

<b>Report to:</b>	Overview and Scrutiny Committee- Regeneration and Skills	<b>Date of Meeting:</b>	5 March 2024
<b>Subject:</b>	Social Value Outcomes from the Growth and Strategic Investment Programme		
<b>Report of:</b>	Executive Director (Place)	<b>Wards Affected:</b>	All Wards
<b>Cabinet Portfolio:</b>	Regeneration and Skills		
<b>Is this a Key Decision:</b>	No	<b>Included in Forward Plan:</b>	N/A
<b>Exempt / Confidential Report:</b>	No		

### Summary:

The objectives of the Growth and Strategic Investment programme, and the projects therein, are consistently intended to balance economic, financial, social and environmental outcomes. Each project is developed with wider aims to support with delivery against strategies and policies in other areas of the Council beyond regeneration.

The aim of this report is to provide members with visibility of the work that has been undertaken, is being undertaken, and is planned, on projects across the Council's Growth and Strategic Investment programme that demonstrate "social value", which for the purposes of this report is defined as the wider value created by capital projects beyond the economic and financial.

### Recommendation(s):

That Members of Overview and Scrutiny Committee:

- (1) note the content of the report and its appendices; and
- (2) provide feedback on key issues and opportunities arising, and advise on areas of potential interest for further review and focus in future years.

### Reasons for the Recommendation(s):

The recommendations will support the effective and transparent governance of the Council's approach to investment project development and delivery, and its performance to date against this intended approach.

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

No alternative options have been considered. The Council's Growth and Strategic Investment programme has always been focused since inception on delivery of wider outcomes beyond just economic and financial.

**What will it cost and how will it be financed?**

**(A) Revenue Costs**

Key financial issues and implications are included within the body of the report, or within the budgets and business cases for the specific projects referred to.

**(B) Capital Costs**

Key financial issues and implications are included within the body of the report, or within the budgets and business cases for the specific projects referred to.

**Implications of the Proposals:**

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

Any resource implications arising are included in the body of the report or within the business cases for the specific projects. The programme's focus on social value outcomes brings no specific resource implications.

**Legal Implications:**

There are no legal implications arising.

**Equality Implications:**

Focus on social value across the Growth and Strategic Investment programme ensures strong alignment with the Council's objectives in its Equalities, Diversity and Inclusion (EDI) strategy. Each of the projects within the programme has an Equality Impact Assessment developed and implemented as part of the business case development process, and in addition to mandatory training relating to EDI, all members of the regeneration and highways teams are undertaking real lived experience training with stakeholders to strengthen understanding in such areas as disability, ensuring the incorporation of direct feedback and their immersive learning into project design and development processes.

This focus permeates into the Council's supply chain for project development and delivery as well, and examples of implementation in practice are included in this report and in the appendices.

**Climate Emergency Implications:**

The recommendations within this report will:

Have a positive impact	Y
Have a neutral impact	N
Have a negative impact	N
The Author has undertaken the Climate Emergency training for report authors	N

There are no environmental implications arising from this report specifically. Sustainability and environmental impacts and mitigations are incorporated into every project business case, and as above from concept stage projects are being developed with positive environmental outcomes in mind as key objectives and deliverables.

**Contribution to the Council's Core Purpose:**

Protect the most vulnerable: Inclusivity will remain at the heart of the programme in every respect, with examples included throughout the report.

Facilitate confident and resilient communities: As above, inclusivity will remain at the heart of the programme in every respect, with examples included throughout the report. The role of consultation and engagement, to capture community feedback on project proposals, is also integral to the programme.

Commission, broker and provide core services: Project business cases are intended to balance economic and financial outcomes with wider social and environmental objectives.

Place – leadership and influencer: The vision and strategy of the programme and the projects therein closely align with the 2030 vision and the Place-based strategies of the Council.

Drivers of change and reform: The enhancement of physical assets, and the way in which capital projects are developed and delivered, will all support change across the borough.

Facilitate sustainable economic prosperity: As above, project business cases are intended to balance economic and financial outcomes with wider social and environmental objectives.

Greater income for social investment: As above, project business cases are intended to balance economic and financial outcomes with wider social and environmental objectives.

Cleaner Greener: All projects and operations will align with the highest environmental

standards, reflecting the council's focus on climate emergency.

## **What consultations have taken place on the proposals and when?**

### **(A) Internal Consultations**

The Executive Director of Corporate Resources and Customer Services (FD.7558/24) and the Chief Legal and Democratic Officer (LD.5658/24) have been consulted and any comments have been incorporated into the report.

### **(B) External Consultations**

There have been no specific external consultations on this report. Each project has an agreed approach to consultation and engagement externally with stakeholders and communities, as applicable, including in relation to social value outcomes.

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### **Appendices:**

Please find enclosed the following appendices:

1. Marine Lake Events Centre – Social Value Report December 2023 (published March 2024)
2. The Strand – Social Value Report 2023 (published December 2023)
3. Vinci Social Value Plan for Strand demolition and construction project 2024 (published March 2024)
4. Safer School Streets project overview (January 2024)
5. Sefton Council, Social Value (Employment and Skills) from development, Supplementary Planning Document (published May 2023)
6. The Sefton Beacon (published February 2024)
7. Safer School Streets – Child Friendly Projects Analysis (February 2024)

### **Background Papers:**

There are no background papers available for inspection.

## **1. Introduction/Background**

- 1.1 Sefton Council has an exciting and ambitious growth and strategic investment programme. This programme, and all of the projects therein, has been developed and is being delivered, with objectives in mind relating not only to economic and financial outcomes, but also to social and environmental outcomes.
- 1.2 This has long been the Council's approach, including (but not limited to) in relation to the Strand acquisition for regeneration purposes in 2017.
- 1.3 The aim of this report is to provide the Overview and Scrutiny Committee (Regeneration and Skills) with visibility of activities and outcomes in relation to these wider outcomes, broadly termed social value in this report, and to enable feedback and discussion on these areas of priority for the programme and the projects therein.

## **2. Growth and Strategic Investment programme**

- 2.1 The Council's growth and strategic investment programme comprises a range of projects across all parts of Sefton, of a wide range of types, sizes, funding sources and delivery models. This section provides an overview of activity and outcomes relating to social value from a number of example projects, alongside an overview of the wider approach to incorporation of social value into all projects.
- 2.2 One example is the Marine Lake Events Centre (MLEC), a £73m project funded by the Southport Town Deal award, by the Liverpool City Region Combined Authority, and by Sefton Council. Social value has been integral to this project since its inception. The report enclosed in Appendix 1 provides a summary of this activity, as presented monthly by the project to the Council's Executive Team, to ensure that the objectives identified are being measured and delivered. Key successes and lessons learned relating to the MLEC project in terms of social value include:
  - The important role that youth voice has played in the development of the project since Outline Business Case stage, prior to submission of the Town Deal bid – more than 1,000 school pupils across Southport were involved in consultation on the project and future uses of the asset.
  - The name Marine Lake Events Centre came from this consultation process, given to the project by a student at Greenbank High School.
  - This strong engagement with Southport schools and the Sefton colleges has continued throughout the project development process, with a range of events and activities undertaken by Council and contractor staff members to support in a range of areas (relating to careers in construction – especially for women – and to job interview practice, for example).  
Examples include:
    - Women in construction day at Hugh Baird College – circa 30 students, 7 MLEC team members, for 2 hours on MLEC and roles for women in Construction.
    - Hugh Baird Masterclass – “Overview of AECOM Building Physics team, an introduction to CFD, how we apply CFD to building physics

and wind studies in particular with a focus on pedestrian comfort and safety for Hugh Baird” – circa 1 hour with circa 60 students on teams.

- Hugh Baird Masterclass – Asbestos awareness training by Reactive Compliance. In person for 61 students, 4 staff – all received formal CPD training, 4 hours in total.
- Hugh Baird Masterclass – Security during design by Rose Security. 4 x 45 mins sessions with 25 students each.
- 100 students from years 5 and 6 from Southport Learning Trust schools gathered together at Waterfront Hotel, Southport, to design the first phase of images for the MLEC safety hoardings. The location of the event was important to enable the students to visually connect with the project and therefore the task in hand rather than images on a screen.

*I would like to say a big thank-you for your valuable time spent giving us the opportunity to have such an expert presentation.*

- *The students were all amazed at how interesting Bill made the presentation helping us understand the role of the security consultation in the designing of buildings and helping them understand the steps needed to ensure safety is upheld. The following quotations were shared by many students:*

*“ absolutely eye opening “ “ this is a little concerning and opened my eyes up to how dangerous life can be”*

*“ I never knew this industry existed “ “ I would love to work in this area of work “*

*Thanks again Bill it was great meeting such a gentleman.*

***Curriculum Manager Hugh Baird***

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n social value has been incorporated into all procurement exercises, with increasing emphasis on social value objectives and actions as pass / fail criterion (or hygiene factors) rather than scored open text questions (or motivating factors). This has been incorporated into the Council’s Social Value Policy.

- All key contracting partners are Caring Business Charter signatories – please see section 3.
- Most external contractors have their own social value ethos as well, so in addition to the above have been undertaking wider activity as well. For example the key consultants involved in the MLEC project have been undertaking litter picking around the Marine Lake as part of ongoing team-building exercises.
- At the time of writing, the site hoardings are blank white, created ready for local young people to design what they would wish to see and say on these prominent hoardings. These will be in place when the main build contractor commences on site in late 2024.

2.3 The MLEC project is one example, but identifies areas of good practice above that are now being applied on all projects. Some external members of the MLEC project team are also involved in the Southport Pier project works, for example, where much of the above is being replicated. For example, under safe contractor supervision, the Pier project team recently held a visit and event for Southport College construction students to visit the site to see the complex works being undertaken on this important heritage asset in action – this event had particular emphasis on careers in construction for women. The project has also delivered;

- AE Yates currently employ 9 apprentices / trainees who are undertaking company sponsored part time academic studies in engineering, project management and surveying. 2 of these existing AEY apprentices / trainees will be offered works experience / training opportunities on this project.
- Give An Hour Campaign - The Give an Hour campaign has been designed to show that it does not take a lot of time to make a big difference and aims to introduce young people to a wider variety of options and careers experiences. A calendar with school/ college events and activities that need support is provided which could involve career fairs, mock interviews, talks, assembly's etc.

The procurement of the main contractor of the full Pier restoration (although funding for the full project is awaited at the time of writing) included strong emphasis on social value, and has yielded a bid that includes explicit commitment to apprenticeships and to full-time permanent employment opportunities for care experienced young people in Sefton. Leveraging such a project to support with focus on opportunity for care experienced young people in Sefton is an important opportunity, and is a focus for discussion within our internal and all external project teams.

2.4 This wider focus on outcomes beyond the financial has been incorporated into the project development and delivery process, and has exemplified the opportunity for the delivery of financial and environmental benefits concurrently. In the case of the Pier, the surplus timber that is no longer safe for the Pier is being sold, delivering a financial saving to the project but also diverting a huge amount of waste from landfill.

2.5 The repurposing of the Strand Shopping Centre in Bootle is another investment project with strong emphasis on social value. The report enclosed in Appendix 2, however, demonstrates that since the acquisition in 2017, the Council's ownership and operation of the centre has enabled delivered of a huge range of wider outcomes in partnership with local stakeholders and communities. Ranging from Council-led events to Council-delivered services, to support for Community Interest Companies (CICs), this support can be valued in the millions. Please see further details and case studies in Appendix 2.

2.6 This emphasis will continue through ongoing operations, and through development and delivery of the repurposing project. Many CICs identified in Appendix 2 remain key partners for the long-term future of the centre, and some will be involved with the capital project itself. For example, the Council has agreed

a Memorandum of Understanding with Bootle Tool Shed, who have had to relocate from the Strand Shopping Centre to elsewhere in Bootle (given their spatial requirements). The MOU will provide the Tool Shed with certainty of funding through a commitment to procure external works as part of the repurposing project from the Tool Shed. This follows the work already undertaken in 2023 on the Salt and Tar site by the CIC, who constructed the seating and planters on the site.

- 2.7 Again, social value has featured prominently in the procurement processes for the project. This has been embraced by the bidding contractors, and the preferred bidder for the first phase of the project (for which Capital Levelling Up Funding of £20m has been secured). As will be outlined further in section 3, there has been strong buy-in to the Council's focus on social value from all external partner organisations.
- 2.8 This focus on social value will not be at the expense of procuring contractors with the ability to deliver to time, cost and quality requirements of the Council. However, in addition to the above the preferred bidder for the first phase of the Strand project (subject to Cabinet approval at the time of writing) has provided a robust Social Value Plan (Appendix 3) that incorporates, and quantifies, the aims and objectives of the Council. As with MLEC, these will be measured and reported on an ongoing basis throughout the project.
- 2.9 The same opportunity applies to Salt and Tar, the new events space delivered by the Council between the Strand and the canal. There have been frequent community uses of the site for events (each of which has led to increased footfall in the Strand itself as well), and as above the contractors involved have embraced the same social value focus, and as per section 2.5 have included the Bootle Tool Shed.
- 2.10 Furthermore, the Council is working in partnership with Sound City (the leading independent musical festival and educational organiser, with whom the Council is working in partnership on Salt and Tar) to increase prospects for young people in Sefton including possibility, mentorship, financial support, and springboard opportunities to launch careers in the music industry. The Sound City Launch programme is a welcome and inspiring opportunity to support young people and accelerate their life chances in a broad and wide-ranging industry. Sefton partners have all come together under the child poverty strategy and recognise that this collective and connected approach is the most innovative, direct, and exciting lever to make direct change, targeted at our most underrepresented groups. It is known that people without connections or relevant experience often struggle to compete with their more fortunate counterparts from more affluent backgrounds in certain sectors, and this includes the music industry. This exciting programme at Sound City providing such broad and well-structured support would significantly increase the life chances and opportunities for local young people to gain valuable experience in a dynamic industry. We also know that confidence is a key element for young people to remain committed and able to develop their skills in a nurturing environment. The Sound City Launch programme would be an ideal resource to maximise all opportunities for our young people to gain employment and opportunity.



- 2.11 This comprises a 10-week training programme led by music teachers along with industry professionals, followed by 6 months of mentoring for each participant with an established music industry professional. It also includes a 6-week paid placement in a music company. Previous alumni have done placements at organisations such as Sound City, Modern Sky, Sentric, Ditto, Maintain Perspective PR, Come Play With Me, Whitewood Studio, and Supercat PR. Sefton would work with Sound City and Partners to identify the individuals and to see what other wrap around support could be provided. This programme will launch in 2024.
- 2.12 This approach to social value is not limited to regeneration projects, and is intended to permeate into all programmes and projects across the organisation. The same approach and examples of good practice are also evident across the Highways and Public Protection service.
- 2.13 One example is the Safer School Streets projects, which have been strongly shaped by the voice of children and young people attending the schools in question, and are clearly delivering positive social and environmental benefits for Sefton's young people. Further details on these projects are included in Appendix 4.
- 2.14 Moreover, the Council's teams are working to ensure that the same ethos is embedded in projects across Sefton which are being delivered by third parties. The Council's approach to this includes incorporation into the Planning system, as exemplified by the Supplementary Planning Document included in Appendix 5 in relation to Employment and Skills plans for identified developments. Moreover, it includes in some cases the incorporation of social value objectives and requirements into other contractual agreements with third parties, such as leases and licenses. Examples include a commitment from third parties to deliver an agreed number of apprenticeships, or a number of full-time permanent employment opportunities paying a real living wage of better, as part of a lease agreement.
- 2.15 However, in the case of many relationships, agreements and partnerships, social value and the areas of focus therein have been embraced openly by third parties as well, and have not had to be mandated or "forced". This collaborative approach in Sefton is demonstrated by the Caring Business Charter.

### **3. Caring Business Charter**

- 3.1 The Caring Business Charter was launched in 2022, recognising that many young people who have experience of being looked after may have additional barriers to address when they are looking to starting their lives as adults and enter the world of work. The Council aims to provide our young people with some of the practical means to reach their full potential through exposure to the world of work and high-quality careers support that can inspire and raise their aspirations, and the Charter is intended to play a role in that by working with private and public sector partners to secure good quality opportunities to expand horizons and grow aspirations in

our young people and those who work with them. The Charter also supports the Council's recognition of care experience as a protected characteristic in 2023.

- 3.2 The Charter is operated through Sefton@work, the Council's jobs brokerage service and makes the most of our involvement in shaping and influencing our economy, representing a truly "One Council" approach. It is a pledge from employers, developers, investors and partners connected with the Council's Place based portfolio. Partners offer a range of high-quality interventions to support care experienced young people in accessing opportunities to gain experience and confidence, make contacts, better understand what is needed to enter and retain sustainable employment and make informed choices as they go through the education system about who and what they wish to become.
- 3.3 The Charter project was rolled out using a number of implementation methods, including:
- A Launch event in Autumn 2022 to acknowledge the Charter signatories (numbering 50 at the time of launch).
  - Ongoing Recruitment of Companies and Stakeholder partners to the Charter via Sefton@work, Invest Sefton, Procurement, the Growth Programme, and the Southport Town Deal
  - The appointment of a Co-ordinator post seconded into Sefton@work, with the post holder having lived experience of care.
  - Regular production of a Charter news bulletin called the Beacon (please see the recent example in Appendix 6) with a circulation to all schools, training providers and colleges and all departments in the Council.
  - Introduction of an annual Careers Market Place event – with an array of support offers for young people together with ringfenced jobs for to apply for.
- 3.4 The Charter Co-ordinator (a young person with experience of care herself) is currently working with 43 Active Employers, and 65 employers have signed the Charter. To date, there have been 62 referrals from partners and the following positive outcomes have been achieved for our young people:
- 9 have been supported into full time employment, 4 of whom are in apprenticeships.
  - 2 who were formerly NEET have moved back into full time education to improve their qualifications.
  - 1 is currently on a personal development programme with the Prince's Trust.
  - 8 are being supported by Sefton@Work through the DWP Restart Programme
  - 1 young person is undertaking a "Find your Purpose" intervention with Sefton@work
  - 1 young person has just completed his CSCS course with Sefton@work and has been offered a work experience opportunity with Dowhigh Construction Ltd
  - 1 young person is currently awaiting a start date for a work experience with Career Connect, our commissioned service for NEET Reduction and Early Intervention Service.

- 16 young people attended the Careers Market Place held during National Care Leavers Week in October 2023.

3.5 As part of the Charter and to promote the offer, the Sefton Beacon (Appendix 6) is circulated to an extensive mailing list of stakeholders/partners monthly. The Beacon also promotes all Sefton Council and Sefton School Apprenticeship opportunities which are shared with the Leaving Care Team to identify suitable applicants from their caseload and supported young people to apply. The latest Beacon was circulated on 5<sup>th</sup> February 2024 and included the opportunities below.

### Summary of Current Live Opportunities by type of Offer

Activity	Description	No of Employer offers
<b>Taster Days</b>	Spending 1 – 2 days in an employer setting learning different aspects of the business being shadowed by a member of staff. Potential to move on to an offer of a structured work experience.	23
<b>Structured Work Experience/Placements</b>	Opportunity for young people to gain a better understanding of what the business is and what they do. Each opportunity will vary in content and duration. They can start with a taster day, which could lead onto structured work experience.	28
<b>Site Visits</b>	Groups or accompanied individuals are invited to visit the site to see what the working environment is like before committing to a taster/placement or choosing this career direction. Visits may be short (1hr) or may take place over several hours depending on the company and the group size.	19
<b>Presentations</b>	Companies willing to offer interactive presentations about their business sector and their own experiences of working in the sector. They can offer careers advice about ways into a specific career. Delivered to groups in schools, colleges, or referral partner settings	18
<b>Mentoring Support</b>	Business owners have agreed to offer mentoring support face to face or remotely via teams, to support small groups of people with motivation, confidence, and aspiration. Delivered to groups in schools, colleges, or referral partner settings	19

- 3.6 We will continue to work with Peel Ports to offer young people the opportunity to visit their site following from an initial site visit held in March 2023 where young people were able to see how the site operated and learn about the different aspects of the control room. Staff were also on hand to talk about career opportunities that were available both within Peel Ports, Peel Holdings and other work opportunities associated with their sub-contracting base.
- 3.7 A Jobs Fair/ Career Marketplace was hosted at Sefton Adult and Community Learning Centre in Cambridge Road during National Care Leavers Week in October 2023. A range of 21 ring-fenced jobs, apprenticeships and structured work placements were available on the day. In addition, young people had access to our partner services including financial advice, work benefit calculations, budgeting, debt management and mental health support. There was also impartial support from Sefton@work and NEET Reduction and Early Intervention Service. 15 partners attended and 16 young people attended the event. 1 young person was offered an apprenticeship on the day and 2 have been offered guaranteed interviews and future taster days with an employer. Some of these vacancies are still live or on extended application periods and have been included within the latest Beacon, all young people who would like to apply have been offered a guaranteed interview.
- 3.8 Arrangements for the Jobs Fair/Career Market Place are in place to ensure this is held as an annual event in future years connected to National Care Leavers Week.
- 3.9 Merseyside Expanding Horizons (The Big Onion) have been commissioned by the Council to deliver a 1-year pilot project to support care experienced young people by providing an effective employment pathway to enable them to access and sustain employment or self-employment opportunities. The package of support includes a person-centered approach to enable participants to explore entrepreneurialism and business startup and includes the delivery of a range of key skills such as confidence, teamworking and communications as well as specific skills including business planning, customer service and managing finance. All participants will receive 1:1 mentoring, work placements, job shadowing and direct contact with other local entrepreneurs.
- 3.10 As per many of the projects in section 2 of this report, the Charter has featured as a social value ask in a number of Procurement exercises such as the recent NEET Reduction & Early Intervention Service contracting, and the Southport Town Deal. This has required all tenderers to sign up to the Charter and numerous offers have been made which have been featured in the Beacon. In addition, our contractor for the NEET Reduction and Early Intervention Service has employed an apprentice who is a Sefton care experienced young person.
- 3.11 Corporate parenting staff have secured significant contributions from Charter employers for Christmas celebrations for the young people in the form of gifts and entertainment and a celebratory Christmas lunch will again be held in December 2024.

- 3.12 Home Repairs Workshops have been delivered by Hugh Baird College and Kier Construction for care experienced young people who live or are about to live independently. The course has been designed in direct response to needs articulated by our young people. The sessions focus on domestic repairs and maintenance skills such as fixing kitchen and bathroom sinks, taps, toilets, washing machines etc. All participants receive lunch, support and travel with a free goody bag and voucher.
- 3.13 There have been lessons learned from the first year of the Charter since its establishment, in such areas as work readiness, diversity and specificity of opportunities, and the robustness of cross council arrangements to ensure that Charter opportunities form part of an integrated network of progression pathways. Moreover, this is only one of a wide range of areas of support required for care experienced young people. However, it demonstrates a collaborative and consistent approach to engagement with external partners on this important subject, and Council officers have been approached by a range of other local authorities looking to replicate the Caring Business Charter.
- 3.14 In January 2024, the Council launched its guaranteed interview scheme for care experienced young people. Working with our referral partners, we will support all care experience young people to apply for council vacancies under this scheme. Moreover, many Charter signatories have also agreed to implement the same scheme.

#### **4. Methodology**

- 4.1. In order to ensure that all programmes and projects have children and young people at the heart of their development and implementation, a Child Friendly Sefton methodology has been established. While so much of the good practice outlined above is being applied on most projects already, this methodology is intended to ensure consistency of approach and effective reporting and measurement of progress in terms of these outcomes.
- 4.2 Sefton's criteria is based on the [Children's Rights and Business Principles](#) guidance developed by Unicef, UN Global Compact and Save the Children, with additional criteria specific to child-centred urban development provided by the [Child-Centred Urban Resilience Framework \(CCURF\)](#) and [Royal Town Planning Institute \(RTPI\)](#). It may be in the long-term that Sefton pursues the official [Unicef Child Friendly City Initiative](#), but this is a 4–5 year process, and the Council is keen to progress this initiative in 2024.
- 4.3 The criteria were further developed with input from Sefton CVS, and references the [Sefton Youth Voice and Participation Toolkit](#) which provides guidance for co-production and engagement with children and young people.
- 4.4 A Child-Friendly project analysis template has been developed. Completion of the analysis tool will demonstrate and evidence that the project has addressed the minimum number of Child Friendly principles – 1 in each strategic area (see overleaf). The analysis tool can be completed mid-project provided the project lead is able to evidence that criteria has been met. The Project analysis template

can continue to evolve as more guidance becomes available. It is proposed that to be awarded "Sefton Child-Friendly Project" status, Project Leads must describe and evidence how the project is delivering at least one intervention in each strategic area.

STRATEGIC AREAS	INTERVENTIONS
MOBILISE THE COMMUNITY	<p>Motivate Key Stakeholders as Champions of Children's Issues</p> <p>Ensure that relevant stakeholders / partners are trained and have the right resources to champion youth voice and participation</p> <p>Prevent Crime on or by Children</p> <p>Increase Community Involvement / public Participation in Decision-Making To Promote Local Accountability for Children's Rights &amp; Welfare</p>
PROMOTE INTEGRATION	<p>Equity, Diversity &amp; Inclusion - create equal opportunities for children. Identify the most marginalised and vulnerable and remove barriers to inclusion, involving young people from different cultural backgrounds and ethnic minorities.</p> <p>Include Children in Emergency Preparedness. Help protect Children affected by Emergencies.</p> <p>Empower Children to Enable Participation, maximise participation in every phase</p> <p>Integrate Child and Human Rights into Policies, Plans, Legislation &amp; Other Measures.</p> <p>Reinforce Community and Government Efforts to Protect and Fulfil Children's Rights. Consider how social value for the project could provide social investment for children.</p> <p>Strengthen Basic Services and Products for Children to Access Safely.</p>
SUSTAIN LIFE	<p>Assure Decent Work For Young Workers, Parents and Caregivers &amp; eliminate Child Labour across all business activities and relationships</p> <p>Ensure Safeguards and Protection to Health and Life of Children in all business activities and facilities. Respect Children's Rights in on-site Security Arrangements.</p> <p>Ensure that all staff are trained and all safeguarding in place and policies understood.</p> <p>Provide Information In a Child-Friendly Way, using plain accessible English. Use Marketing and Advertising that Respect and Support Children's Rights</p>
MAKE SAFE PLACES	<p>Ensure Infrastructure is Child-Sensitive. Respect and Support Children's Rights in Relation to the Environment and Land Acquisition and Use.</p> <p>Design Safe Child-Friendly Spaces : Welcoming, Engaging, Play, Green, Inclusive, Confidence</p>

- 4.5 Review of the above process will be undertaken via existing officer review structures, and reported intermittently to Cabinet Members.
- 4.6 Branding is in development with input from the Growth Board, Sefton CVS and Sefton Youth Voice. Drafts for illustrative purposes are included below.

Primary Logo on white



Design Elements



Example of report or leaflet cover

Example of social media post



- 4.7 By way of example, the Active Travel Schools project (section 2.13 and Appendix 4) has now completed the analysis tool and submitted their evidence. The completed analysis tool for this project is summarised in Appendix 7.
- 4.8 This methodology accompanies the existing Council processes, in terms of Cabinet and Council report requirements for example. Moreover, the Equalities Impact Assessments (EIAs) that accompany all projects in the programme will continue to be developed, published and implemented. The EIAs will ensure consideration of all protected characteristics, and will recognise the Council's adoption of the Socioeconomic Duty in 2023.

## 5. Future Opportunities and Actions

- 5.1. Action areas for 2024 and beyond to ensure continued incorporation of social value into the Growth and Strategic Investment programme, and beyond, will include particular emphasis on children and young people, ensuring they are at the heart of everything the Council does.
- 5.2 Actions and future areas of opportunity include:
- Implementation of the Child-friendly projects initiative in section 4, and delivery of the actions emerging.



- Continuing to strengthen youth voice in consultation, engagement and communication activity, via review with the Council's Consultation and Engagement Panel, and building on successes and lessons learned from key projects within the programme and from key partner relationships (including schools, colleges, CICs and beyond).
- Further review of opportunities in respect of planning policy to ensure maximisation of social value and of opportunities for children and young people.
- Further growth and maximisation of the Caring Business Charter opportunities and signatory relationships.
- Continued learning and development in areas that support incorporation of social value into all programmes and projects – in 2023 for example this has included disability awareness in advance of the design stage of projects for team members.

5.3 The above is not an exhaustive list, but is intended to demonstrate permeates, and will continue to permeate, throughout the Council's Growth and Strategic Investment programme and the projects therein. It will also demonstrate and reinforce that children and young people are at the heart of everything we do. Moreover, it will ensure that this focus on social value is far from a "box ticking exercise", but is an area of focus everywhere, all the time, on an ongoing basis. The examples within this report demonstrate the breadth of activity and focus that already exists in the programme, but there remain important and exciting areas of opportunity ahead.