

CABINET MEMBER REPORT

O&S (Regeneration and Skills) Committee – 20 September 2022

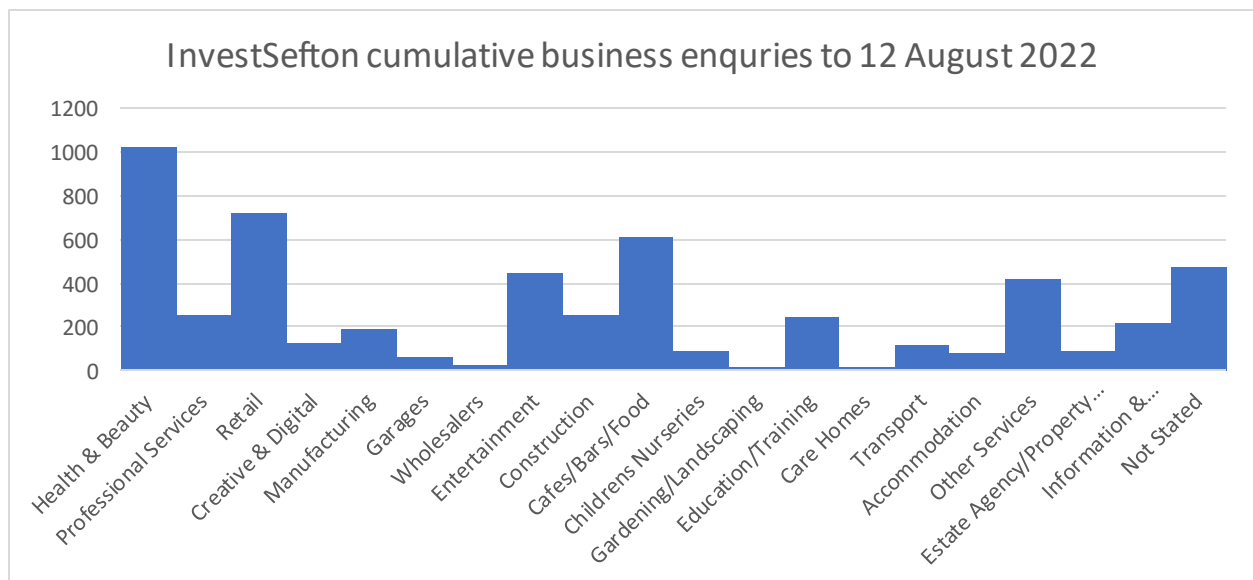
Councillor	Portfolio	Date
Marion Atkinson	Cabinet Member Regeneration and Skills	September 2022

BUSINESS SUPPORT AND INVESTMENT

InvestSefton Update:

Business engagement

- InvestSefton website has a dedicated COVID 19 landing page which is updated regularly with the latest guidance and news from Government, Growth Platform, Sefton Council and other sources of help. Since the new site went live on Monday 30th March 2020 until Thursday 11th August 2022, the site has had **59,297** unique sessions.
- From Friday 5th to Thursday 11th August 2022 the website has had 256 sessions. The devices used were as follows: Desktop 52.3%, Mobile 45.7% and Tablet 2.0%. The top two pages were financial support and starting a business. The top five countries of origin accessing the website are as follows: UK (69.9%), China (8.2%), United States (4.7%), Ireland (3.1%) and 'other' (2.3%).



Year	Total Enquiries
1 st April 2020- 31 st March 21	3513
1 st April 21- 31 st March 22	1316
1 st April 22- to date	641

Total	5470
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Business Support Eco-system

- InvestSefton is heavily involved in the LCR review of business growth delivery and inward investment delivery and, together with other Las, provided insight and content into a CA commissioning brief currently out to tender. This seeks to help understand the currently business support and inward investment ec-system across the city region and provide recommendations on a potential revised model bearing in mind the limited amount of UKSPF monies available compared to ERDF. This work will align with the CA's business support policy and the commission will be tasked with, setting out the main design principles which it is proposed should be used to re-shape the place-based Local Business Support Offer and a centralised inward investment service

Case studies

The team continues to engage with businesses as part of its 1:1 delivery support. Recent case studies below:

Commercial photography company based in Waterloo and established in 2015. The business has suffered badly due to both Brexit and also covid lockdowns as around 95% of its business was related to the hospitality industry. The business has now repositioned itself and is becoming a specialist in the supply of multimedia virtual tours using 360/3d imaging photography, video and audio. InvestSefton assisted the business with the preparation of a business plan to make them investment ready and enable them to purchase additional equipment.

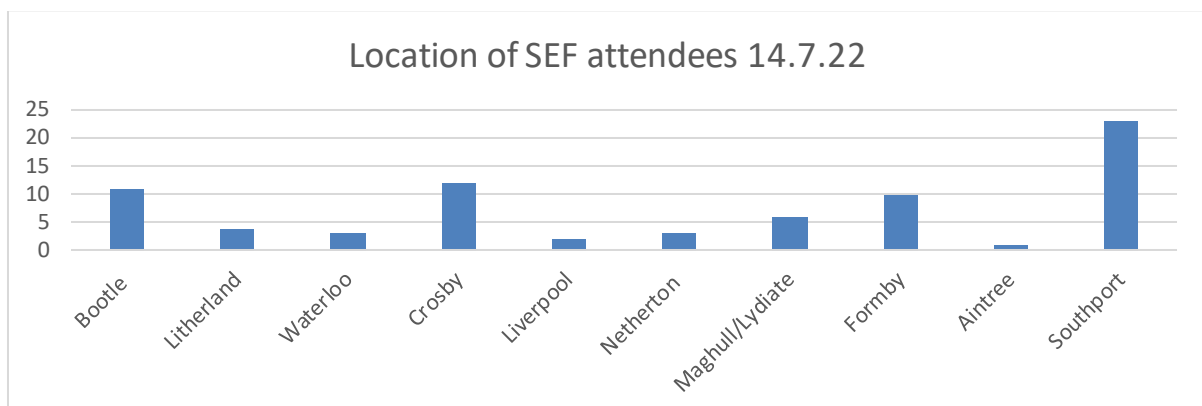
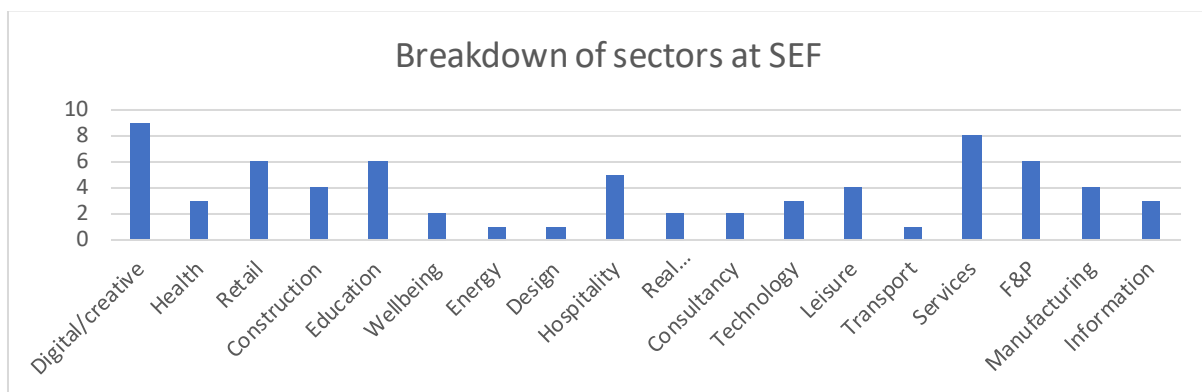
Business based in Crosby that designs, builds and installs up market bathrooms. The business took premises in November 2020 to offer a high-end showroom experience but needed to complete installation of fittings due to various Covid lockdowns. InvestSefton supported the business with completion of a business plan and financial projections to enable them to secure finance to complete the showroom.

Business based in Southport that provides teaching techniques for Venetian Plasterwork. The business was established in 2016 and has steadily increased turnover and investment in buying premises in September 2021 to locate to a specialist centre. The Business has good growth potential, but the Directors want to enhance their personal skills and put growth strategy in place to take the business forward. InvestSefton supported the business by working with them to develop and implement their growth strategy as well as providing managed referrals for finance and business skills workshops.

Steel fabrication company trading from Bootle. Originally the director provided contractor services to global offshore and renewable energy businesses, but the company changed direction in 2021 when they took a unit in Bootle to start supplying a steel fabrication service for businesses from SMEs to multinationals. Opportunities to grow the business further have been identified by introducing digitalisation to the manufacturing process and implementing BS EN 1090 Certification to improve processes and efficiency. To do this the business needs to obtain funding. InvestSefton assisted the business in identifying appropriate grant schemes and supporting them in applying for funding.

Webinars/Events

- InvestSefton's webinars and events have become a useful vehicle for engaging with businesses on a one-to-many basis. The team has started the planning and development of events and workshops covering a wide range of demand-led themes. The team has now compiled feedback received from the **14 July Sefton Economic Forum event**.
- 79 delegates attended
- 30 Female delegates attended
- 70 individual Sefton businesses attended



SEF Feedback:

- **Richardsons Healthcare Ltd** thought it was the best SEF he had ever attended.
- **K2 Architects** advised Stuart Barnes it was a great event, especially compared with the Liverpool Chamber economic briefing the day after...same format and only 30 attendees, so Sefton must be doing something right.
- **Sandway Homes** thought the event was very informative and the team took a lot away with them.
- **Card Dispenser UK Ltd**, thought it was great and as always the support from InvestSefton is valuable.

- **Freshfield Business Services** – *Your support is phenomenal! And venue excellent.*
- **Chimera Bespoke Reality** - *thought the SEF was very good, he had some interesting conversations and made some useful contacts.*

Inward Investment update:

- **Mersey Reach - Bootle.** This development has now reached practical completion. Invest Sefton continue to attend the developers marketing meetings to ensure we are up to date with new companies moving in and can offer appropriate support and to work with any Sefton based companies that are expanding.

Enquiry levels are good with several of the units under offer to national trade operators. The team is working with the developer on a date for a proposed launch event and PR for some time in September. The launch has been delayed due to the holiday season and to allow the developer to fit out the office space in several of the units. These are additional works to the main contract and a decision to fit out the offices was taken in response to feedback from prospective tenants.

- **Atlantic Park - Bootle-** Further meetings have been held regarding the development options for this site, with a wider range of unit sizes being considered. This process is being supported by planning colleagues, with a detailed briefing for members to be produced shortly. **Full planning application expected by end of September.**
- **Southport Business Park** - Ongoing work to support investment in the site. Work with interested local end users and developers is gaining momentum. No 3 Southport Business Park (Former Paymentsshield House) – Building works to meet the demand for smaller units to attract occupiers has now been completed with heads of terms already agreed on several of the units.
- **Biz Hub, Dunnings Bridge Road (former NWTC building)** - Demolition works to the frontage are complete and the developer has advised that they have started on site to refurbish the remaining building by the end of the year. This development will complement rather than compete with the adjacent site at Mersey Reach, as the eaves height will be lower and the units overall on the smaller side. The developer is also not expecting the same covenant strength from occupiers as Mersey Reach have asked for so this should make the units more attractive to local businesses wishing to expand (rather than the national companies moving to Mersey Reach). Viewing day for prospective tenants is being considered for end of August/early September.
- **Farriers Way Business Park (formerly Comben House)** is now being actively marketed for sale. The agents have advised that strong interest has been received. They are asking for offers more than £3.5m.

EMPLOYMENT AND LEARNING

Sefton Adult Learning

- The Service has concluded all 2021/22 learning activities, all moderation has been completed and learner information is currently being archived. The achievement this year is as follows:

	Total Number	%
Learners	1339	

Learning Aims	1930	
Female	1008	75
Male	331	25
19 – 29	97	7

30 – 49	601	46
50 – 64	330	24
65 – 99	311	23
Without a LLD	1085	79
With an LLD	173	14
Unknown/Not provided	81	7

- The Service is well underway with its preparations for 2022/23 academic year and the 2022/23 prospectus has now gone live. To date we have received 175 email enquiries and taken 234 bookings, with a further 35 waiting to undertake initial assessments for ESOL courses.
- The Service ran an open-day on **31st August** for local residents to visit the refurbished centre at Cambridge Road and take part in free workshops and demonstrations. Individuals have the opportunity to enrol directly onto a course whilst at the centre. Save the date invites have gone out to partners and stakeholders.
- Summer events attendance and learner numbers:
 - Bowersdale centre Funday - 50 learners took part in our Aromatherapy and Bird-Box workshops.
 - Rimrose Valley Community Celebration - 55 individuals completed learning activities on the day.
 - Staff have also attended the Southport Flower Show and Thornton Family Fun-day to enrol new learners.

Additional Partner Engagement Activities

- DWP - Updated all Work Coaches on Service programme and provision.
- Crosby Health Hub – The Service was invited to take part and provide an update to staff and long-term unemployed claimants regarding Health and Wellbeing support.
- ASDA - Working alongside Asda's Community Champion the Service engaged with shoppers to promote courses.
- The Service is creating individual promotional material for the following areas:
- Health and wellbeing; Family learning; Employability; Digital
- All Services internal documentation (Learner Handbook, Individual Learner Plans, Policies and Procedures) are currently being reviewed and updated ahead of the new academic year.

Recent Learner Comments and Feedback

- "It was the best experience, the way of teaching was understandable for everyone
- Good course would recommend. great knowledge and feel more confident
- Teacher is the best and the course help me improve all the time.
- Excellent, more please
- Excellent, inspirational and accessible. Met and exceeded all the learning outcomes
- Absolutely fabulous and an enjoyable evening
- Excellent supportive and engaging!
- Excellent, very professional and I enjoyed It!"

NEET Reduction and Early Intervention Service

NEET and Not Known Combined Measure for June 2022

As comparison data for July will not be published until the end of August, June is the latest published data we have on our NEET and NK figures.

Area	NEET	NK	Combined
Sefton	2.70%	0.50%	3.30%
Wirral	3.50%	0.70%	4.20%
St Helens	3.80%	0.80%	4.60%
England	2.80%	2.00%	4.80%
North West	3.50%	1.60%	5.10%
Halton	4.60%	0.60%	5.20%
Knowsley	5.20%	1.30%	6.50%
Liverpool	4.90%	3.60%	8.50%

- Sefton has the lowest % for NEET and NEET & NK Combined across all LCR Local Authority Areas and is below the England and NW performance for all three measures (-1.8% below NW and -1.5% below National averages). *'Below' for the purposes of these statistics is 'better than'.
- At 0.5% Sefton's NK has decreased by -0.1% year on year. This is -1.1% below the regional average at 1.6%
- NEET has reduced by -0.3% year on year to 2.7%. This is -0.8% below the regional average at 3.5%
- Sefton Statistical Neighbour 16-17 NEET and NK % (ranked 2nd lowest in June 22 and June 21)
- Age 16 – the June cohort was 2801, 1.68% (47) were NEET and 0.29% (8) were NK
- Age 17 – the cohort was 2863, 3.77% (108) were NEET and 0.77% (22) were NK
- In comparison to June 2021, 36% of our NEET and NK are in our vulnerable groups, which is a 12.7% increase from this time last year.
- However, NEET clients in Sefton are spending on average 27 days less as NEET than in June 21

Vulnerable Groups

	16-18 SEND	19+ SEND	16-18 YOT	*Care Experienced
NEET	41	37	6	63
NK	5	11	0	5
EET	351	176	12	126

*This includes all social care, young carers, and teenage mothers

- The cohort of SEN NEET has been particularly impacted by Covid measures, we have seen an increase in the numbers of young people who have been further isolated because of covid measures and who need additional support to progress to EET outcomes.
- The current year 11 are the first cohort in 2 years to have taken external examinations, resulting in young people, parents/carers and schools becoming increasingly more nervous about results.
- Career Connect are working proactively to ensure early intervention measures are in place as well as following up year 13 school leavers and those young people in employment to ensure that quality IAG is in place to prevent clients moving into NEET destinations.

September Guarantee

- **Year 11** – total cohort is 3075, 2789 (90%) have confirmed destinations for Sefton but 2 schools have yet to submit their information which includes an additional 104 young people
- **Year 12** – total cohort is 2806, 2445 (87%) have confirmed destinations, however, an additional 230 are attending colleges outside of Sefton and are currently being contacted to enable Career Connect to update their guarantee status.

Sefton@work partnership

- In July this year, Career Connect made 17 referrals to Sefton@Work. Although some young people did not engage, 9 clients registered on Ways to Work or Positive Inclusions and one is currently on a work trial in the hope of gaining an apprenticeship (see case study 1).

A Level and GCSE Results Day (18th August & 25th August 2022)

- Career Connect have been carrying out a social media campaign specifically aimed at Sefton young people, the campaign is to highlight the support available to young people to assist them in making a positive transition to EET. This includes staff contact details for further guidance on options available and how to access support.
- Staff will liaise with colleagues in schools and colleges to ensure early identification of young people who have exceeded expectations or may be at risk of NEET. They will also be contacting all clients identified as RONI on a 1-1 basis and will continue to track clients in all Sefton schools. They will also be contacting their case loaded clients and vulnerable groups to offer support. Staff will be on site in both Hugh Baird and Southport colleges on results day to support and offer IAG to clients who require their support.

Case Study 1 (Male)

Young person in Year 11 identified as RONI (Risk of becoming NEET) and was recently diagnosed with ADHD but finding it difficult to accept this diagnosis. Poor attendance at schools and at serious risk of becoming NEET. The adviser contacted mum who initially said that a place on a Business Course with King George V was already secured but was worried that he would disengage as he wanted to enter employment. He was referred to Sefton@Work to register on their Positive Inclusions programme, he has now been supported into applying for one of their apprenticeship vacancies at a local Estate Agents. The young person was interviewed by the employer and he and another client are currently participating in a work trail in the hope of a positive outcome which will be agreed with the employer at the end of August.

Case Study 2 (Male)

School referred client to Career Connect as RONI. Tutored off site during Year 11 at Impact but stopped attending, school then arranged for a tutor to teach Maths and English at home. The advisor spoke to mum who initially said that he would not attend College due to anxiety issues and was in the process of being assessed for ADHD. She also said that he would be more interested doing practical work rather than a formal academic learning programme. Career Connect conducted a home visit and discussed pathways into apprenticeships, as he

was looking to work during the summer, the advisor supported him in preparing his CV and with applications. During subsequent contacts, mum contacted Career Connect to say that he had applied for an apprenticeship with Sefton Rangers service via the Sefton Apprenticeship Team but was very nervous about having to attend an interview.

Career Connect contacted the Apprenticeship Team to discuss the process and supported the young person with interview preparation work, going through relevant questions that may be asked and how he should conduct himself on the day. The client has now been offered the position and will commence his apprenticeship in September this year.

Sefton@Work

Sefton@work General Performance Data July 2022

Data Description	Range	Figures
Total Clients accessing service	Since 01/01/2016	4,941
New clients registering by age	July 2022	16-24 48 25-49 42 50+ 17 Unknown 1
W2W Male	Since 01/01/16 July 2022	58.0% 63.0%
W2W Female	Since 01/01/16 July 2022	42.0% 36.0%
W2W Other	Since 01/01/16 July 2022	0.1% 0%
Positive Inclusions Male	Since 01/01/21 July 2022	67.5% 45.0%
Positive Inclusions Female	Since 01/01/21 July 2022	32.5% 55.0%
Positive Inclusions Other	Since 01/01/21 July 2022	0.6% 0.0%
ESF clients with Disabilities/Health Conditions	Since 01/01/2016 July 2022	1,522 10
ESF clients without basic skills	Since 01/01/2016 July 2022	1,433 14
People leaving the programme (into jobs/self-emp/training)	Since 01/01/2016	W2W & PI + 200 from other programmes Total 1,983
Ways to Work Starts	Since 01/01/2016 July 2022	4,436 29
Positive Inclusions Starts	Since 01/01/2021 July 2022	165 12
Footfall (Face to Face contact) (sub category of Overall Service Demand)	July 2022	1,435
Overall Service Demand	July 2022	2,527

Learning Disability Employment

- Employment and Learning have been requested to work up some options to support some dedicated resource to help improve Sefton's offer for people with Learning Disabilities who wish to enter paid employment. Work is progressing in partnership with adult social care colleagues to move this concept forward.

Dedicated employment support for Ukrainian families

- Similar negotiations are also underway with colleagues in Communities to provide some dedicated resource to assist Ukrainian families access suitable work.
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- This intervention is intended to provide some help to prevent this client group presenting as homeless to the Council once their initial housing placements cease on the understanding they may be better able to afford private sector rental properties if they are in employment.
- The Employment and Learning Service is closely involved with the Council's wider support for Ukrainian families across Sefton@work, Adult Learning and the NEET Reduction and Early Intervention Service.

Individual Placement Support in Primary Care (IPS-PC)

- An opportunity has arisen to bid to DWP for some new project funding to operate employment support to people with physical or mental health conditions and disabilities who access primary health care.
- As part of a devolved Combined Authority area, Sefton is obliged to bid in partnership with the LCR - CA along with the other LAs and a bid is in preparation for submission at end of August.
- A sum of £40 million is available nationally for 6 successful bids and given the poor rates of employment for people with disabilities across the Liverpool City region, a local bid may be well received.

Social Value – employment and training

- **Sandway Homes** – Bootle site, developer **Barnfield** has just been appointed and we have worked with them on their other sites. Awaiting site manager appointment.
- Meeting with **Vinci Construction Ltd** on 24th August (low secure unit Ashworth, Maghull) again to discuss how they will adhere to their social value commitment concerning jobs, in particular with their sub-contractors.

Lakehouse Recruitment

- **Sefton@work** took the lead on developing the Open Day with Lake House staff, screening clients interesting in hospitality or catering, promoting the opportunity across Sefton and organising the interviews which were held with the management team of the Lake House at a Recruitment Open day held on 29th July 2022.
- **Sefton Adult Learning** provided premises, staff and support for the event and are continuing to host Lake House management company personnel until the opening of the new facility. Sefton Adult Learning also designed an Interview Readiness course for people who felt they needed additional assistance.

Outcomes:

- 73 people were booked to the event by Sefton@work each of whom were sent maps, travel options, job outlines and SMS reminders in the days before.
- Details of the 29 July event were shared with learners and all partners across a number of platforms and social media sites. DWP were also engaged.
- 80 people signed in at the event, but it is estimated the actual figure attending was more than 90 as some details were not captured at the busiest time of the day.
- Members of staff from Sefton@work, Sefton Adult Learning and the Lake House management team were present throughout the event.

- Following the event, we received more interest from additional residents who were unable to attend on the day and these details have been passed to SHOL to arrange interviews
- Further interviews have and will continue to take place at the Cambridge Road Centre.
- On the day Sefton Adult Learning recorded 13 expressions of interest to complete the Interview Readiness course and the Interview Readiness took place 1st and 2nd August
- To date 19 people have been offered job starts with the company
- 15 of this 19 attended the Recruitment interview event on 29 July
- A volunteer from the Cambridge Road Community Pantry was offered an immediate start and is already working on the Ainsdale site operated by SHOL
- Soft opening of The Lakehouse expected on 19th August

Vulnerable clients:

- 1 direct referral received from the LAC Personal adviser team. This young person is registered on ESF Positive Inclusions and has some relevant qualifications as a chef. They interviewed well and have been offered a position but has since called their Sefton@work adviser as they are unsure whether to accept due to mental health and anxiety issues. The Sefton@work adviser and LAC PA have jointly intervened to give further reassurance and continue working with the young person to build confidence.
- Another ESF Positive Inclusions client has also been successful with a job offer. This young lady has autism and will be receiving in-work support from Sefton@work throughout the programme.
- Approximately 6 Ukrainian guests attended the event and have had interviews as a result of reaching out to hosts via the Council's Ukrainian support working group.

TOURISM

Business Tourism

- Below is a summary of the current conference opportunities, these are limited due to the closure of the Southport Theatre and Convention Centre. As plans finalise for the Marine Lake Events Centre it is expected bidding for new conferences will start in 2023 ready for the opening of the venue in 2026.

Pursuing	12
Proposal submitted	1
Awaiting response	0
Won	2
Lost	7
Closed	9
Low Priority/Future contact requested	2
RFP	0

- Ladies Aglow – a regular client of the Southport Theatre and Convention Centre (STCC) have confirmed to host their next event in Southport.

This will be their first in person event since October 2019. The event will take place over 2 nights in May 2023 with around 500 delegates.

- Support continues for accommodation partners with business support calls and reviews helping businesses to be more attractive to prospective business and leisure visitors.

Destination Marketing

- **Summer Campaign** – The main campaign for 2022 is running now, through to the end of August. It consists of; radio (both FM and digital), digital (Google and Facebook), Outdoor (48 sheet digital sites, Rail escalator panels, passenger panels and poster sites), e-newsletter, PR activity and VisitSouthport website updates
- **Design and Campaign Management Agency** – we are about to commence the procurement process for our design agency for 2023 – 2025. This will be undertaken via The Chest
- **PR** – The contract with our current agency finishes December this year. Work is shortly to commence on securing an agency for 2023
- **Visitor Guide** – the 2022 guide distribution is complete. There is minimal stock held locally (less than 500) and distributors have exhausted all stock delivered to them. The 2023 guide will form part of the design agency contract.
- **Southport Restaurateurs Association** – The 2022 Eating Out Guide has been distributed locally and stock is virtually exhausted. Work will commence on the 2023 edition in the autumn. A local advertising campaign will run through October and November and will include local radio, press and digital.
- **E-newsletter** - Database stands at circa 50,000 with the addition of 2022 data and regular newsletters are sent to this audience.
- **Travel Trade** – advertising has been placed in key travel trade publications. Editorial has been secured alongside all ads to date. We have joined AGTO and CTA to increase our communication with GTO's and coach companies. A Southport Showcase (mini exhibition) is being planned for April next year.
- **Golf** – Working with England's Golf Coast to support local accommodation providers and golf clubs. 2022 has been a very busy year for international visitors and the EGC shoulder season package.
- **Marketing Southport** – membership currently stands at 106 (108 this time last year). The next Marketing Southport board meeting is to be held on 13 September.

Major Events

Southport Air Show

- The 2022 event took place and attracted over 30,000 paying customers over the 2 days
- A full economic impact report is being produced
- The new 'Pier Viewing' ticket sold out both days and was well received by the customers
- Trader numbers were down but this appears to be normal throughout events this year

- There were a few problems with the queues for the catering – this has been noted and will be improved for next year
- Dates for 2023 to be announced before the end of the year

The British Musical Fireworks Championship

- Final preparations are taking place for the event
- Tickets sales are doing well, slightly up on last year – this is expected to increase once the schools go back
- Gates open at 6pm with pre-entertainment
- Fireworks start at 8pm each night
- Individual local food caterers have been contacted this year and the take up had been good – 11 units booked so far consisting of traders from Southport Market
- Site meetings are taking place to go through the traffic management plan with the stewarding company and Traffic Manager

Tourism Operations

Southport Market

- Southport Market continues to perform strongly despite the cost-of-living crisis along with an increase of people going abroad this summer;
- The Market continues to attract new trader interest, hot food units are currently full and a waiting list is in operation for incoming traders;
- The Market continues to evolve and has hosted its first wedding, a number of free and paid events have and continue to take place both in the main hall and the events space;
- Work is underway to re-establish a Sunday Makers Market.

Kings Gardens

- Extensive work is taking place in Kings Gardens, these works are being funded by Sefton's Kings Gardens contingency fund;
- Work is underway, the Venetian Bridge has been fully repainted along with all Victorian Shelters on the Promenade;
- Other works consist of enhanced landscaping, repairs and replacement in the children's play area and all benches fixed and stained.

Southport Pier

- After going out to tender, the award to replace the pier decking in phase one went to Rigby's Construction, site was set up on the 4th of July with work to starting on phase one on the 11th of July and due for completion in October 2022;
- The pier has remained open during the summer while the phase 1 works are undertaken;
- It is now planned to replace the remaining full deck of the Pier, starting this year. It is expected to cost circa £3m. Cabinet agreed to this on 1st September. Work has begun on design and specification along with professional team appointments.

Marine Lake Events Centre

- As part of the Southport Town Deal the new Southport Marine Lake events centre is progressing;
- Full Planning application submitted; decision expected October/November and RIBA Stage 2 complete along with full business case;
- Business case and supporting information has been submitted to Government and Combined Authority for release of funds;
- Operator Procurement complete and preferred Operator appointed (ASM Global);

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- Stage 3 has commenced, extensive ground investigations also on site. Contractor procurement has started via framework, with a view to appoint in December.

REGENERATION, GROWTH AND INVESTMENT PROGRAMME UPDATE

- The Regeneration service is providing both a lead and supporting role across the Growth and Strategic investment programme, and a number of key Council and external projects.

Levelling Up Round 2

- Sefton Council submitted two levelling up funding bids in August 2022 for Bootle and Crosby. Totalling £30.3 million both bids are designed to help regenerate these areas, tackle local deprivation, enhance and/or provide new facilities to serve the local communities and support the creation of investment and employment opportunities in the two town centres.

Bootle LUF

- The Bootle bid is for £20 million to underpin a major regeneration scheme to transform Bootle town centre, focused on the iconic Bootle Strand I the heart of the centre. Additionally, a large area of unused land alongside the Leeds-Liverpool Canal will be transformed into green spaces for local communities to use. This will support more healthy lifestyles, activities and events and improvements to the overall environment.
- The development will also contribute to a more diverse and better-quality town centre with new food and drink, culture, arts and entertainment spaces. A hi-tech gigabyte fast digital hub, education and training, business support and a new integrated health and social care hub will all be available on the high-street. This will complement, refresh and improve the retail and town centre services currently available and on which local people rely.
- The investment will drive the growth of night-time economy, attract more visitors and drive inward investment from new businesses. This will enable Bootle to re-build after having been one of the boroughs hardest hit in the UK by the Covid pandemic.

Crosby LUF

- The £10.3 million bid for Crosby Town Centre underpins the programme of regeneration ambitions of the local community set out in the Crosby Investment Strategy. The proposals will enhance the viability and vitality of Crosby town centre and support local businesses by helping to attract more residents and visitors.
- The proposal if approved will build a new learning, skills, health and well-being hub, library and GP/community health care. It will be a place for people to both work and develop skills within Crosby.
- Levelling Up Fund resources would also allow for a significant upgrade of the main gateways into the town centre, better pedestrian and cycle access and new electric vehicle charging points in car parks, while also fund on the appearance of public spaces.
- Sefton is a Category 3 (least priority) for Levelling Up funding however has been lobbying hard for support for these key projects.
- [Council submits Levelling Up bids despite being judged alongside 'prosperous' Cambridge & Windsor - My Sefton News Channel](#)
- A decision is expected later this year.

Bootle Town Centre

- The Council is driving forward plans for a repurposed Strand Shopping Centre following completion of key acquisition and site clearance work and the creation of Bootle Canalside event and activity space.
 - **Strand Transformation** – work is progressing to develop the concept design for a phased repurposing of the Strand Shopping Centre (the above referenced LUF bid for the next phase of this programme). Options for the future development and operational arrangements of this key town centre asset, including investment market considerations and delivery strategy, are being assessed. This will enable members to reach a view on the best approach for delivery, given the current market conditions for this key town centre asset, service centre which in turn can aid town centre recovery and regeneration.
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- This project links to the Bootle Area Action Plan which is exploring the key issues and options to be considered for Bootle.
 - **Bootle Canalside** -members approved the business case for Bootle Canalside for the next phase of works at the May Cabinet and help complete this site development as a key events and activity space for the benefit of the local community. Link to press release - [Bootle gets a boost as Cabinet approve Bootle Canalside business case - My Sefton News Channel](#)
 - **Further design and branding work is commissioned, and planned infrastructure work with the Canals and Rivers Trust (delayed due to breeding birds) will recommence imminently.**

SOUTHPORT

Southport Town Deal

- Following the Southport Town Deal allocation of £37.5m business cases have been submitted for all of the projects in the programme in accordance with the Town Deal bid submission requirements.
- Business cases have now been approved for:
 - Southport Enterprise Arcade
 - Les Transformation de Southport (Public Realm enhancement) Phase 1
 - Building a Better Customer Experience
- The business case for the Marine Lake Events Centre was submitted in August 2022 as agreed with DLUCH, ongoing dialogue continues on the details contained within, and a decision is expected later this year.
- Programme Management for Town Deal continues including monitoring and evaluation for programme delivery and output measurement for reporting purposes to Government.

The Enterprise Arcade, Southport

- Refurbishment of one of Southport's central town centre buildings next to Southport Market for a new business hub is a key Town Deal project. This will be the first ever purpose-built workspaces for start-up creative and digital businesses in Southport.
- Cabinet approved plans to transform the Crown Buildings into a high tech, collaborative and affordable workspace for small businesses, dubbed the 'Enterprise Arcade.'
- Forming part of the Southport Town Deal, £1.5 million has been earmarked for the regeneration and transformation of Crown Buildings, eventually creating a purpose built hub for individuals, freelancers, enterprises, and independent professionals who are taking their first steps into setting up their own business.
- The Enterprise Arcade project is a key project within the Southport Town Deal programme to kickstart the previously untapped digital, creative and technological sectors within the resort.

Les Transformation de Southport

- The business case for this project was submitted to Government in March 2022 following endorsement by the Town Deal Board and approval by Sefton Cabinet. The business case has been accepted by central Government and Sefton Council are progressing with the next stage of the project.
 - This involves the delivery of the first phase of the improvements, focussing on the area around Southport Market, and the development of the proposals for future phases.
 - The Town Deal will provide the funding for the first phase of the works and the business case will be used to pursue funding options for the future phases of the project.
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- In addition, the public consultation and engagement that was carried out in February and March 2022 concluded there was a lot of support from residents, businesses and young people (through the schools' responses) for many aspects of the proposals and the responses received will be used to inform the next stage in the delivery of the project.

CROSBY

Crosby Town Centre Regeneration

- In addition to the work to explore the potential of Levelling Up Round 2 support for Crosby Village work is progressing on the Central Buildings site development by Plus Dane Group for a mixed residential and commercial scheme. Planning approval has also been secured for Telegraph House, Moor Lane, Crosby for a mixed use development containing commercial and community floorspace at ground floor and 72 residential apartments on upper floors.

Crosby Lakeside

- The main contract for Crosby Lakeside refurbishment is now complete and the restaurant facility opened to the public in August 2022.
- The Sefton Council hospitality company (Sefton Hospitality Operations Limited) is in place to oversee the hospitality management of the facility now it is operational.

AINSDALE ON SEA

Ainsdale Coastal Gateway

- Marketing underway for the former Sands Public House to explore market interest in this key gateway property.
- Marketing process outcome to be reported later in 2022 to members.

Ainsdale Neighbourhood Centre, Sandbrook Way

- Following Cabinet agreement to acquire the current leasehold interests in this centre by agreement and to bring it into full Council ownership, negotiations have continued.
- A number of properties have now been acquired and brought into Council control.
- A review of an agreed shortlist of options for this site is nearing completion and will inform the best approach for this site once in Council ownership including how it can support the wider neighbourhood and community.
- Consultation on site development options took place in 2021 with Cabinet and local ward councilors, which has helped inform the option appraisal shortlist being assessed.
- Site clearing has also taken place over the summer to address resident concerns about weeds and appearance of the area.