU

You do not have to complete the next few questions if you don't want to.

These questions help us to understand who is using our services and taking part in our surveys.

You can find more information about why we collect this information in the "What's it got to do with you?" booklet which is available on the Council website and in Council buildings.

1. What is the first part of your postcode
(the first 3 or 4 letters and numbers) – see Q1 of the survey above

2. Are you

Male	83	Female	144
------	----	--------	-----

3. What is your age?

Under 18	2	18-29	15	30-39	36	40-49	52
50-59	60	60-69	51	70-79	1	80-84	2
85+	1						

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4. Disability: Do you have any of the following (please tick all that apply):

Physical Impairment

11

Visual Impairment

2

Learning Difficulty

12

Hearing Impairment/deaf

10

Mental health/mental distress

11

Long term illness that affects your daily activity

16

Other (please specify in the box below)

Chronic Pain

Asthma

Diabetes

Response from the Focus Groups

Venue: Strandbyme

Date: 7th April 2017

10 participants



Which part of the coast do people use?

Southport, Marina at Waterloo, Crosby and

Formby

Accessibility

- The coast is not accessible by public transport
- The coastline is particularly not accessible for those who are physically impaired
- One participant mentioned that the Rangers can pick up from the train stations in Formby – however, other participants were not aware of this and wonders if it is signposted enough?
- There needs to be an arrangement with the bus companies. There is no bus from Southport Town Centre to the Ocean Plaza.
- Getting to the front, particularly at Crosby is difficult
- Walking on sand and access onto the beach/promenade is difficult – need a boardwalk
- Use the train as there is less parking and the parking there is, you have to pay for
- Having a bus-pass helps

Facilities

- Barriers include:
 - £ for facilities
 - £ for parking
- There should be free parking
- Lack of refreshment facilities.
- People who use the coast could also use the surrounding areas as well, i.e., South Road, Waterloo, but they don't know about it. People come and see the Iron Men and should be encouraged to stay in the local area – needs more promotion
- There are refreshment and toilet facilities provided at St. Lukes Church
- Toilets on the coast are awful
- People are stopping coming to Southport to shop – they are going on line. Southport needs to re-invent itself – it used to be seen as a 'big day out'

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- The gardens at Waterloo are poor
- Ainsdale Beach could be improved if they didn't let horse-riders, cars and dogs loose on the leads
- Sefton could do with a lido facility

Why people use the coast

- Walking
- Fresh air
- Spending the day on the beach
- Picnics
- To see the sea lions
- To see the squirrels and other species
- Looking at the gardens
- To have a sense of freedom
- For free activities

"If you don't use it, you lose it"

Safety

- Never felt un-safe
- Lack of police – presence
- There should be an emergency phone along the coastline and first aid spots

Challenges

- Lack of £
- The environmental impacts
- Coastal erosion
- A sea wall would dramatically reduce erosion
- Quality of sea water
- The appearance of the environment
- Pollution
- Investment in surrounding shops
- Is there any funding (investments) from the Harbour Dock Board?

Improvements

- More portable toilets
- More promotion – Sefton needs to be a destination point
- Need to link the coastline – a boardwalk
- More Signage along the coast
- Could there be a private sponsor?

SPOC (Crosby) meeting

Venue: Crosby Library

Date: 10th April 2017

12 participants

The aim of attending was to provide an update on the Sefton 2030 consultation, promote the Sefton Coast Plan consultation and seek interested in joining the mailing list for the Sefton 2030 and The Coast Plan.

Some issues were discussed in connection to the Sefton Coast Plan.

Accessibility

- Access to the coast is poor – particularly to CLAC/Marina
- There is no bus from Lord Street to the Ocean Plaza
- Could a business sponsor a bus?
- Is there any funding from Peel Ports?

Facilities

- The toilet facilities on the coast need improving – there should be more. As people age, they need to use facilities more.

Challenges

- Dog fouling – although there might be bins – people do not use them and there is a lot of fouling
- The weeds on roads surrounding the coast are bad.
- Is there any road cleaners?
- There needs to be investment in the infrastructure surrounding the coast – perhaps a tram for the whole coast line
-

“Do something special for Sefton”

Other

- How much does the consultation materials cost?
- Does consultation really make a difference?

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SPOC (Bootle) meeting

Venue: St. Oswalds Court, Netherton

Date: 11th April 2017

15 participants

The aim of attending was to provide an update on the Sefton 2030 consultation, promote the Sefton Coast Plan consultation and seek whether people were interested in joining the mailing list for the Sefton 2030 and the Coast Plan. Some issues were discussed in connection to the Sefton Coast Plan.



Where do you visit the most?

- Burbo Bank
- Crosby Marina
- Southport

Accessibility

- You can get a bus near the coast but it is still too far away for those who find walking difficult
- The bus 206 goes around Crosby and touches the Marina and Hightown, but could it not be slightly extended to take people to the coast?
- Hardest to get to Crosby lakeside and Burbo-bank
- The cost of parking should be kept low
- The restrictions for parking (i.e. yellow lines) act as a barrier
- Parking in Southport can be difficult for people with LD/Older people – having to walk across the main road to get to the promenade
- There is no parking at Ainsdale
- There should be a road train/tram that goes along the coast
- A pensioners parking scheme would be a good idea, but would perhaps be too difficult to monitor

Facilities

- There should be more comfort stops
- As we want more visitors, then there should be more rest places, tea/coffee, toilets and shelter – particularly at busy times

Challenges

- Coastal erosion
- Abuse of the coast – fly-tipping
- Getting there – access
- Having the money to invest

Other

- What is happening to the nature reserve at Seaforth – peel port want to move it?
- What about Bootle – Bootle used to be a resort

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Appendix 1 Social Media Campaign

Sefton Coast Plan promotion/consultation details:

www.facebook.com/seftoncoast:

6/3/17: Ran piece/link to documents and questionnaires on Sefton Coast facebook page.

1,485 people reached.

6/3/17: Embedded Prezi plan file on Sefton coast facebook page.

726 people reached.

13/3/17: Ran new piece on link to plan and questionnaire.

273 people reached.

13/4/17: Ran piece on extended consultation period.

390 people reached.

21/4/17: Last chance to have your say piece.

390 people reached.

TOTAL: 3,264 reached.

[@theseftoncoast](#):

Tweets on:

6/3/17x2; 7/3/17; 8/3/17; 9/3/17; 10/3/17; 13/3/17; 15/3/17; 21/3/17;

TOTAL: 6,290 views.

+retweets of any mention of Sefton Coast Plan from Sefton Council/@seftoncoast2017, National Trust, Iron Man and Natural England accounts.

Talks/Walks/Presentations:

7/3/17: Heritage and Health Walk – discussed Sefton Coast Plan and how the 6 walkers could see it and respond.

9/3/17: Discussed plan and leafletted each attendee (40 people) during presentation on “Flora and Fauna of the Sefton Coast” at Sefton In Bloom meeting, Southport Town Hall.

10/3/17: Discussed plan, leafletted attendees (17 people) on National Trust shipwreck walk at Formby.

11/3/17: Promoted plan on public shipwreck walk (26 attendees) at Formby Point.

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18/3/17: National Trust land transfer open day at Lifeboat Rd – discussed plan and consultation with c30 visitors (as did NT and Sefton Council staff). Handed out flyers and questionnaires, went through summary.

29/3/17: Sefton Partnership for Older Citizens forum, Lord St West URC. Presented consultation to forum (approx. 50 attendees), handed out flyers, printed questionnaires, Q&A.

3/4/17: Sefton Carers History Group, South Rd, Waterloo: Discussed consultation during presentation to group (approx. 30 people). Handed out flyers.

4/4/17: Plugged Sefton Coast Plan and consultation during Sandgrunder Radio interview.

7/4/17: Discussed plan/consultation in Formby with 19 attendees on Ravenmeols Walk.

10/4/17: Handed out flyers/discussed plan and consultation during “Bird Migration” events at Hall Rd, Crosby, and Ainsdale Dunes (44 people in total).

21/4/17: Reminded attendees on evening Natterjack Walk that today was closing date for consultation (14 people).

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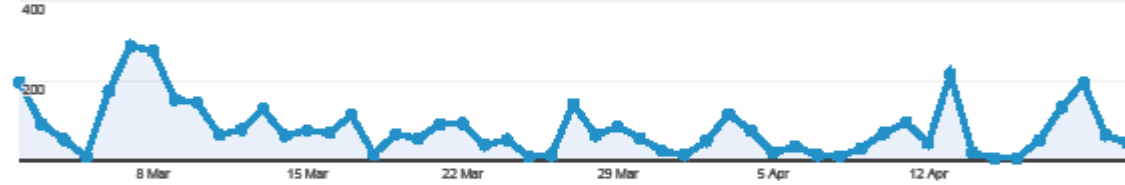
Pages

2 Mar 2017 - 21 Apr 2017

All Users
100.00% Page Views

Explorer

Page Views



Page Title	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	4,106 % of Total: 100.00% (4,106)	3,196 % of Total: 100.00% (3,196)	00:01:28 Avg for View: 00:01:28 (0.00%)	2,042 % of Total: 100.00% (2,042)	78.21% Avg for View: 78.21% (0.00%)	49.73% Avg for View: 49.73% (0.00%)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. 2017 The Year of Sefton's Coast - The Coast Plan 2017-2030	1,599 (38.94%)	1,388 (43.43%)	00:04:04	1,299 (83.61%)	89.76%	84.06%	US\$0.00 (0.00%)
2. 2017 The Year of Sefton's Coast - Find an event	748 (18.22%)	454 (14.21%)	00:00:32	82 (4.62%)	51.22%	13.77%	US\$0.00 (0.00%)
3. 2017 The Year of Sefton's Coast - Welcome	625 (15.22%)	409 (12.80%)	00:01:20	354 (17.34%)	40.40%	32.96%	US\$0.00 (0.00%)
4. 2017 The Year of Sefton's Coast - News Blog	147 (3.58%)	111 (3.47%)	00:00:45	46 (2.28%)	58.70%	35.37%	US\$0.00 (0.00%)
5. 2017 The Year of Sefton's Coast - Formby footprints walk (National Trust)	73 (1.78%)	60 (1.88%)	00:00:35	29 (1.42%)	89.66%	42.47%	US\$0.00 (0.00%)
6. 2017 The Year of Sefton's Coast - Create an Event	70 (1.70%)	64 (2.00%)	00:02:35	0 (0.00%)	0.00%	2.86%	US\$0.00 (0.00%)
7. 2017 The Year of Sefton's Coast - Our Mascots	54 (1.32%)	31 (0.97%)	00:02:52	10 (0.49%)	90.00%	37.04%	US\$0.00 (0.00%)
8. 2017 The Year of Sefton's Coast - Between Land & Sea: 10,000 Years of Sefton's Coast	49 (1.19%)	39 (1.22%)	00:00:47	1 (0.05%)	100.00%	24.49%	US\$0.00 (0.00%)
9. 2017 The Year of Sefton's Coast - Beachwatch beach clean event - Hightown	46 (1.12%)	41 (1.28%)	00:01:25	29 (1.42%)	82.76%	65.22%	US\$0.00 (0.00%)
10. 2017 The Year of Sefton's Coast - Outdoor Cinema	37 (0.90%)	29 (0.91%)	00:05:36	23 (1.13%)	73.91%	67.57%	US\$0.00 (0.00%)

Rows 1 - 10 of 120

Appendix 2

Q11. Please tell us your **top 3 things that you would like to be different** about Sefton's Coast

Verbatim comments split by primary area visited

Ainsdale

Accessibility	Less anti-social behaviour	Enforcement of laws and regulations
More dog control	Less litter	Less disturbance to wildlife
Re-open parking on Ainsdale beach	Information boards about eg local shipwrecks, prehistoric footprints etc	More parking around Ainsdale beach, less aggressive parking enforcement
More wardens (re dogs)	More litter bins	Better parking at Ainsdale out of season
More litter collection	More access	
Have free access to drive on to the beach	Dog wardens to ensure people are not taking too many dogs on to the beach at one time, as in dog walkers	Sorry, third one is still about dog fouling not being picked up. My husband and I always pick up after our dog. It gives us all a bad name. I would be devastated if dogs were banned from the beach. Please let's sort out the selfish people who don't pick up.
Toilet facilities	Refreshment facilities	more dog friendly
Access all year	Better toilets	Better cleanliness
Open beach during winter	Less grass between Ainsdale and Southport	
Larger car parking area	Better toilets	Better facilities
Remove more pines at Ainsdale nnr.	Add more deeper pools for dragonflies	
Cycle path along coastal road to Southport not wide enough	Toad hall ainsdale needs to be renovated	Less litter
Access all year	Better toilets	Better safety
Better access	Less horse manure on the beach	More dog friendly
More wastebins	Easier access to dog walking area	
Reasonable parking		
Poor free parking facilities	barely no facilities	pathways not cleared
safer environment -	contribution to	more protection for wildlife

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especially summer evenings at Ainsdale	renewable energy - tidal lagoon	
no restrictions for dog walkers	repair of fences	more bins for poo bags
Parking on beach all year for kitesurfing		
more toilets at accessible spots	more rangers stations	more places for coffee without ruining the environment
Disabled access	Carparking	Grass on beaches
Open access to Ainsdale beach	Not giving it to National Trust	Free access to residents who already pay via council tax
Marshside needs improvement		
REFRESHMENT FACILITIES	Better public transport	More organised events
No parking on the beach	More yellow sand	More dog poo bins
Attractions and Events	Pathways and Trails	Maintenance and Information
Beach open all year	Residents park for free	Better exit/entrance to ainsdale beach
Beach open to cars all year	Better car parking off beach	
Rake southport beach	Ainsdale lido area updated	Toilets
more rubbish collection	pot holes filled in on paths	more rubbish bins
More parking especially ainsdale	Picnic area	Warden controlled
Remove barriers at Ainsdale beach	Extend parking area on Ainsdale beach	Sack (name removed)
Development of recreation sports	More respect for our coast, not see as a playground to joyride, drink and crime	A better balance between preservation of nature and social aspect so maybe a treehouse like in Alnwick. In Ainsdale maybe turn toad hall in to accommodation above but down below have coffee shops, ice cream parkour bike hire
Better toilet facilities	Better visitor facilities	Some investment
Less reliance on cars to get to the beach i.e. better public transport e.g. multiple beach park and rides	Better access for the less able-bodied or elderly, including more seats along trails	Better connections between coastal communities and the seafront - at Waterloo and Southport in particular i.e. towncentres to be more seaward facing and street scene to encourage movement between the two aspects of those communities. Ainsdale, Birkdale and Hightown too.
More parking (free would be good)	Public toilets	Cleaner

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Parking / cost	Facilities	Education and learning
All year car access on the beach at Ainsdale (as local residents it's upsetting to see families with young kids struggle carrying things on to the beach during low of season	Cleaned toilet facilities at Ainsdale beach - all year round	educational boards about areas of SSI

Crosby/Waterloo

more facilities for younger children, including baby changes	more educational things to do for free or a small charge	more parking
More signage	more rangers	more toilet facilities
there should be more toilets	there should be more tables	
more toilets	more bins	more bins for dog mess
A place for ten pin bowling		
tidyness	cleaness	rubbish
less dog poo	dogs kept on leads	Don't pay in the car-parks
free car-parks	clean toilets	playground for all ages
more bins	more benches	
more benches	clean toilets	seperate area for dogs
more bins		
more dog poo bins		
toilet facilities	cleanliness	safe place to visit
pathways cleaned	more amenities	publicity
sand to be removed more often at waterloo!!	prominard to be extended between burbo-bank and waterloo	refreshments at waterloo end
more toilets	more places for a drink	more places to sit
Paths clear of sand	Dune height management	More litter bins
Clear promenade	A cafe and visitor centre	Toilets
More facilities		
Available expertise to support schools on visits	Outdoor classroom facilities	Coastal footpaths
toilets at Waterloo end	Could be cleaner	More attention to South of coast
Better facilities	More parking	Cleaner
Stop cycling on promenade between Waterloo and Coastguard Station. Too narrow even with the now erased cycle lane.	Designated dog walking areas	Cleaner beaches removal of tidal debris
less litter	cafe at hall road end of sea wall	remove the ugly iron statues

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Less dogs on the beach and grass areas		
nice place to eat/drink with dog and family	cleanliness	access for bikes/wheelchairs/prams
Beauty	It's ever changing nature	Local
A cafe	More toilets	?
Free parking	Better toilets	
Cleaner	Cycle lanes	
More security	Stop dog fouling	More toilet facilities
More litter bins and regular collections	More coastal education available	More activities
Better refreshments facilities	No parking fees	Boat launch improvements
A beach in southport - instead of a marsh	purpose built BBQ points	more events
Cleanliness of beaches	more refreshment facilities	more toilet facilities
More facilities	Sand cleared away more often	Dog laws enforcement
Better facilities	Safe cycle routes to the coast	
Stop car parking charges	More litter bins	Less litter on beach
Improved food and drink facilities to enjoy the view whilst eating	More education on flora and fauna	
Accessible	A cafe and visitor centre	Toilets
Sand cleared from paths	Dogs on leads	Better toilet facilities
More sculptures	Cycle. Trails	
Less dogs	Less rubbish	Transport linkd
Access to beach	Parking	Cleanliness
Sand free walkways		
A bit cleaner, less rubbish		
More cycle paths		
more seating	more wooden art pieces	cheaper parking for residents
less litter	fewer cars	better sand management
more cafes	better policing of dog owners	better walking paths
access to food and drink	signposting to local shops	promotion
Clamp down on litter offenders	More facilities on beach	Beach events
litter management after busy days especially at Waterloo	coherence of marketing	FREE parking - because it makes it accessible to everyone, and because otherwise I can't park on my street
Better infrastructure across the path certainly from Crosby Leisure Centre to Hightown, especially with regard to	better tourist information for visitors. This coast has MASSIVE potential	Better acretion management

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refreshments		
More, sympathetic places of refreshment	Even more nature, history walks	More artworks
Have a cafe at Hall Road	Run by the Council	To generate income
Sandfree promenade	Interesting features	Free parking
Free parking	Litter clearing at busy times	Better information
Visitor facilities/cafe/toilets	Education events/facilities/volunteering / notice boards updated	Signage improvement
Less dog mess	More public toilets at various locations	Clearing sand from walkways
Education about the conservation of the coast	More toilet facilities	More education about the wildlife and species on Sefton's Coast
More outdoor childrens play areas	Increased seating in some areas	Increased use of areas and promotion of them locally
Better sand clearance of pathways	Better upkeep of coastal dunes	Better refreshment facilities
Paths cleared of sand	Dune height management	Litter bins
Cleaner	Better facilities coffee etc	
More effective litter collecting done over weekends	Larger bins that are secure for rubbish when it's windy	Money from the parking fee being transparently invested in full to maintaining and preserving the coast
Dogs always on a lead	More litter bins	
Free Parking	Cleaner	Improved Toilet Facilities
Beach clean up	Education to the public about keeping our coast clean	More signage about the coast line and history
Cost of parking puts us off going :(
More activities for kids	Cycle zone	More nature trails
Less litter	Better quality refreshments	Water taps to rinse sand off
Better toilet facilities	Feel safer	Better catering facilities
More accessible facilities	Nearer parking	More guided tours so people who can't walk far or parents with small children could ride in something like golf cars.
Sand cleared from promenade	Litter patrols & tougher fines	More frequent emptying of bins at busy periods
More bins for recyclable and unreachable waste	Barriers to prevent cycle paths being covered by sand	More tourist information about crosby and waterloo
Cleaner - less litter	recreation areas - wider range (all ages)	Marked or maintained access - pathways

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		particularly around formby point
Cleaner		
Crosby/waterloo path free from sand	Better toilet facilities	Less dog dirt
Better facilities that generate revenue	Better beach clean ups	Different promenade solution inbetween Waterloo and Crosby
More information to public	More facilities - toilets, cafes	No.parking fees near burbo bank
Maintainance on the Crosby Promenade	Removing of rubbish beach	Better access for Horses
Cleaner beach at Crosby and Waterloo	Clear paths of sand all year round	More dog poo bins
Free parking		
Safer at night		
Lighting on paths for evening walks	Public toilets closer to beach at marina end	Clearer paths for cycling, too sandy
More places to eat and socialise	Cleaner beaches	Beach huts and pods
tidier	coffee shops	less concrete
visitor centre	much better toilet facilities	more than 1 of both above - so it's something we can be proud of if visitors come
Less dog dirt	Better parking	Better toilet facilities
Toilets on or close to the seafront at Waterloo	More targetted sand clearance of pathsSand clea	
less litter	less dog mess	less overgrowth
Toilets/facilities	Upkeep of paths/railings	More community events
reduced car park prices	people not leaving rubbish on nice days	more rangers
Beach clean ups Waterloo/Crosby	Cycle path link fisherman's path surface potholes	Burbo bank carpark better provision for cyclists.
A bit cleaner		
Free Parking	Less dogs	Less litter on busy days
Pity that the sand has submerged the path around the marina.		
Better cycle way	Path clearing	More dog wardens
toilet facilities	picnic area	better pathways
Cleanliness	Maintenance of the path from Waterloo through Crosby	Education opportunities/facilities
Cleaner beaches	More promotion to encourage people to visit	Visitor facilities at formby
Better visitor facilities especially refreshments	Removal of building rubble	More regular litter-picking
free parking		
Remove parking charges	Toilet facilities	
cleaner	reopen access to prom	more seating on prom

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	along Seaforth by containerbase	
Free parking	Clean litter	Public toilets
Crosby promenade should be kept clear so people can walk along it.	Dogs need to be under control, not banned.	
Toilet facilities	Improved walking and cycling routes	Free structured activities for all ages
visitor centres	improved accessibility from dunes to foreshore	restaurants, bars like new brighton would be good at Crosby
More beach clean ups	Free parking to encourage more people	More educational activities for kids
less litter	signs of sinking sand awareness	snack food facility's nine till five
More parking	Lower cost to park	More toilets
Reintroduce free parking	Keep paths more free of sand	(cycling/wheelchairs)
Free parking	Coffee stall	Nature information
More information boards	Coastguard back	Rangers about
parking fees	the weather	
better promotion	greater investment	improvements in common areas
No dog mess	Less litter	Easier for prams
Be able to sit in a cafe or restaurant and look out to sea	Not to have only Food vans for refreshments	More toilets
Less dogs	Less litter	Less cars
less run off into river via industry and agricultural eg Norton recycling	increased sand dune management	less traffic both commercial and public
More refreshments. Cafe not a van, preferably somewhere that dogs are allowed in at least part.	More toilets	More bins. There used to be lots along the seafront... now they are sparse.
fewer people	less damage to sanddunes	larger car parks
Clean up the prom	Clean up the beach and remove sanddunes creeping onto grass	Safer for pedestrians where bikes are concerned
Sand building up on promenade between the baths and Waterloo Marina makes it hard to run or walk and impossible for people to walk buggies and wheelchairs.	Build a cafe at Crosby beach	Better toilet facilities at Crosby beach
More bins	More dog poo bins	Running routes
Free parking	More toilets	Refreshments available
free parking	more refreshment areas	
No sand on promanade	free parking	Toilet/refreshment facilities
Free parking	More regular cleaning	Better policing
Toilets	Refreshments	Information site

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Zero development on the beaches	Protection of the sand dunes	Segregated cycle lanes
Paths cleaned	Sand brushed off paths	Rubbish removed
More wildlife	More cycle routes	
free/cheap parking	better refreshments	regular sand clearing
Free Parking	A coffee shop/restaurant	More walking routes
Free parking	Removal of sand from promenade path	Cleanliness
People picking up their dog poo	People taking home their litter	Better toilet facilities at Hall Rd
Less litter	Free parking	Facilities
more family activities	free parking	better control of dogs
Social commercialisation	Key asset that can bring economic growth	Key asset to bring well being
Clear paths	More for visitors	
Na		
Burbo Bank is one of my favourite places in the world. It would be great to have some kind of cafe there. I don't think it should be turned into some kind of shopping centre, but something better than a van that also takes advantage of it as a beauty spot.		
Better toilet facilities	I can't believe we don't have a beach front cafe / bar	More litter bins
car park charges	car park charges	car park charges

Formby

Better car parking	Refreshment facilities	Information notice boards
see q12 below	see q12 below	
Visitor impact and appropriate use of snaddunes		
toilet and refreshment facilities needed relatively nearby (say at Shorrocks Hill etc)		
Removal of all the bricks	free parking for residents	
More toilets	Baby facilities	Cheaper parking
More bins at Formby	Snack bar at Formby	Toilets at Formby
Clear sand from cycle paths Waterloo end	Much less litter @ Waterloo end	Discounted parking costs for local people
Maintance of the main footpaths	See less cars parked in residential areas at busy times	
More litter points.	Signs for visitors taking litter home with them.	More signs with regard to by-Laws.
Cleanliness	Free parking	Good Beach cafe
Parking near the military firing range area of the beach cabin woods or something	Toilets	Refreshments
Easy access to the beach	Park and ride to formby beaches	
More kids activities	Play area	More refreshments, cafe, beach

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		shops for buckets etc
safe bridge at Fisherman's crossing	More environmentally OK car parks	Visitor Centre at NT
More conservation	Less marine debris	Less traffic
Better access for people with disabilities	More information on wildlife, identifying birds	Cheaper car parking
Cheaper parking rates	Better access to beach at Formby	More bins for litter
Less dog mess	NT sort their beach	Better conservation
More litter bins	Greater maintenance of walkways, bridges and fences	
Better toilet facilities	Better control of dogs	More information boards
More facilities	More litter bins	Better signage
Access to more of it	Better litter collection	
More bins on beach areas	Frequent emptying of bins especially on busy days	More work done for the dunes
More refreshment facilities	Better restrooms	N/A
More staff on the beach/dunes/car parks in the winter	More car parks - it's awful living in Freshfield in summer when I have to queue to get to my own house due to the roads being blocked by visitors.	Litter! After every weekend there's litter all over the beach and dunes. The locals are sick of it.
More refreshments ON the beach. An ice cream van or two stuck right up in the car parks doesn't exactly encourage you to stay on the beach very long.	Less dog poo!! Especially in the pinewoods and surrounding dunes (the beach doesn't seem too bad)	General cleanliness - in particular a regular, concise effort to get rid of the bricks/rubble that feature along the bottom end of Formby beach
Better walkways for disabled	Beaches kept clear of rubbish	More parking poor facilities
More sand	Less vegetation	Better parking
free entry for residents all year round.	permanent toilet facilities at Formby	More regular clean up's
Different visitor culture - less litter	Spread visitor load over year - less beach crowd more explorers	Better links with the broader local community
Less litter		
More toilets	More parking	Visitor centre with cafe
Less litter	More information	Free parking
A cafe at Formby or Freshfield to make money for the council	More patrols to stop antisocial behaviour	The national trust to be less officious
Cleanliness of Lifeboat Rd	Removal of ugly metal signs	Increased staff at Ravenmeols
More information boards	More refreshment facilities	More toilets
Differentiate between local residents who use the beach every day and summer visitors re: car park charges	More refreshment facilities, but done tastefully and in keeping with the environment	Bins that are emptied regularly

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I quite like it as it is.		
Cleanliness of beach	Provision of refreshments	Access to beach
Less bricks!	Easier access across dunes	That's all
More toilets	More catering	
THE REDUCTION OF HOUSING NEAR THE DUNES - ESPECIALLY AT FORMBY.	NO EXPANSION OF THE CAR PARK AT FORMBY - TOO CROWDED ALREADY.	MORE CONTROL OVER LITTER - I.E. SUMMER VISITOR RUBBISH
seawall	better access in formby	more policing
Free parking	Cycle routes	More bins
The ability to walk in nature	The closeness to my home	Very good public paths
More regular removal of rubbish	Consultation on conservation projects	Free access to all areas for everyone
encourage people to use PT	Less litter	
Improved maintenance	More publicity	More refreshment places
Improved access/parking	Beach clean Victoria Road	
Less rubbish	More information signs	
Removal of rubble from beach caused by coastal erosion to old access road at Freshfield.	Educate visitors to be more responsible for disposing of any fouling caused by their dog and any litter they may have.	Ensure the public has a better appreciation of the opportunities offered by the Sefton Coast and the conservation challenge faced in order to preserve the coastal environment.
free access for disabled drivers	more places to sit	
Better signage	Protection of habitats	Managed parking
Free parking		
Less use as an attraction, more natural	At busy times more staff to monitor fires, noise etc	More to encourage visitors to use public transport
Easier access onto the beach	more carparking	more cycle paths
Better parking facilities	More bins with covers	More toilet & refreshment facilities
No teenagers on mountain bikes	No possibility of fracking	Cheaper parking at Formby point
Areas that keep people out	Rewilding and natural landscaping	recognition of waders importance to coast
Prevention of incremental development e.g. firwood house and wicks lane	More opportunities for public education about the changing coast e.g. why the salt marsh at Southport is an important habitat	Improved or new toilet facilities in spaces that will not impact on the natural coast
More ranger staff	Police presence in summer	More information about the challenges of conserving the site
Pram access onto beach	Toilets	Cafe

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More respect for nature	Control of dogs	Less urbanisation
Connected walk/cycle way	Amenities	
Free parking. Lifeboat road has no facilities at all		
Cafe at formby beach	Education centre for conservation	Nothing else, it's lovely really
more emphasis on getting there by public transport	vouchers for refreshments for people who walk or cycle there	improved ranger service / visibility to deter vandalism
less motor activity on dunes	more bins	more beach cleaning
Dog free areas on the beach	Heavy fines for dogs off leads	Dog specific areas away from people who dislike dogs
Bins emptied more often	Policed more	
More car parking		
Better facilities	Road congestion	
More protection for 'nature'	Less traffic	Less dog poo/litter
less traffic	more nature	less litter
better accomodation /holiday facilities at Ainsdale	better facilities near coast	More ecological buildings being built near / on coast
Open access	Proactive management	The National Trust to provide revenue to Sefton Council
Cleaner/tidier after sunny days	More info on coast and history	Refreshments eg beachside cafe/log cabin at Formby would be so popular
Cleaner	Better toilet facilities	Refreshment facilities

Hightown

Free parking	Cafe	Decent toilets at regular intervals
free parking	cafe at hall road	better maintainence of nature reserves
Less Difficult to park	No Charges at car park	Clear sand on footpaths
Beaches cleaner	Dog poo picked up	Less cyclists on coastal path

Marshside

Better cycling/walking paths	More cleaning around main roads/roundabouts	Better promotion of bird watching
Stronger/more information about wildlife		
Too many cars parking inconsiderately	Stop shops on Neville St. blocking pavemennts	

Southport

Sandy beaches to return	Grass cleared from	Beach to be clean
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	beach	
More litter bins	plastic bag dispensers	informationn
cleaner beaches	keep dogs on a lead	clean up after dogs
Better transport links, bus stops with shelters and litter bins. Park and ride to coast should be for everyone, not just drivers	More recepticles for litter and information about litter policy - better waste management	More police/community officers/warden for information and safety from anti-social behaviour and illegal cycling on pavements
free parking	more parking	later parking
less litter	no poo bags!!	no fracking
Free parking	Toilets	
Cleaner		
Investment in Southport	clean beaches	better access
The beach to be used more for events - there used to be bmx/motorcross racing, drive in movies	To find a balance between the grass and sand	to provide more toilets and bins
Accessibility	Grass build up at Southport beach	Funding for lifeboat
less weeds	less mud	access all year round
Beach cleaning	Dune cleaning	No cars on beach
Clean golden sands	Cleanup the disgusting muddy mess	Pay display car park weld road road
More information boards	A visitor centre	Easier access
Bins for dog poo	Dogs allowed on beach - if cars are allowed, dogs should be too	More woodland like Ainsdale
Stop parking on Southport beach	stop building ugly building like ocean plaza on seafront	
More visitors.	Inkeeping enterprise.	Innovative marketing.
Cleaner beaches	More environmental info	Better toilets
Cars banned from beach	Bigger Off beach car parks	Park and ride to beach
Cleaner	Sandier	More benches
Dog fouling on pavements	Provision of dog bins	Litter collection dreadful
More opportunities for wildlife	Less cars	to be more natural
Accessibility	More things to do	Cater for the number of visitors
Birkdale to southport beach cleaned	Tidying of coast road by pleasure land	Better parking facilities
Cleaner	Better maintained	Less grass on the beach
Public toilet availability all year round	Safe areas maintained for sea/sun bathing beach recreation	Improved dog and litter management
Cleaner beach	More attractions	Less sand on oatg
Safe areas to walk dog	Cleanliness	Education
Cleaner	Cheaper	Better facilities toielts
More promotion of the area in	More litter bins	

other towns/cities		
Less interference	Parking away from beach	Less cost to access freshfield
Free parking for residents	Better toilet facilities	Sand cleared from the cycle path

No Primary site identified

more benches	more bins for dog poo	seperate area for dogs
More publci awareness of fragile dune habitat and conservation work	More environmental education opportunities	More public awareness of issues with dogs (poo bags/unruly dogs not being on leads)
off lead dog walking areas	better tidal management	better communication
A cleaner beach which is raked	Improved Toilet and Parking facilities	More bins which actually get emptied!
Cleaner	Easier to park//bike	More information
Ainsdale beach should be developed in order to generate income for the Council.	Car parking should be possible all year round.	Areas of the beach have been overtaken by grass. This needs to ne contained.

Q12. Please tell us your **top 3 challenges** that you have about Sefton's Coast

Verbatim comments split by primary area visited

Ainsdale

Changing ecological system	Anti-social behaviour	Understanding of the nature of the coast
Human disturbance	Scrub encroachment	Climate change
See all above points		
Grass invasion	water quality	Accessability
Litter		
Grass invasion	The tidal erosion	Litter
Decreasing open sand in the dunes	Its always difficult to accomodate everyone.	
The green beach	The tidal erosion	The lack of bins
Better year round access	Better toilets	
Parking	Cleanliness	
cattle on and next to pathways	lots of manure	dunes not advertised for family walks
boy racers on the sands in the evenings	lack of sensible parking when the tide is high	intrusive alien species in dunes
litter from irresponsible picnics	more wardens on beach	bins emptied regularly in summer
Discount to local residents for beach		

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pass		
not enough toilets	not enough places for a coffee	
Getting on with no parking in winter as I am disabled	Reduced parking area in summer at Ainsdale means overcrowding	Poor toilet facilities
Ownership....it belongs to the public, not the Council		
Marshside	Litter	
Fracking	Litter	Access
Finding a clean quiet spot	Not getting run down by cars	Walking for longer without a loo be closer
Southport grass and diminishing sand	Maintaining reputation for visitors	Budget cuts
Sefton have no money to spend to keep beach open annually	Sefton do not have resources to clear away overgrown trees or bushes, especially along ainsdale pinewoods	Sefton do not police dog mess or have enough receptacles as people leave bins overflowing
Beach closed unnecessarily	Impossible to get to Formby point by car at weekends	
Grass growing on southport beach	Ainsdale closed To cars in winter	Run down area around Ains beach
more bins for dog poo bags	bins to be emptied more often	pathe maintained better
Parking	Safety	Cleanliness
Being allowed to enjoy it without interference from Council employees	Grass ruining the beaches	(name deleted) idiotic personal crusade to rid the beaches of people.
Amount of dogs out of control	Lack of amenities near the beach	Pontins and it's ability to pull in worst people and crime to what should be a good one for sefton
Impacts of both natural coastal change and long term climate change on the very sensitive habitats - room for roll back to cope with coastal squeeze from rising sea levels and increased erosion, but also taking into account accreting areas e.g. salt marsh and how to change people's understanding of the value to people of salt marsh as a carbon sink, natural coastal defence and its value for wildlife.	Impacts of development and a rising North West England population, potentially increasing visitor and residential pressure on the coast and its habitats and species and its ability to respond to the challenges in point 1.	Effective long term management of the coastal assets, including good integration between marine and terrestrial planning. It requires will and resource, both of which may be lacking with funding cuts to government agencies and local government.
Parking		
Easy access parking	Gacikities	Learning more about it
No all yr car access to Ainsdale beach	Hopeless access to beach at Birkdale -too muddy	Lack of basic facilities at key access points to the beaches

Crosby/Waterloo

Dunes eroding on prom		
Look after the coast	Make the coast calm	Make the coast clean
more benches		
Safety		
not enough seats	not enough toilets	dogs running free and where children are
dog poo		
dog fouling		
access	be able to walk from beach to beach	toilet facilities
getting to the beach through all the sand	There is nothing to buy to celebrate seeing the iron men	That people and visitors should look after the coast and take rubbish home with them
small lake at marina drained - its just a cess pit at the moment - the water is bright yellow as of 12 April!	small lake at marina drained - its just a cess pit at the moment - the water is bright yellow as of 12 April!	
car parking charges	dog mess	No shops
Cannot cycle in Waterloo and Crosby due to sand	Views obstructed because of dune height	Concerned about safety of dunes and broken railings. (Waterloo and Crosby)
Accessing all of prom	Toilets	Cleanliness
Sand blocking paths		
Safety on beach during visits	Cost of transport to and from coast for school parties	Knowledge of practitioners undertaking a visit
Toilets	Litter control	Alcohol control
sand covering sections of the sea wall	amount of litter	dog waste
Council cuts		
Dogs running loose in beach	Sand not cleared from paths	Litter (sometimes(
Lack of toilets	Lack of parking	
Make more child friendly	Stop trying to make Southport into a mini Blackpool	Spend more money on Crosby coast
Beach litter	Lack of educational opportunities	More promotion needed
Erosion	Flooding	Dangerous mud
Accessing all of prom	Toilets	
Busy		
Less dogs	Less rubbish	Better transport links
Day trip litter louts		
sorry not sure what you mean by challenges		

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litter	too many cars running their engines	safety
not friendly to people who aren't dog lovers/owners	recreational activities are too expensive	better recreational opportunities are needed
pathways accessible		
Litter		
marketing and maximising opportunities to bring income to the area	fixing it as something special in local people's minds - source of pride and ownership and identity	keeping it clean after a busy day
How to manage accretion particularly across the promenade path from radar station to the coast guard station	Development of a visitor friendly environment	How to make the whole coast more accessible and still retain its uniqueness
Doggie bags left on or near paths. Why?	Littering.	Speeding bikes
The Council who need	a bit of forward planning	
Sandfree promenade	More controlled dunes	Litter free
Litter and food waste	Wheelchair access to some sites	
Less dog mess	Less litter on beach	Clearing sand from walkways for prams and wheelchairs
Conservation of species and habitats	Making people aware of what there is down on the Coast	
Volume of people to limited popular areas	Lack of dog free areas on beaches	Lack of access to quality and affordable refreshments in some areas
Sand building up at back of garden	Unable to access beach due to being disabled and pathways not cleared	Upkeep of residential home
Walking and cycling on paths	Views obstructed by dunes	Unsafe and broken railings
Litter	Dog poo pick up	
adequate rubbish and litter managemnet	Keeping the promenade free of blown sand	Stopping motorbikes driving on the grass and path to Hightown
Peel Ports encrouching on land	Peel Ports is eyesore	Dogs unleashed
Beach clean up		
Cost of parking		
Litter	Sand on walkway	Limited catering
improve toilets	buggy friendly	clean up litter
Work full time so can't access as much as would like	Cost of parking in places like Squirrel Woods is a barrier	
Cycle paths along coastal road Ainsdale are poor quality	More finances are spent in the north of the borough instead of being used in the south	Air and other Pollution from the docks

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maintaining sea defenses	balancing flood risk vs natural environment	cost - to local authority
Trying to walk when the path is blocked by drifted sand	Avoiding bikes Tec where the path is narrow/ none existent due to drifted sand	Missing barriers/ hand rails
Cycling along the Crosby promenade	Rubbish after a weekend in the summer	Motorbikes late at night
Litter	Animal welfare	Anti social behaviour
n/a	n/a	n/a
This question	Is confusing	It doesn't make sense
Cost of parking		
People littering	Dogs with no muzzel	
Clearer cycle/walking lanes		
Increased visitor numbers could lead to further litter	The impact of attracting more footfall on local residents and the impact on their amenity	Sustaining any developments against further cuts
litter		
don't feel proud when bring people	inadequate toilets for such a busy area	missed opportunity to educate people about our coast - learn more from random programmes on the TV
Cleanliness	ASB of some users	Parking facilities
Some of the paths are now completely buried in sand	A lot of litter is left in the summer.	
clean up litter	more bins	tidy overgrown areas
Nighttime safety	Cycling in burbo bank carpark	The weather
Littering is still a problem on the beach and more so in the parks.		
Shifting sands	People's attitude towards litter	Dog walkers not clearing up after their dog
Refuse collection not frequent enough	Sefton MBC not valuing as a resource	No facilities for visitors
Pollution		
Erosion	Protection of habitats for wildlife	Generating benefits for the local economy
poor public transport	prom blocked by sand in places	lack of seating on prom Waterloo end
See above - q11 is essentially the same question		
climate change	tourism	accessibility
Unsavory items left littering marina	Quality of water around Crosby	Sand dunes drifting and blocking paths
park litted signs bins	life guard seen many people struggling in quick sand	rangers to rid rubbish
Finding a way to encourage visitors to remove litter		

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No lifeguard	No swimming	Too many dogs
Safe sand	Cost of parking	Clean sand
sand		
lack of funding/money	erosion/weather	
Dog mess	Litter	Pram access
Council realising its full potential		
Less dog mess	Less litter	Less cars
increased funding	to reduce the negative environmental impact of encroaching industrialisation	sustainability
Sand not cleared often enough along some paths	Nowhere to grab a convenient coffee	No toilets apart from at the swimming pool... and I can't take a dog in there!
too many visitors	too many cars irresponsibly parked	fires
Access to beach due to walkways not accessible	Lost steps and rails due to access sand which is getting worse	Prom not wide enough for pedestrians and cyclists going fast
Sand build up on the promenade between Crosby baths and Waterloo Marina. Simple metal panels fixed on the sea-side of the walkway would stop this.		
Sand dunes blocking prom in waterloo		
parking cost	regular cleaning	keeping the red squirrels at Formby
Sefton Council doing something other than using the facility as a cash cow	Not wasting money on things like the High Ropes	The waterloo festival and car park in costal park
Accessibility due to lack of maintenance on the Crosby/Waterloo promenade	Unsocial behaviour - scrambler bikes	Litter
Coast not equipped for large number on sunny days	Dog walkers not cleaning up	
Clean paths	Clear rubbish	Clear walking area
this is not a proper sentence!		
Parking	Food on offer	
See above		
Too much litter	No public toilets	Difficult without a car
Lack of ambition whilst ensuring protection	Risk adverse council	Sand drift
Blocked paths		
Charging for parking. Look, I understand, but is there a slicker way of doing it than the way you currently do at Burbo Bank?		
Lack of toilet/bg facilities	Beach access with a buggy	Nowhere to park up bikes / scooters
car park charges	car park charges	car park charges

Formby

Erosion of dunes at Formby	Rubble on beach at Freshfield	Too many dogs
The state of Alexandra Road		
Visitor impact	Protection of sand dune habitat	Erosion at Formby
Wildlife attraction - more work needed to support rare species		
Trying to avoid horse manure on Formby beach	Not enough bins	Need snacks and drinks
Overcrowding	Dune erosion	Flora/fauna conversation
Future flood defence	Erosion of the sandhills	
Maintain public right-of-way down St. Luke's Church Road. & Albert Road past (Lord Mc.Combe's) Firwood Hall.	To keep certain parts of the shoreline natural & undeveloped.	Not to develop Lifeboat Road car park (Visitor centre etc) as a cash cow for the council - this can be done at Ainsdale where there is more space.
Going to the loo	Navigating the dunes	Being thirsty
Traffic formby	Parking southport	
Problems of erosion	Dog droppings	Interpretation
Littee	Traffic	Too bust at times
All year round parking /access at ainsdale		
Conservation	Reduce car use	Visitor pressure
Not enough litter bins	Rotting wood walkways, bridges and fences	Cyclists forcing walkers from paths
Litter	Access	Finding out about activities
Rubbish	Preserving our dunes	Antisocial behaviour effecting our beautiful area I.e. Squirrel walk (which I have been visiting since I was little)
Weekend visitors - too much litter	Horse riders on the disabled boardwalk entrance to the beach. Rules don't appear to apply to them.	Traffic- cars blocking driveways and roads in the summer.
Congestion/access issues on sunny days - limited parking outside of designated car parks and poor provision for any visitors wanting to explore Formby village	Keeping on top of any increase in visitor numbers by keeping on top of litter by beach cleaning, litter bins (inc dog poo bins)	
Poor visitor facilities	Erosion of sand dunes	Wild life diminishing
Southport's "beach"	Traffic management	Better facilities
nothing	nothingn	nothing
Disabled access		

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Littering	Visitor understanding of coast	Lack of catering
Volume of visitors during summer	Misconception about Southport and the importance of protecting the salt marsh	Dog attacks on beach. Perhaps less likely if more wardens on beach during summer
Protection of dunes	Minimising litter	Generating revenue
Get the coast to make money for the council	Ensure that Formby residents get priority	Sort out the parking on neighbouring roads when it is a nice day at the weekend
Volume of traffic at times	People's rubbish	Horses galloping with no regard for other beach users
Erosion at Formby	Handling and facilities for large number of visitors	Patrols by rangers to manage bad behaviours
Litter at south end of Formby point coast	Erosion and management of dune environment	Retaining 'wild' nature of coastline but balancing against better management of increasing numbers of visitors
Erosion of the dune front	Litter	
Not sure		
TO MAKE THE COAST ACCESSIBLE TO VISITORS - BUT TO REGULATE THE AMOUNT OF VEHICLES SOMEHOW.	ACCESS TO ST. LUKE'S CHURCH ROAD & ALEXANRA ROAD - REF. FIRWOOD HALL (MR. Mc.COMBE'S LITTLE EMPIRE! & ACCESS RANGE LANE.	
Erosion	summer visitors disrespect the formby	English Heritage destruction of woodland
Dog fouling	Erosion	Litter
Parking more so Formby Hightown	More activities needed	Not many cafes or establishments to eat to make it a day out
Rubbish especially after bank holidays	Better access for disabled	No areas restricted to dogs
Volume of cars and parking facilities	Litter especially Formby	maintaining and improving the coast
Dog fouling	Visitor Mgmt	
Effective conservation of coastline, flora and fauna whilst still allowing responsible public access	Funding/manpower restrictions limit what can be done.	Agencies working better together with shared aims and values.
access as I am disabled	lack of seating as I can not walk far	
Bikes etc degrading area	Abandoned litter	Effect of parking on community.
The possibility of fracking	The possibility of fracking	The possibility of fracking

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Too many visitors causing traffic chaos, especially on Formby bypass	Noise and rubbish left by visitors	Maintaining the dunes system with large numbers of visitors
a cleaner safer beach	managing cars	more facilities
Too busy!		
People	encroaching human development	Fracking
This question makes no sense		
Antisocial behaviour	High visitor numbers on sunny days	Litter and dog fouling
Better access for prams, very difficult at formby to access beach		
Keeping it wild	Zoning recreation	Resources for conservation
Waste bins in winter	carpark charging in summer with no benefit.	
To restrict erosion as far as possible		
Coastal erosion	Conserving wildlife	Access for elderly or disabled at formby
too many cars clogging up streets on approach to shore	reduced funding for ranger service	litter
disposing of rubbish	protection of current landscape	dog poo bags left around
Dogs	Dogs	Too many dogs
Traffic	Traffic	Traffic
Erosion	Litter	History
volume and speed of traffic	pressure on wildlife	noise
Access - not clear where to get access other than NT and towns	start enf point for walks/facilities don't exist	
Traffic management	Population growth	It being a dynamic environment.

Hightown

Encouraging visitors	Keeping it clean	Education
keeping area clean	improve maintainence of nature reserves	improve visitor facilities
Glass on beach	Overcrowded parking	Charges at car park
Erosion of the coastline	Erosion of dunes by cyclists on specialist bikes	Litter

Marshside

Litter	Beach deterioration due to grassing over	Quality of paths
Cars on pavements making	Shop merchandise in Neville st making pedestrians	

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pedestrians walk in road	walk in road
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Southport

Southport - disgusting beach : no sand	Birkdale - Disgusting beach : no sand	
directions	seating	finding litter bins
Climate change	Coastal erosion	Too much human interference (housing, waste disposal, exploiting the earth by fracking, at the expense of safe green/sand space and the conservation of rare species
keeping it clean	over use	environmental damage
Attitude of Council	Mud on Southport beach	
Cleanliness		
access	facilities	cost
more landmarks towards the ainsdale southport end. we have the iron men, we have formby point then theres a huge opportunity in between there and the marshside bird reserve	Worried about how clean it will be kept if we don't have european standards	
Accessibility	Grass build up at Southport beach	Anti social behaviour
birds	vehicle access	too many rules
Too many shops	Not enough signposts	Not enough visitor facilities
No bins at start of Ainsdale Fishermans Path walk	Cant walk Dog on Southport section of beach	Poor parking at Ainsdale and Birkdale
Continued concervation of the amazing coastal flora and fauna	overdevelopment of the coast	
Themed signage.	Vandalism.	Understanding wildlife.
Overgrown	Litter	Sand on path
Erosion	Litter collection	
too developed in places	too many cars	Think there should be less parking on the beach
Queuing to park	Cost of parking	Lack of signage
Being allowed to walk dog on beach as lack of dog walking now in the area		
Public toilet availability	Maintenance of beaches	Dog fouling and general litter, plastic bottles etc
Too much sand on path	Not tidy	Parking prices
Accessing information about our coast	Rubbish on beach	
Litter	Dogs off lead	Toilets

See above	Above	Above
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No Primary site identified

Beach erosion/loss of dune habitat	Litter - especially dog poo bags	Endangered species (Natterjacks/sand lizards)
Communication	Participation	Cooperation
Cleanliness	Access for all	Sand and not mud and grass - Southport
Litter	Vandalism	Cleanliness

Q14. Please use the space below for any comments you have on the proposed Strategic Priorities.

Verbatim answers split by primary site that they visit

Ainsdale

Funding and resources have to be allocated and in place to deliver the priorities. I am convinced this is the case
We are fortunate to have an extensive coastline so surely there should be room for all of us to enjoy. I think that there is great work being undertaken in conservation but I think that it is unfair to put a complete ban on cars on the beach without having to pay. Our beautiful coastline should be there for us to enjoy without us having to pay for every visit. Not everyone can afford to pay. We are trying to encourage people to stay healthy and enjoy the outdoors.
It would seem that Coast and Courty are not really interested in tourism. Their aim is to prevent visitors to the LNRs and beach. Rangers have expressed that viewpoint and this survey does too.
I walk my dog everyday in the Ainsdale and Birkdale sandunes. This keeps us both healthy and fit. I have no concerns about my safety and find the people and dogs I meet friendly and approachable. I walk my dog "off lead" once away from the road. In an hours walk I see a few people and generally they also have dogs "off lead".
Why don't we have a a cafe, toilets, mini-shops, in a large visitor center with free parking at or near the Ainsdale beach entrance. It could be a private initiative on council land. This would encourage more visitors to the area which would bring in more revenue to the Southport area.
They are very generic so hard to disagree with but I would have liked to have seen something specific about local residents/council tax payers rather than being lumped in with visitors in general.
Need to sort out free parking a bit futher away so people can park and then walk to the beach like Salou making it look beautiful and not like a car park and litter everywhere - limit Icecream vans - limit horse boxes etc - limit dogs - it should be for kids and families to walk, play etc - have special events like sport, music, etc
I would add maximizing the value and use by the public whilst protecting the environment. The above may have the highest Strategic Importance but may not be the Strategic Priorities. The Highest Strategic Priority is more likely to be developing a more effective Operating Model and Stakeholder Strategy. Looks like the other stuff is well understood.

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<p>Ainsdale and southport should encourage visitors to the area, instead of discouraged, beaches closed, inadequate parking spot and facilities. Children and their families should come and see nature, explore the coast and its flora and fauna.</p>
<p>The second point is deliberately evasive.</p>
<p>Tourism is incredibly important to Southport, so why are visitors banned from parking on the beach so often and for the whole of October to March? Ridiculous! At very high tides, yes fair enough but the rest of the time it causes chaos as there is no alternative parking available. Cars have used the beach from Ainsdale to Southport for a hundred years and should be able to continue doing so. The green beach is a disgrace and an eyesore. There is plenty of dune habitat, we don't need more.</p>
<p>The coast should be regarded as a gold mine to the sefton area. Southern areas in Devon etc are no more beautiful than Ainsdale and Formby but we fill them with cheap fairs, places like pontins, allow people joy riding on the beach. We could make a lot of money locally from our setting. Pontins needs to go and a leisure development that is respectful for to the nature reserve should be developed. Once pontins has gone, the sands pub would be invested in. The attached lake is under used and could be developed for boats, benches, hides, picnic areas etc. protecting wildlife and eco system so important but sometimes so much emphasis no one is allowed to enjoy it. Toad hall she be developed, with coffee shop, restaurant, beach bike hire underneath . There should be more tours and learning opportunities for people to understand about the reserve. People should be charged for parking and this should fund wardens and security on all times even in winter. Formby squirrel woods is a fantastic asset but again something respectful to its environment like a treehouse in a small part would be great serving refreshments. We should be proud and try to start to engender the respect the reserve deserves</p>
<p>I'm sorry but I couldn't find any mention of these 3 strategic priorities in the consultation document. The document has 4 references to 'strategic priorities' but nowhere does it list them or give any indication what they actually are. I also think that people should be at the heart of this plan and they don't appear to be. There should be a strategic priority relating to the health and wellbeing of coastal communities. With regard to the visitor management issue - I strongly agree that this is a priority but the wording could be improved.</p>
<p>Don't know what is meant in Q13 point 3 to comment. Whilst strongly supported conservation, I also think tourism & facilities are important. Southport has commercial opportunities whilst other areas could develop more outdoor activities e.g. Hiking,</p>

Crosby/Waterloo

<p>Pleased to see at last the Coastal Plan moving up the ladder</p>
<p>Have more information to tell people about the coast</p>
<p>More benches and tables or chairs to sit on. I think there is a need to look after the beach and pick up the rubbish</p>
<p>Looking after the visitors who visit the coast and to keep everybody safe - more security Dog mess/fowling and dog bins - keep the coast tidy More benches needed</p>
<p>Tell people how to look after the coast More police around</p>
<p>I think there is too much litter about</p>
<p>I would like to see the coastal areas high in tourism but ensuring there is no impact on nature/environment. A clean safe place for all ages to enjoy. Possibly a board walk from Bootle right through to Southport with various stop off points would be great. Also cleaner sea water (not sure how - but wishful)</p>

<p>It would be nice to have a promenade along the whole front from seaforth - waterloo - brighton le sands, blundelsands, instead of the mish-mash that we have now. Tourists have said to me what a mess and disappointment, coming to see the iron men - Walking across the marina grass from the car-parks, the section at Brighton Le Sands is an assault course with blown sand. I know it must be a hell of a problem for you!! I do LOVE my beach. I have been fishing and scrimping for pleasure for over 50 years and I am 74 and I walk it more than ever, as I am retired. Thank you</p>
<p>Lots of management speak would help to translate into action</p>
<p>The sustainable conservation of this area is key</p>
<p>They all follow on from one another, but they could be all summarised as " Put developing the visitor economy at the heart of the development plan, whilst preserving and sustaining the environment. See the Somme estuary developments and infrastructure in Northern France</p>
<p>Clearly thought through and attractively presented</p>
<p>Create a cafe and facilities at Hall Road. It's been done at Otterspool Why not here? This would be somewhere to take our service users and be used by many of our aging population and also put some activities in for the children. These things would compliment the iron men.</p>
<p>Economic competitiveness is not the key priority for most users of the beach, all we want is a well maintained, clean environment that our families can enjoy, we do not want to loose any of our coast to business development, which will encroach on our peaceful enjoyment of our beautiful coast.</p>
<p>Stricter rules on people who leave rubbish. More recycling bins for plastic bottles etc. Stricter rules on drinking alcohol</p>
<p>I don't understand the third strategy. " Competitive coastal economy"? Are you referring to parking charges? I agree with the first two. Sometimes I think trying to hold back the sand dunes in Crosby is pointless. I played in those dunes in Seaforth over 50 years ago as a child. Then the Marina and promenade were built but for all these years the dunes have fought back. Maybe the money and manpower could be used just keeping the huge litter problem in order. More investment is needed particularly from plastic. Our coastal environment and wildlife are threatened by plastic.</p>
<p>The conservation of the habitats of wildlife is vital. Sustainability and encouragement of environmentally sound practises are important too. Solar powered buildings along the coast. Facilities and information for cyclists</p>
<p>the coast is a natural resource - its important not to sell this out in order to create a strong economy. A strong economy is only justifiable if the the other 2 objectives are fully met</p>
<p>Drop car parking charges</p>
<p>Don't understand why a beach voted in the top 10 in the world for sunsets has been ruined by wind farms! And no local benefits realisation to be seen.</p>
<p>I wholeheartedly support this proposal and think you could learn from working in partnership with the National Trust whose experience and knowledge. They could help Sefton avoid any unnecessary costly mistakes from lack of experience.</p>
<p>I believe the Coastline is Sefton's to look after for future generations - I don't believe you have the right to sell off land for housing or profit - we need to maintain these green and open spaces and encourage plant and animal diversity as well as space for people to 'be'</p>
<p>While the natural environment is very important, so is the availability of recreational spaces for people - who are of course really part of nature as well. The areas need to be managed to benefit both, and if this means closing some areas to people, so be it.</p>
<p>Totally agree</p>

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There does not need to be any further expansion of the port unless the appropriate on shore infrastructure is completed first (not after).
There are rumours that there will be restricted access to dogs. I think that this would be really unfair to the majority of responsible dog owners who visit every day of the year and are often involved in cleaning up rubbish on the beach that non dog owners have left.
the parking fee structure is totally wrong - as it is for all of Crosby.
has to be more done to increase/sustain wildlife as the local urban areas are only going to increase
Concerned about dogs off leads and dog mess
I visit Leigh-on-sea regularly to see my good friend from school. They have a tiny stretch of coast in comparison to Sefton, but they utilise it so well. Fish and Chip shops/restaurants, public houses, public toilets, cafes, ice cream parlours, etc I suggest Sefton council visit places similar to these to see what can be done quite easily. It should be our major attraction and bring in much needed revenue, to the council and local businesses.
People need to stick to paths and not wander on the sand dunes and grasslands
Agree with sustainability, but competitive and economy usually means cheap and nasty
I don't believe that dogs should be limited in their access to the coast.
Not sure visitor numbers have ever been 'managed' but parking to pay will put people off....
I agree with the aspiration, but as with most things in this area there is alot of talk, plans, non-elected groups ...but little action
I dont feel like the area representing a competitive coastal economy should be such a high priority, its natural qualities speak for itself and it should be an area that is divorced from development focusing on its natural qualities
We have a valuable asset, please do not think that you can commercial it without being socially aware... open your minds, there are people out there that could enhance the place without destroying the place. Be clear with your requirements, think about the future and suststaining public services through good growth and commerce
Would hate to see it commercialised and just about profit making.

Formby

THE CONSERVATION OF THE COAST SHOULD BE TOP PRIORITY & NOT A MONEY SPINNER FOR SEFTON COUNCIL - I. E. PARKING CHARGES, ICE CREAM SELLERS ETC. - ALSO THE NUMBER OF CARS VISITING ESPECIALLY FORMBY REDUCED - MORE USE SHOULD BE ENCOURAGED AT AINSDALE AS FORMBY IS TO SMALL & EXPANSION AVOIDED AT ALL COSTS - THINK OF THE LOCALS. AINSDALE HAS THE ROOM FOR EXPANSION. COASTAL ECONOMY SHOULD BE BUFFERED AWAY FROM THE BEACHES - THIS IS WHAT GOES ON IN SOUTHPORT & CROSBY & LIVERPOOL. NOT ON NATURE RESERVES. ITS THE WILD LIFE THAT NEEDS LOOKING AFTER NOT PEOPLES WALLETS.
Please help the entire coastline, not just Formby lifeboat road. There is also the area near the firing range.
Third statement is beyond stupid, competitive with what?
Different parts of the coast should have different priorities. For example, Southport and Crosby can be economy focused whereas Ainsdale Formby and Hightown need more of a conservation focus. All areas need to encourage visitors but for different

reasons.
I am concerned you may prevent dogs on the beach. Most regular dog walkers are very respectful and their dogs are well behaved. Please don't penalise us all.
A coastal economy for Formby would be fantastic but there needs to be more done to make the beach area more of a full day out. Refreshments are necessary - café provision on a permit basis for sunny / busy days would be the ideal solution. This needs to be on/nearer the beach as a couple of ice cream vans on the car parks, which are far too far away to traipse back and forth to are not the solution. Extra toilets and bins to cope with the increased demand would be required.
The last two come with some caveats. Does coastal tourism need to be increased, and does that naturally lead to an economy based on an unsustainable resource? Would spreading visitor pressure over the year be a more manageable goal? Could 'quality over quantity' of tourist work here e.g. ones that later spend a relaxed time in cafes and bars in the local village.
Visitor centre at formby would integrate community more and also tickets to get in may reduce visitor traffic. Maybe traffic light system (red-very busy, no spaces/green, spaces available) advertised on social media more than currently communicated to pre advise/reduce congestion
Increasing tourism is great but the natural habitat needs to remain as is
I think they sum up perfectly what the objectives should capture
Agree with tourism side but there is often litter left, and all the bricks are sometimes a hazard
THE CONSERVATION OF THE COAST AND ECO-SYSTEM SHOULD BE TOP PRIORITY & AND NOT BE SEEN AS A CASH COW FOR SEFTON COUNCIL TO MAKE UP SHORTFALLS FROM GOVERNMENT.- VISITORS TO THE COAST ESPECIALLY AT FORMBY IN THE SUMMER ARE TOO MANY FOR THE AREA CAUSING CONGESTION FOR LOCAL RESIDENTS NEARBY & VISITORS SHOULD BE RE-DIRECTED TO AINSDALE WHERE THERE IS ABUNDANT PARKING & ADDITIONAL FACILITIES. - JUST TAKE THE N. T. AT FRESHFIELD THEY SUFFER AS FORMBY DOES.WITH THE INCREASED TRAFFIC OVERCROWDING. - BY THE WAY I AM NOT A NIMBY!
These would be my top 3 priorities. See the responses I gave to questions 11 and 12 before I had sight of these Coastal Plan priorities.
Please don't let fracking come in to this area it would be ruined. We have so few areas of natural beauty these days, please please don't let us lose the beach, woods, wildlife and our safety for a pathetic attempt at squeezing the earth's resources further than is wise.
We must protect the coast from any dangers from proposed fracking
Create areas of separation especially free roaming dogs being kept out to allow areas for ground nesting birds, make sure no fracking can happen on or under the land the land and keep the space as natural as possible. Minimise traffic impacts
I do believe that education, particularly on a local scale, is of equal importance in promoting the future well being of the coast.
No access or restricted access zones are necessary to ensure that coastal wildlife is protected. Recreation and access management must be developed with nature conservation management to achieve the best results.
Surely the best tactic is to attract visitors to the coast to generate revenue and create sustainability, not extract revenue from current visitors who move elsewhere, and do not recommend the Sefton coast line to there friends and family.
I think you've identified priorities very well indeed. I've been a very regular beach goer at formby since I was a lad in the 1970's. Back then there was a lot of oil in the sand,

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<p>dumped by ships out at sea. It was vile. Now the beach is clean and I notice folk are WAY more mindful of taking home litter than 20 or 30 years ago. The community values it far more and I think they like being involved. It is sympathetically managed and a credit to those involved.</p>
<p>More dog friendly routes for people using it day in day out along with facilities to bin poo along newly.marked paths. Maybe washing facilities from rain water</p>
<p>Living in Formby it is a nightmare when there is lovely weather. There are far too many people who come for the size of the area. Add to that the number of dogs that they bring with them, some of them clearly out of control, makes going to the beach on a nice day out of the question. I have two small children and we don't feel we can enjoy tge lovely places on our doorstep because of inconsiderate dog owners.</p>
<p>Given the vulnerability of the coastline re coastal erosion and storm damage, anything which helps to protect the area has to be a priority.</p>
<p>Too much traffic. Live on route to beach, don't use our local patch of coast on sunny weekends/holidays as too many people there, many of whom do not respect the place judging by the amount of litter left. Fed up with the volume of traffic. A change in the weather one Sunday meant gridlock in our area, traffic stretching from Cross House Inn to the Lighthouse roundabout. Too many houses being built here, increasing pressure on the coast and yet more traffic.</p>
<p>No need to increase tourism will only ruin what we have</p>
<p>natural flood management excellent - need more environment for nature so less hard surfaces. worried about plans for more roads, more roads only leads to more traffic. far too much traffic. Need alternatives to car, far too much traffic on roads, volume and speed a worry. have lost count of number of red squirrels I have picked up which have been run over. walking etc need to be encouraged, needs to be a crackdown on parking on pavements, the built environment needs to be more pleasant to encourage more urban walking/cycling. too many houses being built in area. is there really such demand? they only bring more pressure on coastal strip and, yes, more traffic. no mention of fracking, surely a big issue for water management, pollution events, traffic, loss of green/agricultural space. too many visitors to the coast do not bring any positives but leave too much litter. don't go the coast ourselves at busy times, depressing to see the amount of litter etc people leave at times. too much anti social behaviour at night on dunes/car parks, fireworks, drug parties - after which they presumably drive. camping, caravans using the car park as a site. too many dogs/people trampling over potential nest sites how many more visitors can this area take? surely too much visitor pressure on an area makes it increasingly unpleasant for residents, how do you measure sustainability? I hear the variety of wildflowers etc on the rifle range is amazing because of lack of visitors - what is the future of the rifle range and why can we not have the same range/volume of 'nature' over a wider area. nature increasingly confined to tiny areas due to human pressure we need to do more to help it.</p>
<p>There is a need for long term conservation for whole coastline, not just short term development.</p>
<p>The National Trust SHOULD NOT be able to close the Sandhills, pinewoods or shore at Lifeboat Road. The National Trust should proactively manage the traffic on busy days And./Or make a contribution to the cost of policing the area. There should be a sign on the Bypass that says that the car parks are full and that the wait is n minutes.</p>

Hightown

There needs to be a balance between promoting the area as a recreational destination whilst preserving the natural habitat. As a Hightown resident, the worst thing for us has been expansion of the coastal path, which is rapidly being seen as a cycle path. Our peace and tranquility has been shattered forever and the promised eco finish to the path at the top of Blundell Road was replaced with Tarmac. So much for an area of natural beauty.

Southport

Southport has the worst beach in the country. We have business colleagues from all over the world who visit the town regularly. Every one asks why the beach looks so unsightly with unkempt green areas rather than sand. We should be thoroughly ashamed of our beaches. Because of the absence of sand in Southport, we are grammatically incorrect to use the term beach
Protected areas for certain species High interest areas with charges Wayfinding apps for mobile phones
On paper very good. It must be holistic recognising the inter-dependence of plants, animals, humans alongside sustainable economic growth and a safe and clean social environment. Fracking is the biggest threat if Aurora gets its way with the Sefton Council which even if it goes against it, central government under conservatives will over-ride. They have done this to Fylde Coast. FRACKING WILL RUIN SEFTON COAST economically, socially and environmentally with an increase in heavy traffic, visual presence of rigs with leaking methane and polluted water supply. It has been banned in many countries.
The Marshside Nature Reserve could be so much more and the Eco Centre is not publicised enough The beach area has too many car parks
We are lucky to live & work with a zone of stunning value, the challenge is to make the assests work now for our children & grandchildrens benefit.
I think that there should be more use of public transport - the park and ride is close to the beach in southport so why do people need to park on the beach.
Sounds like an excuse to leave the grass on the beach
What does development of a sustainable and competetive costal economy mean? If it means listening to local voices about what hinders the economic wellbeing of coastal businesses and activities, then I strongly agree. But it means the council will need to change and actually start listening to those voices.

No primary site identified

Tell people how to look after the coast more police around making sure people pick up their rubbish after eating on the beach
get the above balance wrong and the economy will not be able to provide for all parties.
Southport especially has been neglected as a beach under the guise of a natural environment. The natural environment exists at Marshside where all the birds are (not on the RSPB's stupid "bird field"). Return Southport beach to a beach next to a seaside resort.
Managing dog walkers and educating them on their responsibilities to others and conservation- keeping dogs under control and poo. Keeping the beaches clear of litter, glass and general rubbish and how that impacts on wildlife

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Q19 Please use the space below for any comments you have on the suggested Big Challenges.

Ainsdale

<p>You need to facilitate access to the beach for disabled users and open the beach ALL year round. Closing the beach to tourists is not good economically. Revenue is required for sustaining council funds and creating jobs.</p>
<p>Have given up with this survey it is pure jargon !!! The people of sefton want to access the beach in safety with the knowledge that Sefton council behind the scenes aren't spending thousands on this type of consultancy . How many people have answered this questionnaire and how many people like myself gave up now. Open the beach for the Sefton residents for free charge outsiders and set up More community groups to manage the issues. Simple why make things so complicated with jargon from consultancy companies ridiculous</p>
<p>Include making the best strategic use of the coast for the community and the nation.</p>
<p>Re. Investment in Management - please invest in someone as an alternative to (name removed). He has no idea how to run the beaches and coastline.</p>
<p>There needs to be better transport facilities to the coast. Liverpool is developing more and more and we should capilise on this we have wonderful assets and should try and capture more tourists busing the city. Previous councils were short sighted and got rid of the railway that used to disembark at Ainsdale beach. With the transformation of the dock area over next 30 years a fast green shuttle along the coast would be amazing bringing people to our great coast like. Nature reserves like ours around the world are respected, used more we need to develop our assets. We also need to develop it as a golf resort and let black pool do the tacky beach fair thing. Lytham st Anne's is a great example to Southport. Is there a way we could link up boat transportation and travel with liverpool</p>
<p>How do the Big Challenges link to the Strategic Priorities? Resourcing will always be an issue - this plan is an opportunity to demonstrate why coastal management should be resourced and to use to unlock future funding sources, whatever they may be. It is not a deal breaker if no sources can currently be identified. Coastal resilience - strongly agree with the concept, disagree with the way this is worded. Given that visitor pressure on natural sites was the key driver for developing this plan it perhaps deserves to be a big challenge in its own right. Investment in infrastructure and management - management is already mentioned in the sustainable resourcing. Does it mean infrastructure management? Sustainable economic growth of the Port and housing and employment growth are challenges for the Local Plan not the Sefton Coast Plan. They are factors which impact upon the coast and the Plan should consider the issues posed by these and support, where appropriate, sustainable solutions but given that the focus of the Plan seems now to be what the Sefton Coast Landscape Partnership can deliver it might be more appropriate to have one big challenge incorporating the impacts of economic and population growth on the coast.</p>

Crosby/Waterloo

<p>Sefton Council to try and get Peel Ports to put money into the Coastal Plan</p>
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<p>It is important to have economic growth of the Port of Liverpool but it shouldn't encroach on the marina we have and the same with housing and employment. Employment could increase on maintaining what we have</p>
<p>I feel Sefton is the poor relation!! compared to the proms at Liverpool (Albert Dock to Garston) and the prom at New Brighton to Seacombe. Wouldn't it be nice to have a nice stroll from Hall Road to Seaforth without the assault course and a loo at either end. I feel for the rangers and tractor workers on the front - they do a good job and work hard. PS In the 1960's before the Marina was built there were no sand dunes. nature will always win</p>
<p>Whilst the last 2 are important, they are less so in terms of their impact on the Sefton Coast.</p>
<p>We have lots of brownfield sites for housing growth, and you are already encroaching on green belt land in Sefton we don't need anymore growth near the coastal area. Peel Ports should never have been allowed to build the new dock this is a disgrace to local people, they do not rely on Peel for jobs, as Peel sacked most of them in the 80's and 90's. We would prefer Sefton Council to work harder and building alternative economic growth, through investment in local small businesses, training for young people and stronger employment requirements to allow local people to access local jobs</p>
<p>This is already a heavily populated, crowded, air polluted (due to traffic area). Unless alternative transport to roads is invested in we cannot take any more traffic from increased port use.</p>
<p>I don't understand what is meant by a number of the titles. I would need to see the proposals in more detail. The Port of Liverpool does concern me though. Peel Holdings have invaded more than land. They have taken our peace and health with their noise, smells, pollution etc. I live close to Blundellsands and I'm affected by the noise of the docks and recently that dreadful oil or fat smell that always hangs around the Bootle Rimrose Road/Seaforth area. Peel will stop at nothing for a profit so if they continue to behave in the River Mersey as they have done with poor Seaforth, Bootle and now maybe Rimrose Valley there is no telling what they would do to our coast if not monitored.</p>
<p>Peel ports should be held accountable for their production of pollution. They should fund infrastructure. It is vital our green spaces and coast are protected as the ecological value could not be regenerated easily if lost.</p>
<p>some are far more important to me than others. Maintaining the coast as a natural resource is more important than developing it as an economic resource. If all of these things can be balanced then that would be great. If they can't then housing and employment growth and economic growth of the port of Liverpool must come below the others</p>
<p>The growth of the port of Liverpool needs to meet everyone's needs not just that of corporate business. They do not seem to care about the environmental impact of those of us living close by. They need to consult with us and listen to how its growth will impact on us and our coast line</p>
<p>By engaging with and utilising the community, projects could be organised which could help to manage the coast. There are a lot of schools within walking distance of the coast, they could be a focus for organised beach cleans.</p>
<p>why is "infrastructure" and "Management" put together? Investment in infrastructure is great, spending on management is not, if it means more consultants and stupid questionnaires</p>
<p>Changes cant happen unless we sort out the basics - the causes of a polluted environment - industry and increased freight</p>

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As long as the growth of the economy doesn't impact excessively on the landscape and wildlife of the area. Finding the right balance is key.
While the last three items are important they are wider than Coastal - and are probably a distraction for this exercise
Housing and employment on the coast... are you actually nuts!? Its an area that is praised for its natural and unique beauty and is under threat by climate change. THIS IS THE LAST PLACE IN MERSEYSIDE WHERE HOMES AND EMPLOYMENT LAND SHOULD BE LOCATED!!

Formby

Not really agree or disagree statements. This is a terrible survey. As someone currently out of work, even with a degree, I could have produced something much better.
Port and housing are threats to the natural coast
Why do you need more management?
Peel Holdings are responsible for the Port of Liverpool.
They are a clear outlining of the potential conflicts that must be resolved along the Sefton Coast.
THE NATURAL ENVIRONMENT HAS TO COME FIRST BEFORE HOUSES & EMPLOYMENT. AN OLD MAN ONCE SAID TO ME "YOU HAVE TO LOOK AFTER THE LAND & DON'T LOSE IT - BECAUSE THEY DON'T MAKE IT ANY MORE". THERE NEEDS TO BE A BUFFER ZONE BETWEEN THE TOWNS OF LIVERPOOL & AND ITS SUBURBS & THE SAME AT SOUTHPORT. - WITH ALL THE NATURE RESERVES AT FORMBY IT WOULD BE CRAZY TO BUILD MORE HOUSES - MORE CARS - MORE FACTORIES. - WE SHOULD BE EXPANDING THE NATURE RESERVES & LESS HOUSING.
I view the first 4 challenges as Sefton Coast specific. I view the last 3 challenges as being applicable on a broader scale - to the sustained development of the whole of Merseyside. Such investment in the economic and domestic infrastructure should be addressed on a regional level.
Nature Nature Nature - we humans have enough lets give something back.....
There must be crossover between developing plans for nature and access. Sometimes it seems that there are years when nature is the priority, then years when access is the priority- the way forward is to integrate the two aspects of the coast from the start.
I love the idea that this amazing bit of our area can generate some jobs and education opportunities whilst protecting and conserving wildlife and the terrain.
Too many people, too many housing developments near sensitive areas, too many cars, heavy wagons. Concreting over a nature reserve so we can import more tat from abroad? How sustainable is that?
Stop building on green belt, and stop changing green status belt land to land you can suddenly develop. Start listening to community's about what they want and not how you can extract revenue at the expense of the community. You save money in the wrong places
fracking not mentioned. the threats (apart from fracking) were covered but not sure about the resolutions for example it was recognised that housing development close to the coast is a threat to wildlife yet there is no mention of curtailing such plans. any strip of land seems to be regarded as a potential housing cash cow, any other considerations, environment, traffic, infrastructure, barely considered. its just too

crowded here. some day visitors seem to care very little for the area they are visiting. depressing. not sure what economic benefits day trippers bring, although its nice when others appreciate it sometimes there are just too many people. other areas, such as urban parks could be managed to be more wildlife friendly and also take some of the pressure off the coast. beachsafe a good thing, needs extending to other times and wider area.
Need to protect the coast from the port of Liverpool and more houses
The big challenge will be once the UK has left the EU when environmental legislation/regulation are loosened. Fracking will also impact as the geology under the coast comes under pressure.
Any additional housing would be significantly detrimental to coastal and Greenbelt areas of Sefton.

Southport

The multi-national companies and central government must recognise the wishes and needs of the local people in the port of Liverpool and the application for fracking by Aurora. This has happened by Cuadrilla in Fylde where the conservatives and this multi-national firm have totally disregarded the wishes, safety and welfare of the local residents and the environment
What the hell does most of this mean? For example "Identification of sustainable resourcing for the management of the coast" It is only relevant to the sort of people you have paid to dream up the survey.
Where is the marketing plan, selling the benefits of this zone ? Visiting for events & leisure is relatively simple, but we need to develop key messages around the benefits and advantages of living & working on the coast. e.g. Brighton as London's coast, we are the coast for Liverpool. ~ Manchester & The Northern Powerhouse !
Agree with employment growth but not sure what you mean about housing growth. Don't want houses built near beaches or conservation areas.
I think the growth of the port of Liverpool will have an adverse impact on the Sefton Coast's natural beauty and wildlife

Q20 Please use the space below to let us know if there is anything else you would like to say about the Draft Coast Plan

Ainsdale

Please keep in mind that each organisation only manages their part of the coast on behalf of the people they are accountable to, the organisation itself does not own the land.....local tax payers do. The idea of Sefton Council handing over land owned by their local residents to a private organisation i.e. The National Trust is appalling.
The plan suggests that we have 7 major challenges and need to develop plans to address them. It didn't suggest any major initiatives or indicate any major challenges facing the teams/partnerships responsible for undertaking the work (other than funding). So where are we. Do we have everything under control and just need extra funding, do we need to start developing proposals from scratch, do we need to redesign our business model and/or programme model, what is the gap between where we are and where we need to be. How do we introduce "Smart" programmes and engage with the public.

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The format is very poor and it is overly wordy, with long and complex sentences, terminology not always defined in the glossary and, currently, quite a few grammatical errors and incomplete sentences. In terms of layout it needs a succinct summary (no more than 16 pages) which sets out clearly: -who the plan is for - the vision (not Sefton Council's vision - that should be in an appendix as it is confusing having 2) - what makes the Sefton coast special - succinctly, with some facts and figures to excite people about how wonderful the coast is. This section should introduce the fact that there are detailed topic papers - there is then no need to duplicate the front end of each topic paper in the summary document. I was incredibly frustrated to find I didn't get to the meat and bones of the document until nearly the end of the document. - the 7 (or however many you end up with) big challenges -the 3 strategic priorities - which currently aren't listed at all and how these address the big challenges - the strategic actions from each of the topic papers (NB if these then don't easily align with the above and make sense it becomes clear that more work needs to be done on these). - delivery mechanism - who (the partnership AND other organisations - please note that throughout the document reference is made to the SCLP 'and other partners' - this should be 'and other organisations' as they may not consider themselves partners) and how - the delivery plan - reporting mechanism and timeframe for review/refresh There is a huge amount of duplication throughout both the Plan and the Topic Papers. A rewrite is needed to tighten up the text and express it more succinctly - say it well and say it once. There is also overuse of diagrams, some of which appear pretty meaningless when you really think about them. Again a rethink of the content would be useful here. There is a need to revisit the writing style - it is cumbersome and in some places quite patronising. It is not in plain English. Sefton Council and the North West Coastal Forum collaborated on a booklet on ICZM some years ago; I can supply the text from the ICZM principles which explained them simply if that would help. There is a reference to the 2006-11 Coast Plan as 'adopted'. As far as I am aware that plan was never completed and so was never adopted. I do appreciate the tremendous amount of work that has gone into getting the Plan to this stage, and the complexity of the job in hand but overall I think the actions lack ambition and there is a lack of policy to provide direction for people and organisations working on the coast. If suitable amended it could be an extremely valuable tool for the people and organisations in Sefton - and further afield - and be a major aid to facilitating the join up between marine and terrestrial planning and I hope that my comments, which are meant constructively, will help to achieve this.

Crosby/Waterloo

I think there is a lot of potential in the coast but at the minute it doesn't provide much recreational things to do for younger families who do not understand about the port and coast. I would like to see more facilities for people to enjoy a full day out at the coast instead of it being a walk as younger children will not enjoy as much

I know money is tight but if Sefton could just do one or two things to show Sefton residents that this is not just another paper exercise

More emphasis needs to be placed on the needs of people rather than the environment. The plan needs to go further to address the things that residents and visitors view as most important to them - good access, better recreational facilities and economically achievable access for all. In order to enhance the coast you need to first bring people to it so that they care about the sustainability of it. There is nothing that draws me to the coast at the moment so I don't personally invest in its sustainability. More enforcement around dogs and owners is crucial to make it a more welcoming

environment. There also needs to be better cafes and restaurants to make the most of the current trend and boom in people eating out. More things like amusement arcades would be good to attract people to the coast during the winter and on bad weather days.
I have visited many coastlines in many countries and the "wilderness" coast is declining as an attraction. As a destination, there needs to be other attractions to bring visitors in and help develop the visitor economy. I have lost count of the number of times I have spoken to visitors, many of them from abroad, who have enquired about places to eat, go to the toilet, read information etc. Any plan must include these aspects.
I feel that this questionnaire should have been posted to all residents along the coastal path, instead I found out about this through an individual's social media account 6 days after the consultation began!
It's vital that the primary aim for this coastal plan is not to charge more money for parking ,limit the places people can access the beach, or restrict access to dog walkers but the need to manage the litter that ruins the beach for so many of us.
I believe the Coast has been an integral part of what makes Sefton Special, I do not welcome large scale building developments on coastal areas. We are already seeing the eroding access to our coast with the building of hotel space at Crosby Lakeside and a new large adventure area, we want the land left open and accessible to all.
Need more information
Having a strategic plan is all well and good but what are you actually going to do?
allow for other activities at the coast eg. eating / drinking facilities with views, add more greenery and park areas, so people will still visit the coast but reduce the impact on one particular area i.e. the beach itself
We don't want the port area to be a dumping ground for the rest of the countries waste (e.g. Norton recycling) which is currently and indirectly negatively effecting the environment, wildlife and local population. We need a modern, clean and technologically advanced forward thinking industrial initiative. We also should seriously consider the use of rail to transport freight from the docks, the basics are in place, Peel Holdings need to invest in our future for the long term.
It's just another plan ... with some vague aspirations When there is soemthing more substantial it will be possible to comment further
how much did it cost? was it paid for from council tax?

Formby

I have no idea what the plan is. This survey is really poor.
Isn't this just a plan for the sake of having a plan, it's actually meaningless management waffle.
This plan should incorporate the reinvigoration of Formby village also. If people come all the way to Formby for the beach for a day out, it would be better if they could a) FIND the village and b) realise there are some good bars/restaurants to go to if only c) they could find somewhere free and easy to park their cars!!! THIS would help increase tourist numbers in the area.
Although the partnership working is strong, there is more room for engaging and growing local community groups. There is a strong sense of local ownership along the Sefton Coast. An engaged and understanding community would be a powerful asset in resolving challenges.
TIME & TIDE MOVE ON FOR EVERYONE - INCLUDING PEOPLE WHO ARE

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FORTUNATE TO LIVE IN HIGHTOWN - FORMBY & FRESHFIELD. - THIS IS A GOLDEN OPPORTUNITY FOR SEFTON COUNCIL TO ENHANCE THE AREA ALONG THE COAST AND NOT TO OVER-DEVELOP IT. - AINSDALE HAS THE SPACE TO BE DEVELOPED THERE ARE LOTS OF EMPTY BUILDINGS ALONG THE SEA-FRONT TO PROVIDE VISITORS WITH VARIOUS AMENITIES NOT TO MENTION CAR PARKING FACILITIES - LOOK BACK IN YOUR ARCHIVES AT THE PHOTOS.
I would pay extra for Sefton to retain control rather than an autonomous and arrogant charity being gifted such a valuable asset. If it must go sell it at market value.
Perhaps we could make more use of the development of self managing volunteer conservation teams. There obviously would need to be a greater upfront investment in giving these teams the technical skills and equipment required to do the job but in the medium term it would, if managed properly and safely, pay dividends given the limited experienced employed staff available to support sustained coastal conservation and development.
Don't let fracking happen on our beautiful and precious coastline
It needs to be a strong tool to keep developers who are making money at bay, good development to maintain the coast as it is and to improve the area for wildlife is important -
I feel the plan is a little sparse on the actual detail about how the coast will be managed for change in the future. It is a useful summary of the problems faced but can it be seen as a plan if it does not outline any specific actions that will be taken?
No fracking. anywhere. bins with LIDS needed. its windy here. would like to see car use discouraged - more traffic control measures using green landscaping for instance rather than humps etc - more integrated path/cycle ways. no pavement parking. twenty mile per hour zones a useless waste of money and metal, putting a 20mph sign in a cul de sac of ten houses is a box ticking exercise, want to see real, practical more environmentally appropriate solutions. think like the Dutch. SUDS etc. to manage rainwater on roads. no more car parks/roads, they only need to more traffic, which you can probably tell, i'm increasingly concerned about. more done to help wildlife, fencing off areas for example. dog restrictions perhaps. we have the red squirrel here yet I don't feel they are valued enough, why cant road signs be put up warning of the possibilities of red squirrels running across the road. need more urban trees. thank you for the new ones on bushbys lane btw.

Southport

Yes, it's mostly bollocks.
Understanding & capitising on our natural assesets will depend on 'connectivity' in its widest sense.

Q 17 If you have any comments on any of the Topic Papers, please use the box below to record your comments.

<p>I walked the marina today with my dog. Walking back past the big lake on the path there was a young lad - maybe 10 - 12 in an electric wheelchair. On getting home, I realised will he get up the path rising up to the prom. NO, it was full of sand blown in overnight. Mums with prams would really struggle.</p>
<p>I use the Ainsdale and Birkdale sandhills each day to walk my dog. I enjoy the landscape and nature but need the access to continue to do this. Good health and wellbeing are the result of the current access to this landscape. It would be nice if the Ainsdale Beach area had a better economy.</p>
<p>Do you REALLY fully understand what all these statements actually mean?</p>
<p>The Crosby Coastal Plan should include the ability to have refreshment and information sites all along its pathway. So that starting perhaps with the radar station, followed by lakeside, baths and then the coast guard station, there should be opportunities to have refreshments, coastal observation and examine visitor information about the whole coast and its history.</p>
<p>I just wonder how much Sefton has spent on consultancy i this project please advise</p>
<p>We need to protect our coastline and the environmental impacts of Peel Ports traffic on our health. This expansion of the docks will be so damaging that we cannot afford to loose anymore green/coastal space. Sefton Residents are already getting short changed by the Highways Dept and any further erosion of clean and green areas will have an even more detrimental impact on local peoples health and wellbeing.</p>
<p>I was losing the will to live reading all the paperwork you have generated & came to the conclusion you haven't said very much at all other than a list of aspirations or stating the obvious. Very hard to comment when I am left with pretty much no idea what you actually intend to do.</p>
<p>On partnership working: It is unclear how priorities will be determined across Strategic Initiatives, Tactical Initiatives, Business as Usual, and "Smart" Initiatives. It is also unclear how the public will engage and how communications will be undertaken. I would expect that A Stakeholder Strategy, Communications Strategy and Operating Model to be done hand in hand. I would expect the Business Strategy (or plan) to cover both Strategic Work and Business as Usual.</p>
<p>ACCESS. - ST. LUKE'S CHURCH ROAD - FORMBY - WHAT IS GOING TO HAPPEN TO ACCESS TO THE BEACH ALONG THIS & ALBERT ROAD. - REF: SIGNS "RESIDENTS ACCESS ONLY - VEHICLES WILL BE TOWED AWAY".. HAS THE MAN IN THE BIG HOUSE BOUGHT THIS ROAD? - SURELY IT IS A PUBLIC RIGHT-OF-WAY. BEING THE FORMER ROUTE ACROSS TO LITTLE CROSBY & INCE BLUNDELL. I WILL BE GRATEFUL IF SOMEONE COULD EXPLAIN THIS TO ME. THE HISTORIC ENVIRONMENT. - I HAVE BEEN RESEARCHING THE HISTORY OF THE COAST FOR MANY YEARS ESPECIALLY LIFEBOATS & SHIPWRECKS & WOULD LIKE TO KNOW WHAT IS PLANNED -IF ANYTHING ON THE OLD BOATHOUSE AT FORMBY. - I HAVE WITNESS A FEW TIMES WERE SEFTON RANGER'S LAND ROVERS & POSSIBLY SHRIMPING RIG'S ON LARGE TRAILERS - HAVE BEEN DRIVING OVER THE REMAINING FOUNDATIONS - SURELY THIS IS NOT CONSERVATION BY ANY MEANS? COASTAL EROSION. - IF THIS IS TO BE TAKEN SERIOUSLY WHY ARE HOUSES BEING BUILT SO CLOSE TO THE BEACH - ESPECIALLY AT ANDREW'S LANE FORMBY - & POSSIBLY MORE CLOSER ON THE FARMLAND NEARER TO THE BEACH. - THIS IS POSSIBLY THE AREA AROUND CABIN HILL - WHICH WOULD BE PRONE TO FLOODING MORE THAN ANY WHERE ELSE DUE THE LOW HEIGHT & DEPTH OF THE DUNES THERE (AGAIN THE OWNERS DOING THE WRONG THING FOR MONEY). ALSO BUILDING NEXT TOM THE RIVER ALT - THE NEARBY FARM</p>

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<p>CLOSE TO THE BEACH WAS NOT CALLED MARSH FARM FOR NOTHING. - SORRY FOR RAMBLING ON - BUT THIS WAS WHY THIS PART OF FORMBY WAS NEVER DEVELOPED AMONGST OTHER REASONS.</p>
<p>National Trust answer only to the Charity Commission which is not an effective control. Continuation of control by Sefton Council is answerable to the residents whereas the NT will not be. Keep the coast in Sefton's control.</p>
<p>I will comment after I have had the chance to fully digest and consider the content of each paper.</p>
<p>General comment - Make sure SMBC support National Trust, RSPB, LWT and other partners effectively to preserve what we have and stop any further encroachment and development - certain areas are already able to be better used - Southport seafront, Crosby seafront keep visitors to those areas leave other spaces to pedestrians and on paths</p>
<p>Regulation and control - Sustainable Economic Growth of the Port of Liverpool. Although The port operations provide important employment and wealth creation for local people, both directly and indirectly through other port-related businesses, I feel that this can bring about direct competition between a healthy and thriving environment and direct and indirect industrial pollution. For example, Norton recycling which pollutes the air and produces toxic run off of heavy metals into the river system. The expansion of the port has also seen a heavy increase in freight, again to the detriment of the local environment. What's the point of the plan if we don't sort these evident problems out.</p>
<p>I don't believe that dogs should be limited in their access to the coast.</p>
<p>General comments: The topic papers should each have a clear outcome which supports the overarching vision. What does a well managed coast look like for each topic? What are you trying to achieve? There should then be one or more policies for the topics, cross-linked/referenced as necessary, to guide action. Actions will change over time as some are completed and new ones are brought in. Without clear policy that people and organisations can sign up to there is a risk that not only do new actions not get added as time goes by but that other organisations struggle to work in ways which help to achieve the desired outcome. Policy should support but not replicate policies in other key documents such as terrestrial and marine plans. Assuming that what the Sefton coast needs can only be delivered by working in partnership is dangerous. Many issues do need addressing in this way but individual organisations also carry out their own activity (e.g. businesses) and may not need to work with others at all. However what they do can have great impacts and they may well be very willing to try and adhere to policy if they have a clear message what this is and why it is important. Overuse of the word 'strategic'. There are no non-strategic actions, issues, challenges or opportunities so the word becomes both redundant and slightly irritating. Also many of the issues are challenges and the challenges are opportunities. The majority need a rethink about what is actually being said and how best to express it. Consistency - some have introductions, some don't. Why the difference? All need references to the relevant Local Plan policies as this document is supposed to support the Local Plan. Only the Historic Environment Topic Paper does this. All need cross referencing to each other as appropriate. While the level of detail is generally good there are some factual inaccuracies and they should be, as far as possible, expressed in plain English. The language is over-complex, sentences are over-long and the glossary - which in any case isn't attached to the Topic Papers - does not capture all the technical terms used (e.g. 'scheme provider' - I think 'developer' is a more commonly used term for what I think is intended although I appreciate it may not be an appropriate replacement in all cases). Partnership working - I do not understand why the governance review section is here. Who is the audience for this? The questions in particularly seem totally inappropriate. I am a member of the SCLP Board and it is normal for partnerships of this nature to change over time as needed for the circumstances of the day. If there is a</p>

need to say something about governance review some short text reflecting the flexible nature of partnerships and saying something along the lines of 'the working structure and membership of the partnership will continue to be reviewed at intervals by the Board to ensure the SCLP remains effective and able to drive delivery of the SC Plan'. Coastal Change, Climate Change and Adaptation: The coastal change part of this topic paper should be moved to the Flood and Coastal Erosion Risk Management section. Climate change should cross reference to this but also bring out more about the impacts of climate change on people and communities. It is very brief in how it deals with this and doesn't seem to take into account things like impacts on health (both direct impacts of temperature and indirect impacts like disease vectors, etc.) and possible increases in visitor numbers to the coast as people try to get away from hotter urban areas, or take more UK holidays as southern Europe and north Africa get hotter. The latter can be an opportunity for bringing more wealth to Sefton's communities but also poses a management issue re the increased pressure on sensitive natural habitats. FCERM - should incorporate the coastal change text. This section is perplexing as it seems to muddle who the 'we' is. This 'we' is clearly Sefton Council not the SCLP. There is also reference to 'man-made' structures. It would be more appropriate to use the term 'artificial'. The strategic action for the SCLP to develop an Adaptation Plan including a Sand Dune Management Plan to support the SMP should be in the climate change and adaptation section and cross-linked to this section. Energy: This section states that tidal lagoon proposals would need to comply with the SC Plan and the SMP, Neither are statutory documents. They may provide guidance and be considered during the consenting process but the wording needs altering to reflect there is no legal 'need' to comply with either. They would however need to comply with the Sefton Local Plan (as stated) and also the emerging North West Marine Plan (not mentioned). The offshore wind section states Burbo Bank was the UK's first offshore wind farm. In fact North Hoyle, in Liverpool Bay (albeit in Welsh waters) was the UK's first offshore windfarm, becoming fully operational 3 years before Burbo Bank commenced construction. The energy section also refers to landfill sites. This flags up that there is no topic paper dealing with the issues of waste and contaminated land, both of which cause coastal management issues, for example the asbestos in dumped rubble at Hall Road, and potential issues arising from erosion of munitions waste. There is also mention of oil spill response with reference to 'those responsible'. It is my understanding that, historically at least, Sefton Council co-ordinated the oil spill response plan for the Sefton Coast in conjunction with the other land owners and relevant agencies - all of whom are part of the Sefton Coast Landscape Partnership. Water resources: the invasive species mentioned here are purely freshwater. Marine invasives are mentioned in the climate change section but could usefully appear here too. Marine water is also a resource (for people and wildlife) and so should be properly considered. Appropriate references need making in the strategic action on the need for the Water Resource Management Plan to link as needed to bathing water plans, FCERM plans and strategies, and catchment management plans. Marine invasives and marine litter along with other sources of marine pollution are indicators of Good Environmental Status of marine waters under the Marine Strategy Framework Directive. Other descriptors of GES may also be relevant to mention here in terms of a healthy aquatic environment. I note that on page 44 this topic paper refers to the MMO licensing fishing activity. The NW IFCA is the fisheries management regulator for inshore waters as described in the fisheries section of the economy topic paper. Skills: this needs to refer to the value of skills and learning to wealth creation, attracting inward investment and improving social cohesion and capacity building in local communities. Regulation and Control: here, and in other places in the document, there is mention of all the members of the Sefton Coast Landscape Partnership signing up to the Marine Management Organisation's Coastal Concordat. The first point is that it is Defra-led, not MMO-led. And for many organisations it is not possible for them to sign up to it. The Coastal Concordat is

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<p>an agreement between local authorities and regulatory agencies such as Natural England, the Environment Agency and the Marine Management Organisation to effectively provide a single point of entry for developers into the consenting system. This Topic Paper also needs to refer to the Marine Strategy Framework Directive, the Maritime Spatial Planning Directive and/or the supporting UK legislation and also the Flood and Water Management Act. Reference to the enabling UK legislation may be more appropriate given Brexit. Also in this section, on Page 31, it says it 'follows the established principle that it should be assumed that these mechanisms of control will operate effectively, and where necessary in an integrated way. Therefore the Sefton Coast Plan complements (note spelling error in the document text) by identifying opportunities for partnership action especially where the existing system of control and regulation is not well integrated.' This is contradictory. It should be noted that in both the Marine and Coastal Access Act and the Maritime Spatial Planning Directive integrated coastal management is seen as the key mechanism to support integration of terrestrial and marine planning at the coast. It cannot be 'assumed' that it will all work smoothly - if it could there would be no need for the references in the legislation for ICZM and land-sea interactions. A key role of the Sefton Coast Plan should be to facilitate better coherence at the land-sea interface of both systems of planning and this should be writ large on the Plan. Economy: should include the energy topic paper. Health and Wellbeing: partially regurgitating another strategy is poor practice and confusing. If it must be done it should be in a box or some other format which clearly separates it out from what is original Sefton Coast Plan text. I think the strategic objectives and outcomes on pages 20 and 21 should be removed completely. Refer people to that document, don't reprint parts of it. The whole section needs a rewrite to focus in on how the Sefton coast can contribute to improved health and wellbeing. The heading is there but the wording needs clearer focus. Access and Recreation: Golf - page 12 refers to 'natural and man-made golf infrastructure'. This should be 'natural and created' or similar wording, however I am not sure what 'natural' golf infrastructure actually is; sand for the bunkers perhaps? Major sporting events as described may fit better into the the visitor economy Topic Paper. And perhaps the heading could be 'sports and recreation' here? There doesn't seem to be any mention of sailing.</p>
<p>Life long learning: the beach unites all age groups. I think young people and their contributions are well worth taking renewed focus on. I think the younger generation are really commendable; better educated and more in tune with their environmental responsibilities. Develop this and you'll have conservers of tomorrow already trained up.</p>
<p>Not read them so can't comment.</p>
<p>There are possibilities to engage with a number of training providers within Sefton which are able to deliver a range of low level educational programmes which will lead to progression either onto further learning, volunteering or employment. there needs to be good networking and partnership opportunities to provide the relevant educational opportunities</p>
<p>Topic papers will need reviewing as our dynamic coast and flora/fauna changes.</p>

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Sefton 2030

A confident and connected borough



Agenda Item 11

SEFTON COAST PLAN

June 2017

2030 and beyond



Agenda Item 11

Document Control

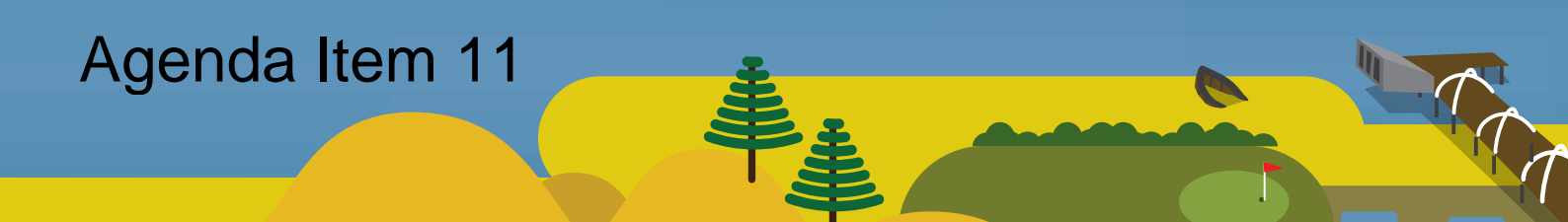
Title	Sefton Coast Plan 2030 and beyond
Owner	Sefton Coast Landscape Partnership
Version	2.0
Status	The Sefton Coast Plan 2030 and beyond was approved by the Sefton Coast Landscape Partnership Board for adoption by Partners on 29 th June 2017.



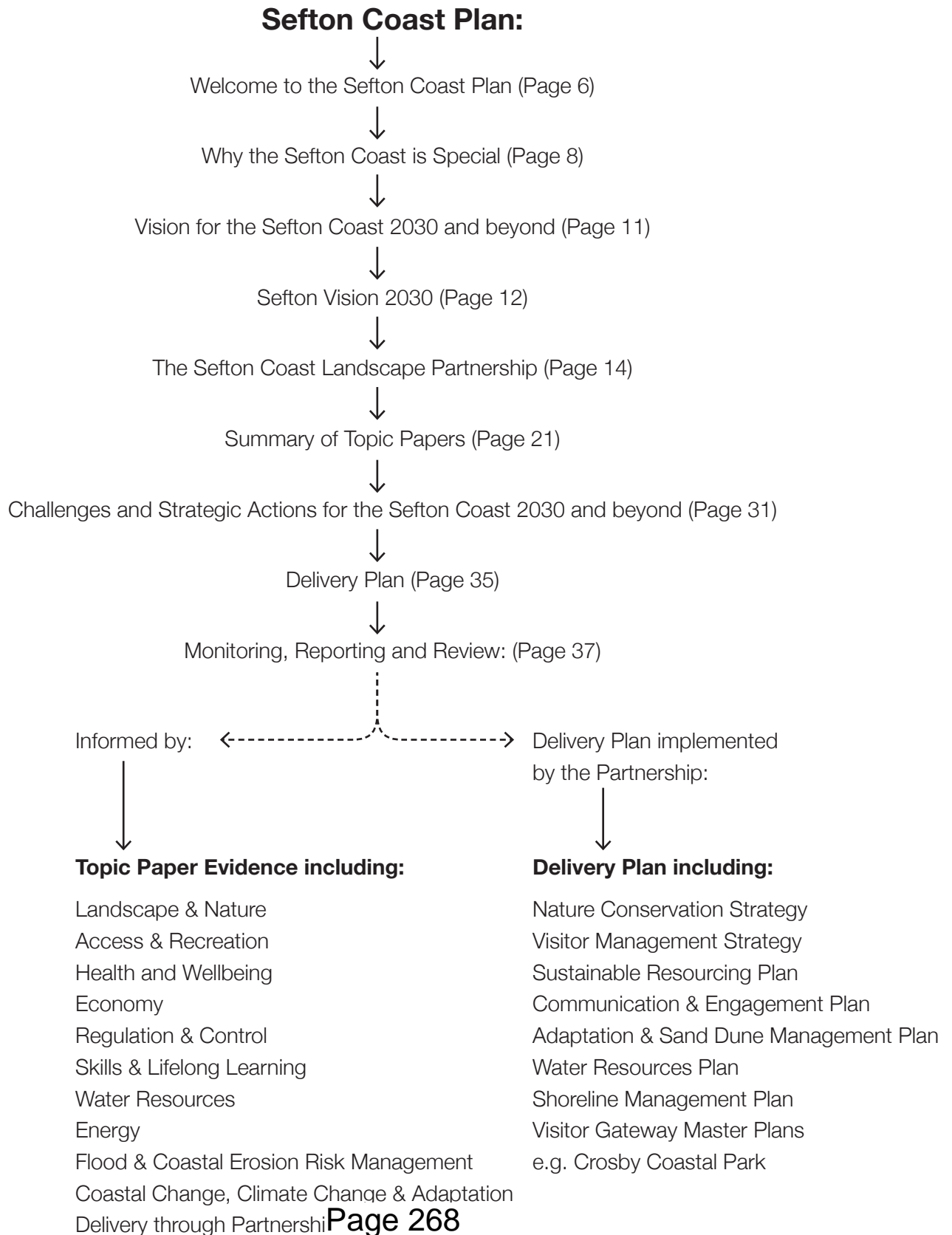
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Structure



Liverpool Bay



Southport

Birkdale

Ainsdale

Formby

Hightown

Crosby

Waterloo

Litherland

Aintree

Bootle

Maghull

Knowsley

West Lancashire

Liverpool

Welcome to the draft Sefton Coast Plan



Welcome to the Sefton Coast Plan. This is a non-statutory document prepared and adopted by the Sefton Coast Landscape Partnership following a wide ranging consultation.

Consultation on the draft of this plan showed how much people value the coast for walking, cycling, days out, nature trails, photography, quiet recreation and enjoying the views. Key areas raised for improvements were parking charges, litter, toilet availability, more refreshments, dogs – both better access for dogs and an improved understanding by owners of their impacts on other users and the environment. Businesses also highlighted how important the coast is for them and the local economy.

There was Strong support for strategic priorities set out in the Plan and agreement about the big challenges we face.

The aim of this Plan is to take stock of these views and the pressures and opportunities that affect the people, landscape and economy of the coast to create a new vision for the Sefton Coast to 2030 and beyond.

The influence of the Sefton Coast extends well beyond the boundary of Sefton. Each year visitors from around the world visit the coast for business and leisure. World class golf courses, a global port and a classic seaside resort all sit within an internationally significant landscape. We have some of the most precious habitats and species in the UK.

Our Plan balances the need to conserve and enhance the coastline and the habitats it provides with needs of communities. It identifies how the coast can support a sustainable local economy and so help to reduce health and economic inequality across the borough.

Our Plan recognises that projected climate change, an ageing population and leaving Europe will have interacting and significant implications for the coast, communities and businesses.

The Sefton Coast Plan identifies 'seven big challenges' that the Sefton Coast Landscape Partnership and other partners will work together to resolve.

Managing the coast is complex. Charting a course through all of this is a tough challenge but by working together we believe we can



address the challenges set out in this Plan and move forward towards our vision.

The Sefton Coast Landscape Partnership would like to thank Sefton Council for the leadership it has shown in supporting and writing this Plan.

I would also like to thank the Board, Task Groups and all those who have contributed their considerable knowledge to help develop this Plan.

Our aspiration for this Plan is that it will help broaden our Partnership. Our ambition is to maximise the value of our unique coast for people, wildlife and a thriving economy.

Paul Nolan OBE

Chair of the Sefton Coast Landscape Partnership

June 2017



Why the Coast is Special



The Sefton Coast has so much to offer, both to residents and visitors. The largest dynamic sand dune system in England, it offers miles of beaches and sand-dunes which connect woodlands and estuaries.

These natural habitats play host to a staggering amount of wildlife, including some of the rarest plants such as Isle of Man Cabbage and animals such as the Sand Lizard and Natterjack Toad, together with some of the largest concentrations of wintering wildfowl in the UK, which continue to find refuge in this landscape despite its ever-increasing popularity with visitors.



Fascinating shipwrecks and prehistoric footprints, trapped for thousands of years in sediment beds, can be found with a bit of luck and effort, and at Antony Gormley's "Another Place" at Crosby, Sefton boasts the biggest coastal open air art gallery in the country.

The significance of the coast extends beyond its stunning natural beauty and its landscapes and seascapes. The important maritime history of Liverpool Bay and the Port of Liverpool towards the south of Sefton means we overlook some of the greatest trade routes in the world, which continue to bring new ideas, business and diversity to our doorstep, just as they have done for hundreds of years. At the northern end of Sefton, is a second major economic driver within the borough, the classic seaside resort of Southport, a popular visitor destination for many decades.

We strive to increase tourism, support business growth and provide accessibility for all residents; the coastline is central to achieving these goals – the geographical outline of the borough means you are never very far away from the dunes, sand and sea, which all promise an almost infinite universe of discovery. Connectivity to the coast from north to south is amply provided for, by road and rail, and the natural resources of Sefton,



provide many new opportunities to contribute to a clean, green and more environmentally friendly place.

Sefton Coast is a source of inspiration for an active, inquiring and fun-loving population. The coastline is a key element in the character of the borough – exciting and dynamic, always changing as the winds and tides constantly influence the outline of the coast.

The landscape appeals to visitors, young and old, amateur or professional, whether they are day-trippers, anglers, naturalists, kites, cyclists, golfers, dog owners, horse-riders, walkers, artists, archaeologists or historians.

Sefton is a coastal community striving to forge an identity based on innovation and adaptability – and these are traits that can be found in abundance in the culture and natural heritage of this wonderful coastline.

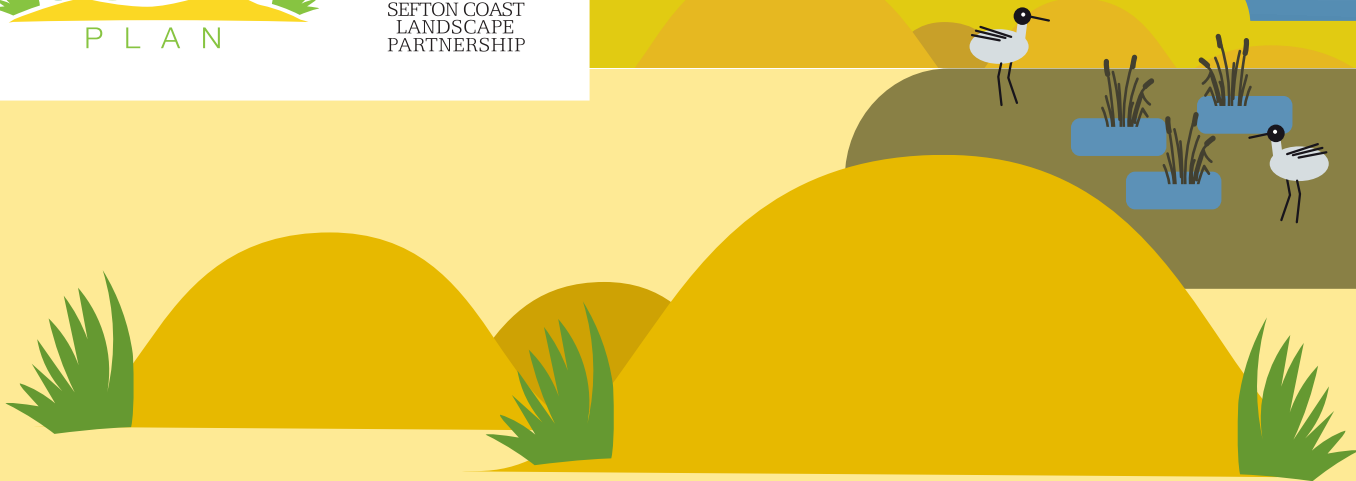
The nature, land-scape and sea-scapes of the coastal and marine environment are an extremely important asset to Sefton, the Liverpool City Region (LCR) and the nation. The Sefton Coast is an incredibly beautiful

and biodiverse area, due to the range and rarity of species and habitats that it supports. The variety and complexity of coastal wildlife habitats in Sefton, owe their existence to a rich and constantly changing coastal setting. Climate and weather combine to influence the extent and quality of those land and sea-scapes, wildlife habitats and the species that depend on them.

The people of Sefton enjoy a wonderful and diverse range of open landscapes and views, with many and various opportunities for leisure and recreation, to reap all the health and wellbeing opportunities the coast has to offer. The quality of life is highly prized by the people of Sefton, a wonderful place to live, work and play, a wonderful natural resource to discover and explore and celebrate in every way possible.

We are fortunate to be able to draw on many decades of partnership working on the dynamic and ever-changing Sefton Coast. By working together we can implement the Sefton Coast Plan and build the resilience of this special place for future generations to nurture and enjoy.





The sands turn white, then brown, then grey, then bleach out again as the cloud formation races through and casts its huge shadow over the beach, sailing as purposefully up the coast as the Gannets that patrol the Irish Sea in search of food for youngsters in colonies off South Wales and Ailsa Craig off Scotland.

But the way we see the Sefton Coast is constantly changing, its worth reviewed and re-valued through the eyes of fisherman, hunters and farmers, naturalists, pilots, day-trippers, kite surfers and soldiers over thousands of years.

The “Sandscape” we enjoy today in this unique coastal area, boasts a history as fascinating and as varied as the plant life in its flower-rich dune slacks.

From Marshside in the north to Seaforth in the south, the coastline has provided food, employment, recreation and inspiration to generations.

The conservation bodies and landowners try to share the riches of the area with as many visitors as they can. A long strip of estuary, shore, dune and woodland, it has more than its fair share of treasures.

Rare plants, amphibians, insects and reptiles; waves of migrating birds, prehistoric footprints, shipwrecks and record-breakers – their stories all shelter under vast skies, preserved and protected by experts and enthusiasts, amateurs and professionals, who see the worth of this incredible heritage and history and want to share it with as many people as possible.



John Dempsey

Taken from ‘Sandscape’

March 2016



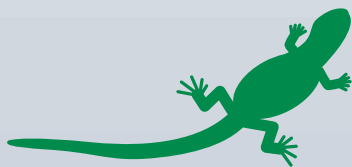
Vision for The Sefton Coast 2030 and beyond

The Sefton Coast Landscape Partnership has agreed a Vision for the Sefton Coast following discussion with partners. The Vision sets out our long term ambition to 2030 and beyond but also recognises that implementation of the Sefton Coast Plan provides an

opportunity to resolve some of the more pressing challenges. By working together and focusing on resolving challenges and realising opportunities we hope to increase the resilience and sustainability of the coast.

The Vision:

Our long-term ambition is for the importance of the wonderful natural assets of the Sefton coast to be universally recognised and celebrated, and for the coast to be managed in a way which:



Conserves and enhances the important international, national and local network of natural and cultural sites, habitats and species;



Enables local communities to benefit from sustainable economic growth and successfully adapt to coastal and climate change;

and



Provides long term benefits for the health and wellbeing of local communities, businesses and visitors to our coast.



Sefton Vision for 2030



In 2016, Sefton Council led a consultation process with the communities and businesses of Sefton, in which they were asked to imagine the future they wished for, in Sefton, in 2030.

The Council worked closely with partners, businesses, private sector organisations, the voluntary, community and faith sector and the community to help us focus on what’s important and to be ambitious for the Borough and its communities in the future

The Sefton Coast featured very strongly in that imagination, as a place they cherished and respected and wished to conserve and enhance, discover and celebrate and which would contribute to their health and wellbeing.

They especially identified our wonderful coast and the need to make the most of it:

“I love the coastal setting of Sefton as it offers access to beaches/ coastal walks and promotes healthy lifestyle options. The beaches are looking much cleaner than they did back in the 70s and 80s and we can now be proud that more people want to visit our beaches.”

“The Sefton coast and Rimrose Valley Park because they are green lungs in a densely populated area.”

“The beach, the thriving independent businesses, the close-knit community, the wildlife, the housing, the array of activities available and the education.”

“Lovely beach countryside walks and food.”

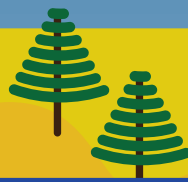
“The beach, Pinewoods and Formby Village street scene.”

“Amazing beach, lovely parks, local shops and restaurants, good links to the city centre and motorways.”

“Its people and the beautiful coast.”

“I love its coast, the walks, the sea, Crosby, Waterloo and the Iron Men. I also love Sefton’s history and culture, and its deep links with the historic port of Liverpool.”

We have taken the important messages about the coast from Sefton Vision 2030 and integrated them into our ambition and aspiration that we are setting for the Sefton Coast Plan.



Open for business

In 2030, Sefton is home to businesses of all sizes, from international organisations and small start-ups to social enterprises and community organisations.

We are a borough with a global outlook, exporting many of our services and goods via the port.

Sefton is also a leading coastal tourist destination, with businesses flourishing thanks to our strong visitor economy. While strong support for SME's and Start-ups, coupled with the creative use of commercial space, has resulted in vibrant high streets.

With strong public sector partnerships, an entrepreneurial culture and a strong work force, Sefton is the perfect home for any business and we are flourishing.



On the move

In 2030, Sefton is easy to move around and well linked with the wider city region and beyond.

Night buses, better train links and affordability mean that public transport is safe and available to everyone. We can also enjoy the use of the many bicycle and walking friendly routes, meaning we can keep active.

Investment into the borough's public transport system and road networks have helped reduce congestion and have made it even easier for residents and visitors to reach homes, businesses and attractions.



A clean, green and beautiful borough

In 2030, Sefton is internationally recognised for its outstanding natural beauty and commitment to sustainability.

We are a borough celebrated for its fantastic coast line and respected green spaces. Together, we work hard to preserve our assets, such as our marine lakes, woodlands, parks and canals and ensure that all future generations can enjoy them.

Through eco-friendly and green solutions, we have set the bar in sustainability. Everybody works together to keep Sefton clean and green, with a commitment to recycling, low pollution and better air quality.



A borough for everyone

In 2030, Sefton is a borough that has everything we need to live, learn and age well.

From the moment we are born we are part of the community, with parent and baby groups & outstanding nurseries and schools. Quality apprenticeships, vocational training and university access mean we can follow our dream career path.

We live happy, healthy lives in Sefton. The borough is accessible for everyone and positive approaches are in place for those living with mental health issues and disabilities.

When it comes to enjoying our free time and living socially, there are clubs and groups for everyone.

Sefton

2030

A confident and connected borough

Sefton Council



Ready for the future

In 2030, Sefton is at the forefront of technology and research.

Investment in technology means that the borough is covered by comprehensive free Wi-Fi and strong, fast connection speeds. By embracing change, we are ready to seize any opportunity and Sefton is now known across the world as a centre for advancement and research.

We are well connected to the rest of the world and we are always looking to the future. Sefton is a borough connected by people, supported by technology.



Together a stronger community

In 2030, Sefton residents look out for each other. We focus on our similarities and diversities but never on our differences, working together to live a fruitful life.

We are supportive communities, aided by a vibrant voluntary sector, where everyone has the opportunity to live an independent and proactive life. We know our neighbours and we help each other out in any way we can, from sparing a drop of milk to lending a caring ear.

Our communities are strong, knowledgeable and informed.



Living, working and having fun

In 2030, Sefton is the perfect place to enjoy your life.

With a variety of jobs and professions, Sefton has fantastic opportunities for everyone, from full time workers to part time workers. While a range of housing, including affordable and luxury, has made the borough one of the most desirable places to live in the country.

Our children and young people enjoy access to some fantastic schools, colleges and universities, meaning they can go on to fulfill their dreams and follow their chosen career paths.

We enjoy shopping on Sefton's high streets, socialising at one of the many bars and restaurants, plus a wide variety of sports facilities, clubs and events help inspire residents to keep active and enjoy sport.

We are a borough that offers it all with many people moving to the area and students returning to lay down their roots following graduation.



Visit, explore and enjoy

In 2030, Sefton has something to offer residents and visitors of all ages.

We enjoy activities on our beaches and floral greenspaces, while the rush of adrenaline at Southport Air Show brings visitors from far and wide. Sefton is home to a number of great events and festivals, while international sporting events return year after year.

Known for its cultural scene, Sefton has something for everyone.

The Sefton Coast Landscape Partnership

The Sefton Coast Landscape Partnership has existed as a partnership on the coast since 1978. We came together in recognition of the need to address some of the pressures facing the coast during the sixties and seventies such as development, coastal erosion and damage to the coastal habitats. By working together, as partners, we have achieved great things for the Sefton Coast and have been recognised for our work and some of these achievements are listed in Appendix 1. Looking to the future the Sefton Coast Landscape Partnership can continue to better co-ordinate our actions and resources to achieve outcomes that alone, no single approach or organisation could achieve.

The Sefton Coast Landscape Partnership continues to work towards our vision for Sefton Coast but recognises the need to

regularly review our strategic priorities and engage with our communities and visitors on issues that relate to the coast. We have set out a new direction within the Sefton Coast Plan that reflects the identity of the Sefton Coast as presented in the Vision for Sefton 2030, by the people and communities of Sefton and which serves to contribute to the desired outcomes of the wider Vision 2030 for the Borough.

The Sefton Coast Plan provides a new and ambitious level of delivery for the Sefton Coast Landscape Partnership by addressing some of the more complex points of tension and by committing to co-operate, combine resources and work together to resolve long-standing issues at a strategic level to fully realise the opportunities the coast presents.



Why the Sefton Coast Plan has been reviewed

Since the Sefton Coast Partnership Plan was prepared (Sefton Coast Partnership ICZM Plan 2006-2011) the partners have continued to work to implement it. Groups such as the Sefton Coast Woodland Owners Group and, History and Archaeology Task Group continue to work together to drive forward co-ordinated action on the Sefton Coast. The Partnership is proud of its track record and many achievements over several decades of partnership working, some of which are shown in Appendix 1.

The Sefton Coast is dynamic. The pressures placed upon the coastal assets continue to change. The Sefton Coast Landscape Partnership Board recognised the need and opportunity to review and update the Sefton Coast Plan. Some of the main drivers for reviewing the Sefton Coast Plan at this time include:

- The adopted Sefton Coast Plan needs to be updated and reviewed;
- The landowners and managers on the Sefton Coast are under significant resource pressure and there is a need to adapt to the changing financial climate for management of the coast. More flexible approaches to management, asset maintenance and resources are required;
- New projects and sustainable economic development provide opportunities for new initiatives, projects and partnerships to develop as part of the Sefton Coast Landscape Partnership;

- Changing roles of organisations and partners, new and old, presents the opportunity to reflect and review the management and governance arrangements for the Sefton Coast Landscape Partnership;
- The Sefton Coast is under increasing pressure from use by people and investment in visitor and recreation management, sustainable access and infrastructure is required to build the resilience of the coast;
- The Sefton Local Plan adopted and having an agreed approach for visitor management and nature conservation is important to help facilitate sustainable housing and employment growth within the Borough.

The Sefton Coast Plan will provide a robust strategy to help guide priorities and action along the entire Sefton Coast to 2030 and beyond. It is our ambition that numerous projects and other opportunities will be realised for the benefit of our businesses, communities, environment and visitors that depend on the Sefton Coast.

How we will work together to Implement the Plan

We seek to work in partnership, at a strategic level whilst maintaining individual organisational operational activities. We will avoid duplication of existing regulatory processes (e.g. planning policy and marine consents). Therefore, to be included in the Sefton Coast Plan, strategic challenges and opportunities are defined as being:

- Relevant across the Sefton Coast Plan area;
- Have a significant likely effect across the Plan area; and
- Require a co-ordinated response or action to maximise positive outcomes.

The Sefton Coast Plan will be governed by the Sefton Coast Landscape Partnership Board who will be accountable for measuring, monitoring and reviewing performance as we implement the Plan. These challenges and opportunities lead to Strategic Actions which will be supported by a Delivery Plan. The Delivery Plan will set out how the overall Plan will be implemented and may identify which partner organisation(s) are responsible for or contribute to delivery, its respective timescale and measures of success (how the action will be monitored).

As Partners we are in agreement on our shared vision and the principles that we will work to. We also agreed with the key challenges and opportunities identified within the Sefton Coast Plan and the route map for addressing these. We also recognise that individual Partners will at

times have different views, will have regulatory functions that they have to undertake and will have varying levels of involvement depending on the location and nature of the challenges and opportunities being discussed; we will respect this but always seek to work together positively within the Partnership to help implement the Plan.

The Principles that we will Work to

The principles set out below, will guide how we work together.

Integrated Coastal Zone Management (ICZM)

is a management technique for coastal areas with the objective of establishing sustainable levels of economic and social activity in coastal areas, while at the same time, protecting the coastal environment. The principles of ICZM are:

■ **Working with nature**

We will seek to work with, and not against, natural processes. This is often more cost effective and sustainable.

■ **Taking a long term view**

Whilst we will take account of any short term issues we will take a long term view and plan for up to a hundred years into the future. This is because actions such as construction of coastal defences or development on the coast can have long life expectancies in excess of 60 years and we don't want to create problems for future generations through short-term approaches

■ **Considering the bigger picture**

When undertaking actions we will consider the wider context. This is because so many

of our actions can have an impact on other areas both positive and negative. By considering the bigger picture we can avoid the negative impacts and maximise the positive impacts.

■ **Using an appropriate mix of tools (for example plans, policies, strategies)**

We will use the most appropriate mechanism available to us to support the delivery of our vision. This is because there are a wide range of plans and strategies already in place where we have already influenced how they approach the management of the coast. This can be a far more effective way of supporting our vision than trying to consolidate everything into a single document.

■ **Getting the right organisations to work together**

We will seek to work in partnership with other organisations on the coast to support the delivery of our vision. No one organisation can deliver our vision because there are so many different organisations responsible for different areas and actions. Working in partnership will allow us to co-ordinate our actions and make the best use of our resources.

■ **Ensuring the wide involvement of people**

We will seek to involve local communities and visitors in the management of the coast as they have an interest in how this unique asset is managed.

■ **Ensuring we are able to change our approach as our understanding improves**

We will take an evidence based approach to our decision making and actively review our priorities and actions as our understanding continuously improves.

■ **Reflecting local character and need**

The approach that we take in managing the Sefton Coast will reflect its unique and special nature.

Guided by these principles and working across the Sefton Coast Plan area, the Sefton Coast Plan will therefore:

- Take a strategic approach;
- Seek to inform management, policy, projects and decision making;
- Complement the existing legislative and regulatory systems that operate on-land, at sea and across the intertidal zone;
- Build resilience and take a sustainable approach;

and

- Achieve outcomes and impact that could not be achieved by any Partner alone.



The Operating Model for the Sefton Coast Plan

The operating model of the Sefton Coast Plan is based on building resilience at the coast, as the main driver to achieving long-term sustainability for people, the economy and the environment. In the context of the Sefton Coast Plan, we mean:

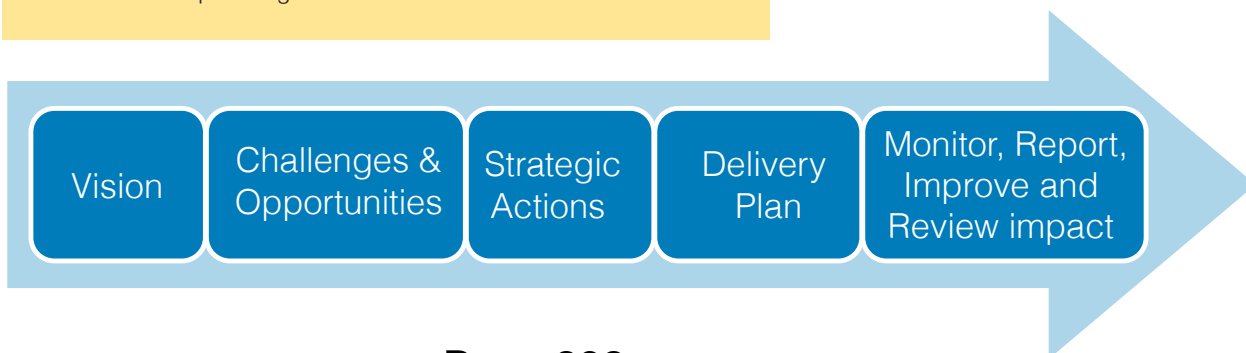
- **Resilience** is the capacity of a system to absorb disturbance and still retain its basic structure and viability. In the context of the Sefton Coast this can apply to the economy, environment and our communities. The disturbance can be anything from flooding through to coastal change but the key aspect is about being able to recover from, or adapt to this disturbance.
- **Sustainability**, in basic terms, is the ability to continue a defined behaviour indefinitely. It is also often referred to as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. In the context of the Sefton Coast this means that we need to consider our actions in the context both of their impact on future generations and on the impact of the environment, including:
 - » development of a sustainable and competitive coastal economy;
 - » conservation and enhancement of nature and the environment;
 and
 - » management of visitors to avoid damage to the environment whilst optimising the value of the coast.

The operating model, as shown on page 37, is designed to operate with and complement the existing statutory framework. The Sefton Local Plan, prepared by the Local Authority, for example is the main local policy framework to inform decisions over land-use and development. In the marine area, the emerging North West Marine Plan, prepared by Marine Management Organisation will act as the main policy framework for decisions in the marine

area. These two systems overlap across the intertidal zone and the Coast Plan seeks to ensure maximum integration of the two statutory frameworks.

The Sefton Coast Plan compliments and enhances these and identifies opportunities to deliver improved outcomes through partnership action, especially where the existing system, or control and regulation is not well integrated.

The Challenges and Opportunities are brought together into seven Big Challenges that the Sefton Coast faces. The Strategic Actions and Delivery Plan then provide a route map to resolve the challenges and realise the opportunities.

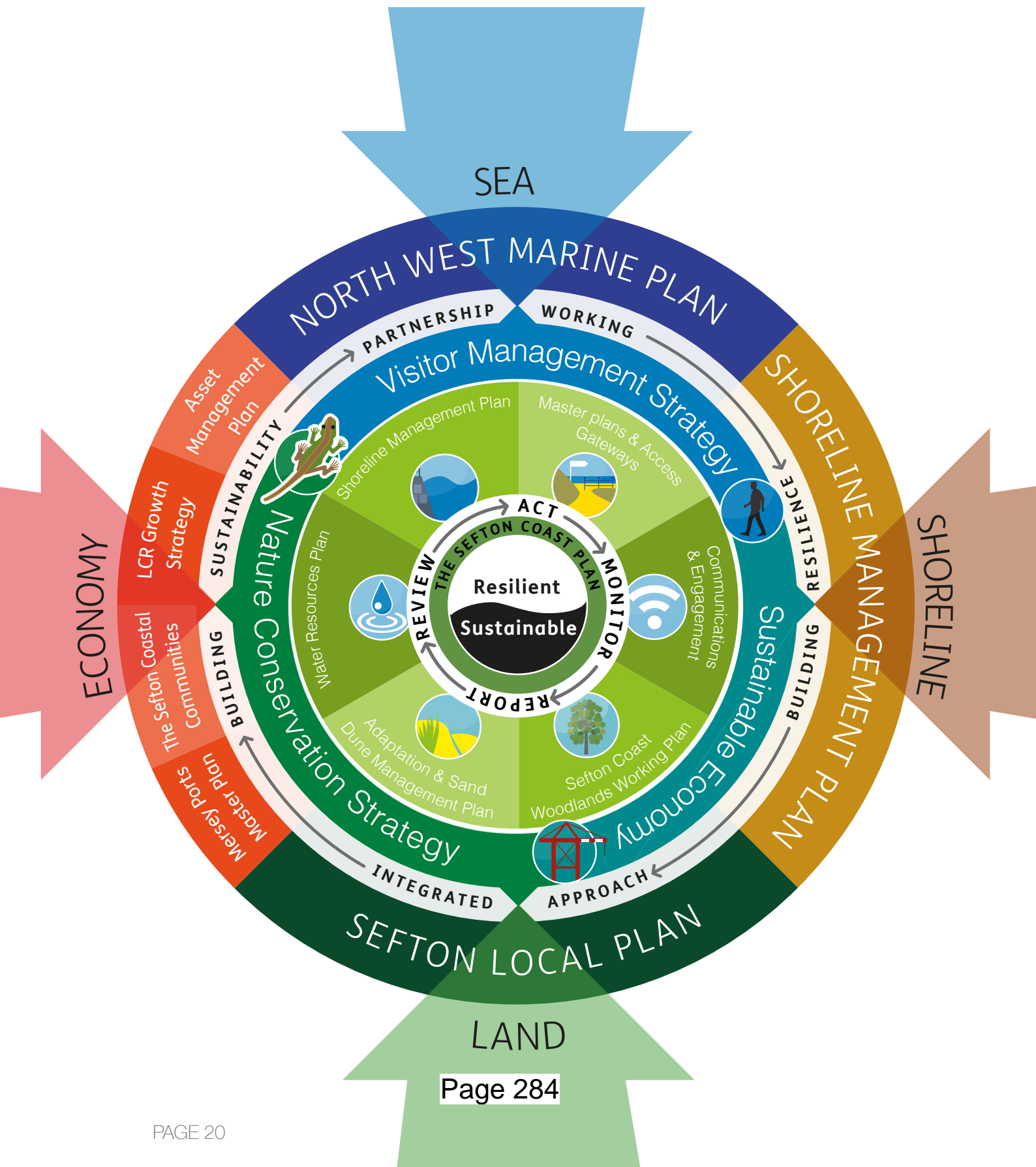


The **Delivery Plan** captures the Strategic Actions and delivery mechanisms which seek to resolve the challenges. It sets out which Partner(s) will be accountable and realise the opportunities for delivering the action, critical milestones to reach, timescale for delivery and the resources required to achieve this.

The Sefton Coast Landscape Partnership Board will continue to monitor and review the delivery of the Plan and its consequent impact and outcomes. As and when required, any new opportunities and related challenges identified, and any remedial action or enhancing activity to the Plan will be expressed through updated Topic Papers and a refreshed Delivery Plan.



Influences on the Sefton Coast



Summary of Topic Papers



Twelve Topic Papers have been prepared as evidence for the Sefton Coast Plan. The Topic Papers identify challenges and opportunities for the Sefton Coast, its assets and communities.

Topic Papers will be updated individually as and when appropriate, for example, when new legislation is passed or new evidence emerges. The Topic Papers are:

- Landscape and Nature
- Access and Recreation
- Health and Wellbeing
- Economy
- Regulation and Control
- Skills and Lifelong Learning and Employment
- Water Resources
- The Historic Environment
- Energy
- Flood and Coastal Erosion Risk Management
- Coastal Change, Climate Change and Adaptation
- Delivery through Partnership Working

The focus of the Sefton Coast Plan is on challenges relating specifically to the Topics, where working together, across the Plan area and Partnership, we can deliver better outcomes in the long-term for the benefit of our communities, our economy and our natural environment.

Each topic paper sets out why the Sefton Coast is important to that particular topic. It

identifies the relevant strategic issues - the opportunities that are evident and challenges that must be resolved to fully realise that opportunity. By applying the principles of ICZM the challenges are taken forward in the Sefton Coast Plan, in a way that allows for them to be considered together, with integrated actions set out in the Delivery Plan, to address them.

The following sections present a brief summary of the Topic Papers and the main challenges that have identified, when considered together have led to the seven big challenges.

Landscape and Nature

The nature, land and sea-scape of the coastal and marine environment is an extremely important asset to Sefton, the Liverpool City Region, Lancashire and the nation. The Sefton Coast is an incredibly beautiful and biodiverse area, due to the range and rarity of species and habitats that it supports. The range and complexity of coastal wildlife habitats in Sefton owe their existence to a rich and constantly changing coastal setting. Climate and weather combine to influence the extent and quality of those land and sea-scapes, wildlife habitats and the species that depend on them.

Challenges - These coastal habitats are under pressure. Coastal change is impacting on the physical shape of the coast through erosion, accretion and sedimentation; significant erosion in particular, occurs at Formby destroying habitat leading to fragmentation and reduced viability. Coastal change will increase with climate change which will also change the patterns of weather that we experience, putting even more pressure on the habitats. Addressing issues such as the loss of sand dune dynamism will require a wide-ranging and integrated approach to habitat management of dunes, scrub control, livestock grazing, turf stripping, woodland management and where appropriate re-mobilisation of over-vegetated dunes.

As humans, our use of the coast puts pressure on the coast and this will increase as more houses are built and businesses developed. This creates a tension between the desire for access and access infrastructure and the need to maintain these important habitats. Coastal change in itself also creates stress on access infrastructure, heightening the tension at certain points along the coast e.g. erosion of car parks and caravan sites.

Working with natural processes, generates opportunities to improve the resilience of the coastal habitats, better link them along and across the coast and make space for nature to enable residents, visitors and businesses to cherish the specialness of the coast. As we improve the quality of this habitat through positive management and reduce the impact of visitors by directing them to less vulnerable areas we will increase coastal resilience.

Preparing and implementing both an integrated **Nature Conservation Strategy** and a **Visitor Management Strategy** will help to address these tensions. Securing sustainable resources to prepare and implement these strategies is essential to retain and improve the specialness of the Sefton Coast and the Sefton Coast Plan area. The preparation and delivery of these strategies will be based on the evidence that we have available and supporting plans including for example the Sefton Coast Woodlands Working Plan (2016) and the Liverpool City Region Ecological Network (2015) and actions such as a communications and engagement plan, adaptation and sand dune management plan and a water resources plan.

Access and Recreation



The Sefton Coast has a history of recreational use of the beaches and sand dunes, for bathing from the 19th century and aviation from the 19th to the late 18th century, to more recent activities such as kite surfing and sand yachting. Sefton has good and excellent bathing beaches at Ainsdale, Formby and Southport which are assets to be protected.

More formal recreation and tourism events include the hugely popular Southport Air Show, National Musical Fireworks Championships, Antony Gormley's "Another Place" iron men statues, Southport Pier, various triathlons, the Royal and Ancient 'Open' golf championship and other golfing tournaments which tend to be concentrated in specific locations.

Informal recreation such as walking and running, playing on the beach, cycling, and horse-riding tend to be spread more widely across the coast. Both formal and informal recreation activities are supported by a range of paths and trails, roads and public transport facilities and generate income and visitor spend. In some locations, facilities are limited and investment is required to enhance the quality of visitor and recreation experience and at the same time, respect the wishes of local residents. Beach car parking creates challenges within the biodiversity duties and legislation, but the Visitor Management Strategy is an opportunity to provide a route map for resolution.

Challenges - All visitor access and recreation add to the pressure and if not properly managed, will cause damage to coastal habitats. We will need to direct this activity to less vulnerable areas where it can be more easily managed, thereby creating a series of gateway sites for access and recreation along the coast. Proposed sites for housing and employment developments will be required to demonstrate that there would be no significant increase in recreational or visitor pressure on the Sefton Coast as a result of the development plans or provide appropriate mitigation or compensatory habitats.

Access to and enjoyment of all coast related activities can make a big contribution to improving the health and wellbeing of people and communities and also support economic growth within the tourism economy. The coastal location is also an important amenity for residents, both existing and those looking to move here.

Preparing and implementing a **Visitor Management Strategy** will help to address these challenges. Securing sustainable resources to prepare and implement this strategy is essential to retain and improve the specialness of the Sefton Coast and the Sefton Coast Plan area. Preparation and delivery of the Visitor Management Strategy will be based on the evidence that we have available and supporting plans and strategies, especially the Nature Conservation Strategy.



The Sefton Coast provides a beautiful and inspiring outdoor environment for communities and visitors to enjoy, with associated benefits to physical and mental health and wellbeing, for the local community and visitors by providing:

- Clean, safe outdoor space for land and water-based exercise, play, and other activities
- Opportunities to get close to and enjoy nature and local culture and take time out from the hustle and bustle of busy lives
- Opportunities to enhance learning and skills, contributing to community wellbeing
- An inspiring landscape and seascape and a sense of place and belonging which is valued by many; and
- By providing resilience to the impacts of climate change and other coastal change for Sefton's coastal communities.

The natural environment of the Sefton Coast Plan area provides important ecosystem services for the *benefit of health and wellbeing*. Enjoyment of the coast directly contributes to achieving the objectives set out in Living Well¹, Sefton's Health & Wellbeing Strategy, led by the Health and Wellbeing Board. It is important that the Sefton Coast Plan and the Borough-wide Health and Wellbeing Strategy are aligned to deliver positive health and wellbeing outcomes and that increased use of the coast to deliver such outcomes will need to avoid damage to sensitive habitats.

Addressing these challenges as the coast and needs of our communities change will help us realise the coast's potential to improve health and wellbeing. The **Nature Conservation Strategy** and **Visitor Management Strategy** will support our objectives for improved health and wellbeing.



Economy

The significance of the Sefton Coast is recognised as an important contributing asset at the level of the Liverpool City Region and its City Region Growth Strategy and Destination Management Plan. Locally, the draft Sefton Coast Economic Plan, emerging Sefton Economic Strategy and the three Coastal Communities Teams for Crosby and Waterloo, Sefton Coast and Southport all identify important economic opportunities and challenges through their plans. Unique and distinctive coastal assets, including the natural coast, the resort town of Southport and features such as 'Another Place',

¹ Sefton Health and Wellbeing Strategy, 2014-2020, NHS England, Healthwatch, South Sefton Clinical Commissioning Group and Southport and Formby Clinical Commissioning Group, 2014.

present a significant opportunity to attract more visitors to Sefton, increase their stay time and spend within the visitor economy. The visitor economy of the City Region is growing strongly, with many accessing Sefton from the City of Liverpool, often arriving on cruise ships at the Pier Head in the Port of Liverpool.

The Port of Liverpool, located in the south of Sefton, is one of the UK's major ports, with state of the art facilities, the most strategically important port for transatlantic shipping, capable of receiving the largest shipping vessels in the world. Together with the Manchester Ship Canal and docks at Birkenhead, it forms an integral part of the Mersey Ports and Atlantic Gateway with a combined capacity of 40million tonnes of cargo. The capacity of the Port has doubled with the development of Liverpool 2 to create the most centrally, located deep water terminal in the UK which will allow global services to connect with the City Region as one of the most operationally efficient and modern terminals in northern Europe.

Challenges - In order to harness the full potential of the Port of Liverpool as an important transformational economic driver the port will need to expand to handle more cargo. This would also facilitate the transfer of as much container freight as possible from road to rail and water, relieving road congestion and noise and air pollution. However the positive impacts of sustainable economic growth and job creation also create environmental and ecological pressure, such as accidental pollutant spillages from ships to the impact of dredging on coastal processes. Port expansion may require the

relocation of a designated nature reserve to compensatory habitat, directed by regulatory frameworks and processes. A long term **Master Plan for Crosby Coastal Park** will reflect proposed port expansion and other requirements, such as the replacement of the seawall in the next decade.

The Visitor Management Strategy and Master Plans will help to make the best use of our coastal assets and capture economic spend locally.

Fishing, whilst not as important economically, has a long history on the coast and can contribute to the local economy. There are challenges regarding safety that need to be managed whether it is the low key activity of the shrimpers or the more significant but less frequent, cockling activities. There are opportunities to work with other partners such as the Inshore Fisheries and Conservation Authority (IFCA) to co-ordinate activities in relation to fishing.

There are also opportunities to work with other sectors such as farming to influence how they work so as to minimise their impact on this special coastal environment.



Regulation and Control

Legislation and policy has developed in response to an increasing awareness of the value of our environments and the need to protect them. In recognition of the very special value of the Sefton Coast, National Trust and Sefton Council bought land in the sixties at Formby Point to protect it from development and waste. Up until this time

the coast was often exploited economically through the extraction of sand, growing of crops and dumping of waste such as tobacco waste.

The Sefton Coast Plan does not duplicate existing legislative and regulatory mechanisms of control and follows the established principle that it should be assumed that these mechanisms of control will operate effectively and, where necessary, in an integrated way. For existing statutory plans such as the Sefton Local Plan (including Neighbourhood Plans), the Sefton Coast Plan will act in conformity with the Local Plan and other relevant plans and avoid conflict with the policies and directions of those plans. Where needed, the Coast Plan will provide a mechanism to address unresolved coastal challenge and tensions.

Sefton's Local Plan is the main local policy framework on land, to inform decisions over land-use and development projects. The Marine Management Organisation is the main regulator at sea and is in the process of preparing the North West Marine Plan. These two systems overlap across the intertidal zone where better integration is needed. Therefore, the Sefton Coast Plan compliments these but also identifies opportunities to deliver better outcomes through partnership action, especially where the existing system or control and regulation is not well integrated. Regulators, such as Environment Agency, and advisors, such as Natural England, have both signalled their willingness to continue to work positively and pro-actively to help resolve the challenges including implementation of the Sefton Coast Plan.

Challenges - Increased recreational and visitor pressure on designated coastal habitats and communities will occur as a consequence of the development of new housing and employment sites, allocated in the Sefton Local Plan. Preparation and implementation of a **Visitor Management Strategy** is necessary to comply with the requirements of the Habitats Regulations because it will provide a mechanism for developers to demonstrate how damage to designated habitats in the Sefton Coast Plan area will be avoided.

With the pending exit from the European Union (Brexit), we will need to keep the regulatory framework under review as much of the legislation developed by Europe is transposed into UK law. It is unclear if the UK law will be changed as a result of leaving the European Union.

A further tension and challenge that the Sefton Coast Plan will address is to improve integration between regulatory processes and working between organisations responsible for regulation on land and at sea. There is an opportunity to improve the working of the regulatory system and a Strategic Action is included for partners to sign up to the Coastal Concordat as a framework to achieve this.

for developing skills and knowledge, improving employability and quality of life. It also provides a range of opportunities for volunteering and community engagement. The coast is significant for these reasons as a major contributor to achieve key aspirations of 'Living Well in Sefton: Sefton's Health and Wellbeing Strategy 2014-2020 '(2014) as well as Sefton's Vision for 2030, to:

- Create a place where all members of our community can live, work and enjoy life as valued members of the community.
- Promote independence and help build personal and community resilience.
- Improve opportunities and support residents to make choices so that people are able to live, work and spend their time in a safe and healthy environment.

Of particular note is the prediction of an increasing proportion of older residents in Sefton who may require more sufficiency of support, but who will also have more time to make voluntary contributions, an important resource by scale and experience to be harnessed through the delivery programmes of the Coast Plan and the Sefton Coast Landscape Partners.

It is important that the Sefton Coast Plan recognises these opportunities and seeks to support skills, lifelong learning and employment.



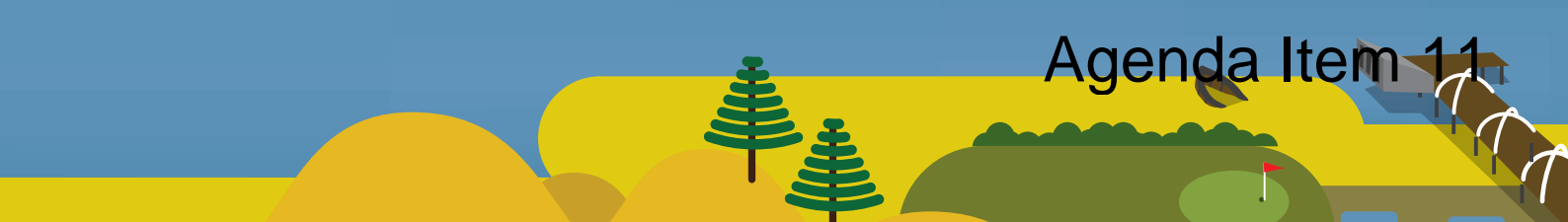
Skills, Lifelong Learning and Employment

Sefton's coast and wider green infrastructure across the borough provides a wealth of opportunities, both formal and informal,



Water Resources

Access to clean, safe water is fundamental to the health and well-being of our entire planet or biosphere. The natural environment



of the Sefton Coast is dependent on healthy water resources. This includes, for example, biodiverse coastal waters, healthy dune slacks, wetlands with hundreds of thousands of birds or thriving water vole populations on the many ditches and drains that intersect the farmland.

The Sefton Coast Plan area is hydrologically complex with much of the land below sea level. The interconnected nature of water resources places a wider responsibility on the citizens and businesses of Sefton to use water wisely, avoid pollution and support the processes that sustain clean and healthy water. The management of this water can cause problems ranging from the shrinkage of peat in the low-lying agricultural areas as a result of extensive pumped drainage through to problems discharging water across beaches where beach levels have increased as a result of coastal change. The watercourses within the pumped catchment of Sefton are currently failing to achieve good ecological status largely as a consequence of water quality issues and lack of habitat provided by modified channels.

Challenges - There are opportunities to better co-ordinate the management of water and recognise both the interconnected nature of the hydrological system and the long term change that will impact on it. This could include approaches such as Natural Flood Management where a whole system approach is taken to flood risk management, seeking to slow the flow of water and returning the systems to a more natural way of working.

Preparing and implementing an integrated **Water Resources Plan** will help to address these issues. This would also provide an

opportunity to better co-ordinate the delivery of works and outcomes, such as improving water quality at the same time as we reduce flood risk. Before starting the water resources plan it would be sensible to check that we have the right partners to deliver this coordinated approach.

The Historic Environment

The Sefton Coast has been utilised and occupied by humans for over 8000 years. The area remains a dynamic landscape with coastal erosion and new developments exposing new sites.

Features such as shipwrecks may last decades before they are lost to the natural processes of decay but others, such as the prehistoric footprints at Formby, may be exposed and lost within days after having remained buried for several thousand years. The challenge in relation to these historic environments is to sufficiently record new discoveries to permit preservation by record and dissemination of the information to specialist and general interest groups.

There is a massive interest in the historic environment both from people visiting the coast to the documentary coverage on television. There is an opportunity to enhance people's enjoyment and understanding of the coast through raising awareness and interpretation of this prehistoric and historic evidence.

Preparing and implementing a **Communication and Engagement Plan** will help to identify and act upon a number

of opportunities around raising of awareness and understanding of the coast, how to avoid damaging it and helping visitors to enjoy it. Such a plan would look across all the issues identified in the Sefton Coast Plan and develop a co-ordinated approach to communication and engagement. This can include encouraging land owners to report the discovery of any historic features and help, where possible, in their recording.

The Sefton Coast Landscape Partnership will continue to support the history and archaeology task group and the volunteers who have an interest in this area.

be seen when looking at the offshore rig extracting gas to the west of Formby. Energy projects, such as investment in modern energy infrastructure, whilst strictly regulated, have the potential to impact upon habitats, designated sites, coastal processes and coast defences.

Challenges – The resilience and financial viability of new coastal visitor developments could be increased through installation of low carbon and renewable energy technology. This is also an opportunity as a powerful communication and education message regarding our commitment to reducing emissions.

Challenges - The Sefton Coast Plan area offers significant opportunity for large-scale renewable energy generation, especially from tidal technology in estuaries such as the Mersey. Each project will need to be assessed on its merits through the regulatory frameworks, taking into account the special environmental value and character of the Sefton Coast Plan area, the landscape and seascape, and also the significant economic benefits that could accrue from a more resilient energy generation infrastructure.


The Sefton Coast Landscape Partnership will seek to work positively and pro-actively with energy scheme promoters to avoid impacts to the Sefton Coast. They will also seek to raise awareness of the impacts of climate change and the potential to avoid damaging emissions through use and investment in low carbon and renewable energy.



Energy

The Sefton Coast offers opportunities for the development of low carbon and renewable energy technologies. These technologies can make a significant contribution to the overall energy security and resilience of the area and wider Liverpool City Region. There is already significant wind energy development on the coast, both onshore and more significantly offshore. Tidal power has regularly been proposed within the Mersey and Ribble estuaries and recently on the Sefton Coast.

There is no specific benefit of locating solar power at the coast but it is often implemented as part of new industrial developments and may also offer some benefits through the development of visitor facilities for example. Biomass is significant as it is a major import into the Port of Liverpool for use in power stations and potential for local harvesting of biomass including firewood. There is also fossil-based energy on the coast the evidence of which can



Flood and Coastal Erosion Risk Management

The coast is an important asset for flood and coastal erosion risk management. Saltmarsh and beaches reduce the energy of the waves before they reach shore which in turn, reduces the scale of defences we need at locations such as Southport and Crosby. The sand dunes provide a buffer for coastal erosion, allowing us to work with natural processes rather than introducing artificial and expensive defences. Sediment is brought in by the tides and storms from beneath the sea to replenish our beaches. Flood risk and coastal erosion are both significant issues for Sefton. Details of this risk and the policies for its management are set out in the **Flood and Coastal Erosion Risk Management Strategy (FCERMS) for Sefton** and the **Shoreline Management Plan** for the North West of England and North Wales.

The development of coastal defences can have a significant impact on the coast both during construction and after as their presence influences coastal processes. This has to be considered carefully during the development of any proposal to ensure that we don't damage the coast and to ensure that any proposal, delivers impact and outcomes as intended. This requires a good understanding of the coastal processes based on robust record-keeping and evidence analysis. We also have to consider such schemes over the long term, as a typical coastal defence will last 60 years. It is

not possible to remove all risk, so we have to plan for the times when there is flooding, erosion or damage to defences and help our communities to be more resilient.

Challenges - Coastal defences, significant by scale, present opportunities to achieve multiple benefits for both people and our natural environment. This could be putting in place infrastructure for visitors or designing schemes in such a way as to enhance the local habitat. Sharing our understanding of coastal processes, can help to form the evidence base for decisions at the coast and to be able to suggest how the coast might develop in the future. This is especially important in relation to the impacts of coastal and climate change which will lead to changes in both the long and short term.

Preparing and implementing a masterplan for Crosby Coastal Park will help to identify and secure multiple benefits for the area, as the proposals to replace the coastal defences are developed. Preparing and implementing an **Adaptation and Sand Dune Management Plan** will inform our response to coastal change over the long term and also develop our approach, working with the sand dune system as a natural defence. The development of a Water Resources Plan has already been mentioned. Undertaking to co-ordinate and share monitoring and research and aspiring to be a centre of excellence for this will support the development of our evidence base. Communicating this understanding and the implications associated with it, such as the residual flood risk, will support our communities to be more resilient.



Coastal Change, Climate Change and Adaptation

The coast is changing, it always has done and always will. There is a history of change at the coast both in terms of the features on the coast and the way that humans use and live on the coast. As an example, Formby Point has been eroding around its central section since around 1900 at a rate of 3-4 metres per year. Over the same period of time, our use of the coast has changed from one of exploiting it for minerals, agriculture and dumping of waste products, to recognising and valuing it as a natural asset.

Climate change arises because of increased greenhouse gas emissions since the start of the industrial revolution. The impacts of climate change on the Sefton Coast will include sea level rise, warmer wetter winters, hotter drier summers and more frequent extreme and intense storms.

The natural response to coastal and climate change would be for the coast to adapt by rolling back and habitats to change to ones more suited to the new climate. However, humans have built on the coast and constrained the space for the coast to roll back. We are also home to a number of rare and important species and we need to maintain a viable habitat for them. We have a general idea of how the coast will evolve but there are significant gaps in our understanding that need addressing.

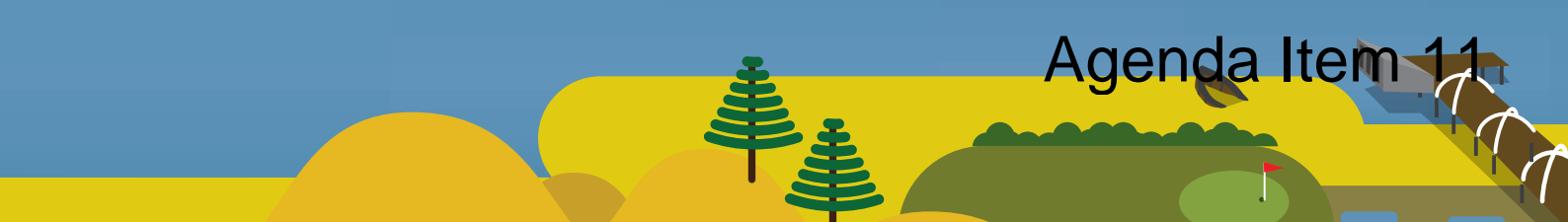
Challenges - There is an opportunity to reduce the impact of coastal and climate change by adapting to it in a timely manner, avoiding short term and potentially expensive decisions. Recognising what the coast might look like in the coming decades and planning now, for how we will adapt to this change such as relocation of infrastructure, creating space for the sand dunes to roll back is an important focus of the Sefton Coast Plan.

The **Adaptation and Sand Dune Management Plan** will guide future adaptation and development supported by the Partners' undertaking to coordinate and share monitoring and research. Preparing suitable plans for extreme weather events will mitigate some of the consequences of the increase in frequency and intensity of storms. Communicating an understanding of coastal and climate change and the implications associated with it will help our communities to be more resilient.

Delivery through Partnership Working



Partnership working is an effective approach which brings together a range of organisations that can't alone, deliver their desired outcomes, an approach that forms the foundations of the Sefton Coast Plan. Partnership working requires strong leadership and organisational commitment of time and resource.



There are a range of landowners, regulators and advisors who share a common vision for the coast some of whom are members of the Sefton Coast Landscape Partnership. The Partnership is supported by a number of Task Groups who collectively will take responsibility for the actual delivery of the Plan along with other partners. For strategic action to be truly effective many individuals and organisations, including our communities, including but not restricted to the Sefton Coast Landscape Partners, will all have a role to play and by working together, the benefits of the coast can be fully realised.

The Sefton Coast Landscape Partnership is similar to other partnerships in that its activity tends to increase or decrease in response to the issues and opportunities at any point in time. The Partnership has changed and evolved over time and recognised the benefits of regular review to ensure that governance is strong and the partner representation is balanced and committed to implementing the Sefton Coast Plan.

Challenges - The new Sefton Coast Plan presents a timely opportunity to review partnership governance and membership, to align with the broader strategic agenda and ensure delivery and implementation. The chart on page 38 sets out the main roles and activities of Sefton Coast Landscape Partnership, including the Task Groups, for delivery and implementation of the Sefton Coast Plan.

The partnership arrangements, membership and terms of reference of the Board and Task Groups will be kept under review to assist successful implementation of the Coast Plan.

Resources are essential for effective implementation and many partners have important roles and contributions to make. When agreed, the Sefton Coast Plan is intended to be used by partners to support bids and applications for new funding and resources for implementation and action. A Strategic Action is included to develop a sustainable approach to resourcing delivery and we are committed to prepare and implement a **Sustainable Resources Plan**.

Challenges and Strategic Actions for the Sefton Coast 2030 and beyond

The Sefton Coast Plan guides what is intended for the Sefton Coast for the future, the challenges to be addressed and how this will be delivered. We are drawing on the challenges raised by partners, consultees and the communities of Sefton through a wide process of engagement. Our communities value the Sefton coast as a unique and valuable asset. Implementation of the Sefton Coast Plan will lead to a more resilient and sustainable coast.

There are seven big challenges for the Sefton Coast Plan. These are a combination of the challenges identified within the Topic Papers because the big challenges affect and influence several themes, topics and sectors. For the coastal assets, to be realised and our aspiration for the Sefton Coast Plan to become reality the big challenges must be resolved. Our joint commitment to work together, prepare and implement the Delivery Plan is the route map to resolve the challenges. **The seven big challenges, in no particular order are:**

Sustainable Resources

Current funding arrangements for the Sefton Coast are not sustainable because of reduced finance and capacity to manage our coastal assets and also increasing pressure from usage by people. Without intervention the resilience and sustainability of the Sefton Coast will be harmed. Preparation of a **Sustainable Resourcing Plan** for the partnership is our route map to resolve this by providing a sustainable approach to funding, including securing new resources, to implement the Sefton Coast Plan.

Sustainable Access

The Partnership support sustainable access and infrastructure but current access arrangements to the Sefton Coast are not sustainable because it is damaging sensitive coastal habitats and affecting local communities. Preparation of a **Visitor Management Strategy** is our route map to resolve these tensions by leading to actions that provide a sustainable approach to provide visitor facilities, including car parking and amenities, avoiding damage to sensitive habitats and local communities.

A Dynamic Coast

The integrity and connectivity of the Sefton Coast sand dune system is affected by a range of pressures and features including natural vegetation succession, reduction in rabbit grazing, introduction of non-native trees and shrubs and loss of livestock grazing among others. Review of the Nature Conservation Strategy 2008 and Woodlands Working Plan v3 January 2016 informed by the LCR Ecological Network and Green Infrastructure Framework to provide an integrated approach is our route

map to resolve these tensions by leading to sustainable management of the Sefton Coast and building a more resilient coast.

Not Resilient due to Increasing Pressure

The Sefton Coast is under increasing pressures from people, climate and coastal change and does not have the resilience to meet the increasing demands placed upon it. The strategies and plans that will be prepared and implemented (for example **Visitor Management Strategy** and **Nature Conservation Strategy**) will put in place integrated solutions to build the resilience of the coast for the future.

Investment in Infrastructure and Management

The Sefton Coast is already at risk from an increasing lack of resources to manage its special places. We will prepare and implement a **Sustainable Resourcing Plan** as our route map to resolve this tension that leads to new investment in improved management of the Sefton Coast through better sharing of resources, knowledge and capacity.

Sustainable Economic Growth of the Port of Liverpool

Expansion of the Port of Liverpool is required to harness the full potential of this transformational economic driver but its development will lead to partial or complete loss of internationally designated sites. Working together with the Regulatory processes habitat compensation for loss of designated sites in the port is required and the preparation and implementation of the **Access Gateway Master Plan** for the Crosby Coastal Park, is the route map to our contribution to help resolve this challenge.

Housing and Employment Growth

Sefton offers a highly valued residential and living offer for its citizens, but needs to build more houses to accommodate its growth in demand which will inevitably lead to increased visitor pressure. Sefton also seeks growth in employment opportunities for its residents but needs to create the places where businesses can grow and thrive, even those employment sites set away from the coast, create additional pressures on our natural environment. The Visitor Management Strategy is our route map to resolve this tension.

In addition to the seven big challenges, other challenges that more specifically relate to individual themes are addressed within the Topic Papers.

The Plan identifies a number of strategic actions, which together, comprise the



Delivery Plan.

The actions themselves are interconnected and interdependent and mutually inform and support each other.

The **Nature Conservation Strategy** and **Visitor Management Strategy** will be key amongst these in supporting the emerging Sefton Local Plan and ensuring compliance with the Habitats Regulations.

To help statutory organisations work together more efficiently for economic development projects on the coast, joint working practices have been prepared by the Marine Management Organisation. We have the opportunity to implement this approach in the Sefton Coast Plan area by signing up to the Coastal Concordat.

The parts of the Delivery Plan are symbolised to easily identify their integrated role to

implement the plan:



Nature Conservation Strategy;



Visitor Management Strategy;



Communications and Engagement Plan;



Adaptation and Sand Dune Management Plan;



Water Resource Plan;



Access Gateway Master Plans e.g. Crosby Coastal Park.

Other strategic actions include:

- Developing and implementing resourcing mechanisms to deliver resilience and sustainability of the Sefton Coast Plan through a Sustainable Resourcing Plan;
 - Monitoring any changes in law particularly in relation to Brexit;
 - Partners to sign up to the Coastal Concordat;
- and
- Undertake a review of the governance and operation of the Sefton Coast Landscape Partnership and its groups.

Further to the development and implementation of the plans and strategies above there are a number of areas where we would seek to add value by:

- Supporting opportunities to develop skills and lifelong learning, employment, health and wellbeing, renewable energy and low carbon technology, port expansion, sustainable and inclusive growth; and

and

- Supporting the development of the Sefton Coast as a centre of excellence for monitoring and research.

The diagram below summarises the Sefton Coast Plan as a Plan on a Page.

Plan on a Page





Delivery Plan

A mechanism to identify how the Sefton Coast Plan will be implemented is needed because the plan itself does not provide the solutions. It does however provide the ambition and route map to find the solutions by working together to implement the Delivery Plan. As a partnership we are committed to the strategic action of preparing and implementing a delivery plan in close consultation with other partners **ready for adoption** of the Sefton Coast Plan.

The delivery plan is our “**Route Map to Resolution**”. It sets out how the challenges and tensions identified within the Sefton Coast Plan will be resolved. It will also help us realise the opportunities and full potential of the Sefton Coast. A challenge for the partners is to work together to identify, agree and implement those solutions. For each Strategic Action it is vitally important that the right people and organisations are involved. The task groups for the Partnership provide an excellent basis to move forward with the big challenges and strategic actions identified in the delivery plan – where there are gaps within the existing partnership arrangements these will be addressed as an early priority within the activity plan. Outcomes and outputs from the delivery plan such as the Nature Conservation Strategy, Visitor Management Strategy or Area-Based Master Plans will be consulted upon before they are finalised.

The Delivery Plan will include for each of the Strategic Actions, the following:

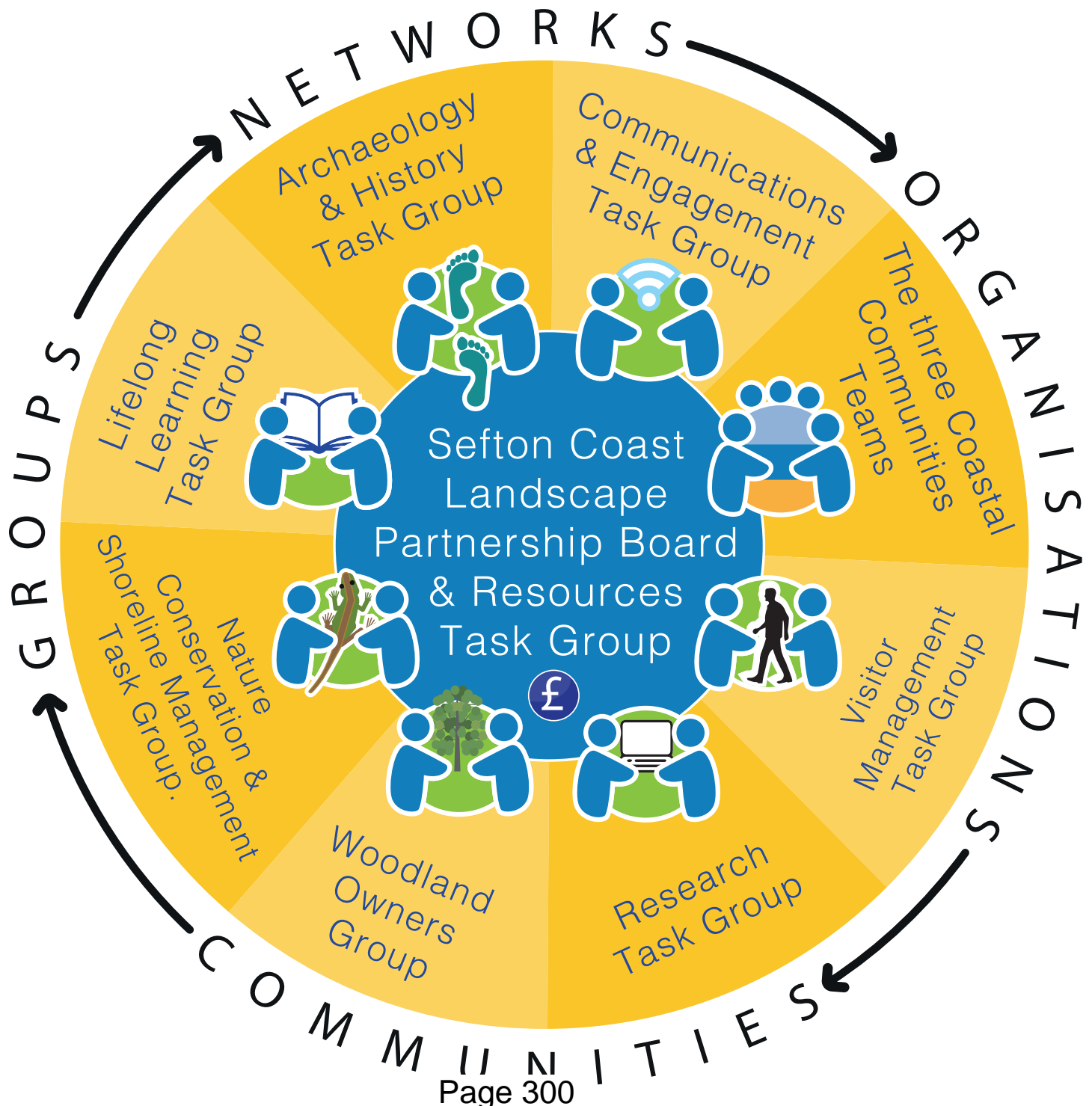
- A description of the Strategic Action;
 - An Activity Plan including actions, governance arrangements, milestones and target dates for completion of each activity;
 - Lead partner(s) and their role;
 - Other partner(s) and their role;
 - Estimate of cost and resources;
 - A Risk Management Assessment based on the likelihood and severity of impact of risks;
 - Outcomes and measures of success;
- and
- A mechanism for reporting progress to and being held accountable by the Sefton Coast Landscape Partnership.

The Delivery Plan is also to be informed by a pipeline of projects that the Partnership is seeking to move forward.

As our Route Map to Resolution the Delivery Plan will be a live document, consulted upon, regularly updated and reported to the

Sefton Coast Landscape Partnership Board and will need to be supported by strong partnership arrangements.

The Partnership

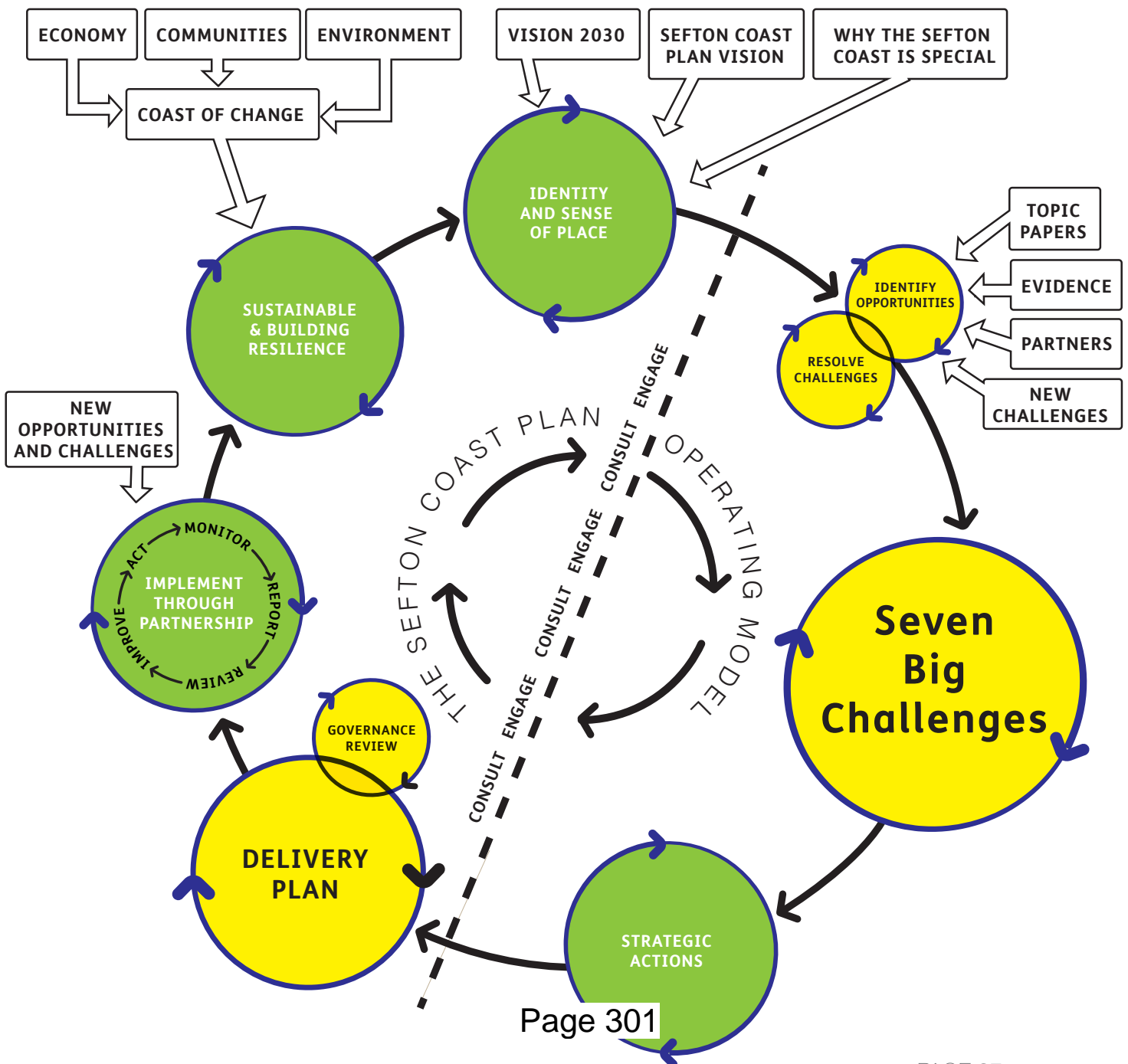


Monitoring, Reporting and Review of the Sefton Coast Plan

Regular monitoring and review is essential to ensure that the Sefton Coast Plan achieves its desired impact and outcomes, with a consistent approach to policy and legislation compliance.

This especially includes the monitoring of visitors to the coast and monitoring of the internationally important nature sites.

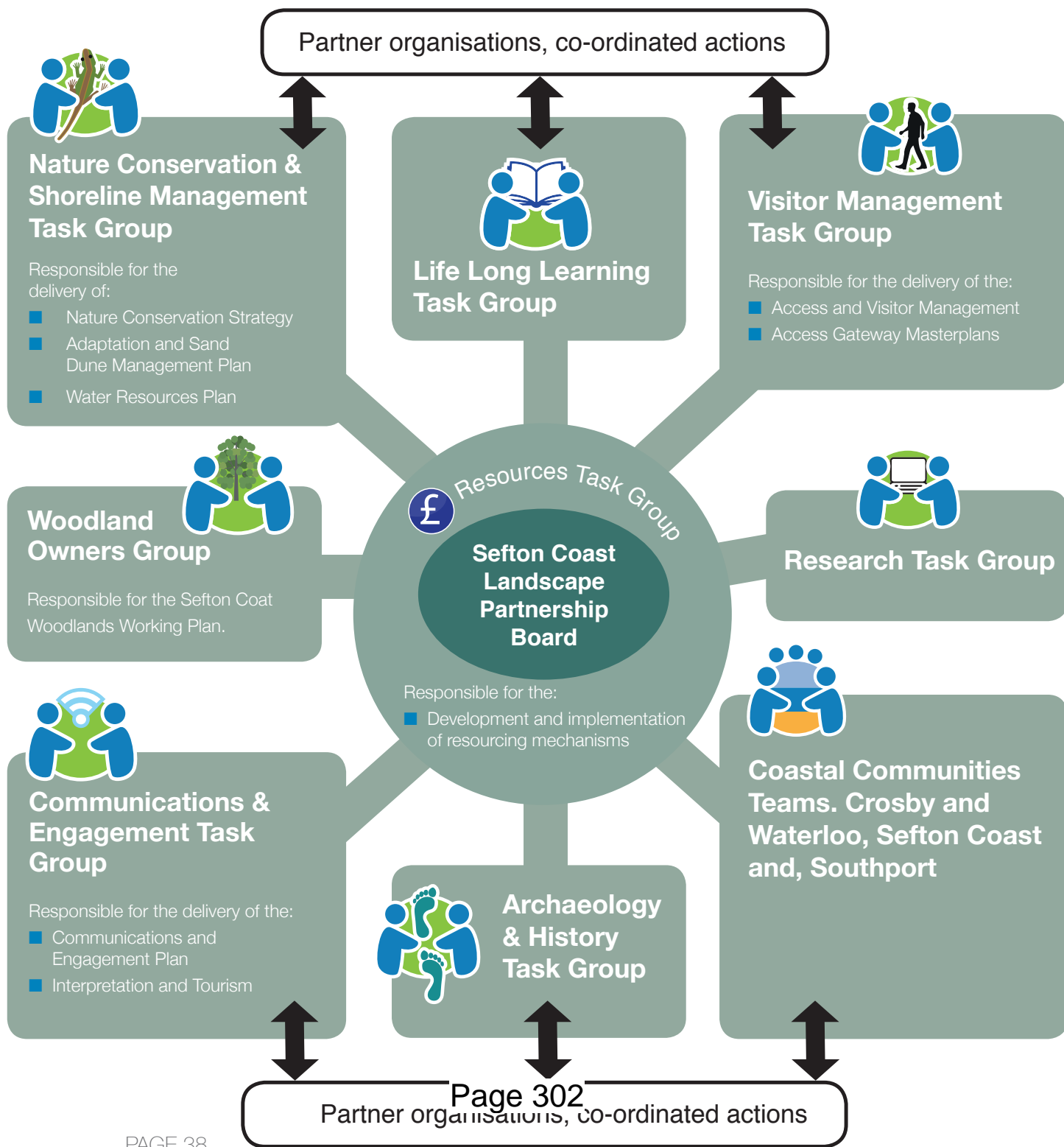
The Operating Model for the Plan



To ensure progress, the strategic actions set out in the Delivery Plan will include key milestone dates and detailed activity plans.

The Topic Papers will be updated as and when required due to such things as changes in our evidence and understanding or

changes in legislation. The Delivery Plan will be reviewed on an annual basis and the entire Coast Plan will be reviewed approximately every five years or more often where additional strategic issues are identified or changes in legislation occur.



Glossary

Abstraction – the process by which water in its natural environment may be artificially removed through a manmade structure or by changing the flow of the water from its usual course to alternative other course.

Accretion – growth or increase by the gradual accumulation of additional layers of matter.

Aggregate extraction – the extraction of material or structures formed from a mass of fragments or particles loosely compacted together.

Aquifer – an underground layer of water-bearing permeable rock, rock fractures or unconsolidated materials from which groundwater can be extracted.

Artificial water body – a body of water that is not naturally occurring such as a man-made lake, as opposed to naturally occurring bodies of water, such as rivers or the sea.

Bathing Water Directive – a European Directive concerned with protecting human health and the environment from pollution.

Bridleway – a path or track along which horse riders have right of way.

Built heritage – the part of an area's heritage that consists of buildings and structures, as opposed to natural or aesthetic assets.

Business continuity – planning and preparation to ensure that an organisation can continue to operate in case of new challenges or adversity.

Coastal Change Management Area – an area identified in a Plan as likely to be affected by coastal change (physical change to the shoreline through erosion, coastal landslip, permanent inundation or coastal accretion).

Coastal defences – measures taken to protect the coast against erosion and flooding by the sea.

Contaminated land – land where substances in or under the land make it actually or potentially hazardous to people's health, or hazardous to the environment.

Conurbation – an extended urban area, typically consisting of several towns merging with the suburbs of a central city.

Dredging – the process of clearing the bed of a harbour, river, or other area of water by scooping out mud, weeds, and rubbish with a dredge.

Dynamic coast – a coast characterised by constant change or activity.

Ecology – the scientific analysis and study of interactions among organisms and their environment.

Erosion – the action of surface processes that remove soil, rock, or dissolved material from one location on the Earth's crust, then transport it away to another location.

Glossary *(continued)*

European Marine Site

– marine areas of both Special Areas of Conservation (SACs) and Special Protection Areas (SPAs), which are protected under the EC Habitats and Birds Directives.

Fauna – the animal life of any particular region or time.

Flora – plant life occurring in a particular region or time, generally the naturally occurring or indigenous— native plant life.

Fossil fuels – a natural fuel such as coal, gas or oil, formed in the geological past from the remains of living organisms.

Fragmentation of habitat – where habitats are not connected resulting in smaller, less resilient habitats.

Geomorphology – the study of the evolution and configuration of landforms.

Good Environmental

Status – clean, ecologically diverse, healthy and productive.

Green Belt – an area of open land, on which building is restricted.

Groundwater – water held underground in the soil or in pores and crevices in rock.

Habitat – the natural home or environment of an animal, plant, or other organism.

Hard coastal defences – measures to protect the coast against erosion and flooding by the sea, by the introduction of man-made structures such as sea walls.

Hinterland – land lying behind something, especially a coast or the shore of a river.

Hydrography – the science of surveying and charting bodies of water, such as seas, lakes, and rivers.

Intertidal area – the area of seashore which is covered at high tide and uncovered at low tide.

Isle of Man Cabbage

– a plant of the cabbage family, known only from the west coast of Britain, including the Isle of Man. It is listed as “nationally scarce” and a “species of conservation importance in North West England”. The Sefton Coast dunes support some of the largest colonies in the country.

Kite surfing – the sport or past time of riding on a modified surfboard while holding on to a specially designed kite, using the wind for propulsion.

Appendix 1

History and examples of Achievements of the Sefton Coast Landscape Partnership

The Partnership's achievements were recognised in 1993 by the presentation of a Eurosite Quality Award for good practice in European nature management.

A major success was a European LIFE project which ran from 1995 to 1999 which enabled us to improve the coast through the preparation of a Nature Conservation Strategy, land purchases and the preparation and implementation of a number of site management plans.

In 2001 the Partnership prepared and reviewed the Sefton Coast Management Plan to promote best practice in coastal management, with an emphasis on cross-boundary working for the benefit of landscape, wildlife, amenity, heritage and economic activity.

The Heritage Lottery Fund backed Sefton Coast Landscape Partnership Scheme is a recent success of the Partnership. It ran from 2010 to 2015 and introduced thousands of visitors and the local community to the treasures of the Sefton coast.

The scheme promoted the cultural and natural heritage of the Sefton coast with the support of partnership members, offering activities for all ages. It celebrated

archaeology, prehistoric footprints, shipwrecks, and natural history with festivals, arts projects and events.

Access was improved with new and improved trails including the National Trust Asparagus Trail at Freshfield, Jim's Path at Ainsdale and Ravenmeols Trails at Formby. A new boardwalk was constructed at the National Nature Reserve at Ainsdale.

The scheme featured thousands of hours of volunteer time involving all the partners, with participants gaining a variety of skills, while benefitting from fresh air and exercise. Various publications were produced throughout the project and the Sefton Coast Woodland Plan was revised. Over 18 hectares of habitat were improved and based on this continued management through conservation grazing has been made possible with a Higher Level Stewardship project.

This successful scheme resulted in closer working relations between the Sefton Coast Landscape Partners with the development of the Sefton Coast Plan being part of the lottery scheme's legacy. A busy calendar of educational and community events, and increased volunteer involvement continues as does a flourishing social media presence - all keeping the momentum of the scheme going.

The Partnership is now poised to help drive forward implementation of the revised Sefton Coast Plan after it has been consulted upon and approved by the Board.

Agenda Item 11





Agenda Item 11

DRAFT FOR CONSULTATION

March 2017

Sefton
2030

