

Sefton Economic Strategy Action Plan

Strategic Objective	Regenerated places-GSI
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Stuart Barnes
SES Project Lead	Heather Jago
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1 Bootle Town Centre			Green	A range of projects are being delivered to support Bootle town centre . This includes submission of the planning application in October 2023 for the first stage of work to implement the £20M levelling up funded proposals for Bootle Strand repurposing. Phase 1 will include selective demolition, creation of a new town square on Stanley Road, repurposing of the former M&S unit and creation of a new digital tech hub and education centre. A new shop unit has opened within the Strand with further details of the proposals including the next stage of consultation on Bootle Area Action Plan - 'Our Future, Our Bootle' to set out a vision for Bootle for the next 20 years. In addition Salt n Tar meanwhile use and events space hosted a number of events this summer with a music event and comedy weekender and future events are in the planning process following positive feedback from events held to date.
2 Southport Town Centre (Town Deal)			Green	Southport Town Deal programme continues to remain on track with the demolition work due to commence on for the Marine Lake Events Centre following securing planning approval earlier this year and appointment of Keir Construction to undertake enabling and demolition work. The Enterprise Arcade project is in the final stages of contractor appointment with the aim of starting on site in the Autumn. Les Transformation de Southport public realm programme is also progressing with contractor appointment for Phase 1 - Kings Street/Market Street and EastBank Street. Finally 'Building a Better Customer Experience' training programme for the hospitality sector is progressing well, with the first cohort of students through Southport College. Southport Townscape Heritage Initiative is progressing well with and has levered in £1m of private sector investment into Southport.
3 Crosby Town Centre			Green	Work is moving forward on the proposed new Crosby village library with the submission of a planning application in September. Sefton Council have confirmed progression of both the existing and new library sites.
4 Ainsdale			Green	Consultants appointed to undertake a feasibility study and develop an updated vision for the coastal gateway in response to feedback from the community. This will look at all assets in the area including The Sands, Toad Hall, Council operating bases and options for their development. Work is also continuing on Ainsdale neighbourhood centre in Sandbrook Way to acquire remaining property interest and bring this site into one single ownership. Market testing is also ongoing for this site to clarify market demand.
5 Maghull Health Park				

Commentary

Sefton's Growth and Strategic Investment programme continues to develop a series of key projects and initiatives across Sefton to deliver Sefton's economic strategy. This includes development and delivery of a series of key projects and programmes across the borough, the combination of which will help improve Sefton as a place to live, work and visit. The programme aims to maximise the amount of public and private sector being brought into the borough from a range of sources to help aid delivery, including Town Deal, Levelling Up funding and Liverpool City Region Combined Authority.

In addition the project development and delivery seeks to maximise social value outcomes through procurement and ensure equality and inclusion form part of both how and what is delivered.

Strategic Objective	Business growth & investment
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Mike Mullin
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1	No of outward engagement campaigns targeted at Sefton businesses / No of Sefton businesses targeted	5	8	Green	Events remain on track with excellent take up from businesses
2	No of businesses contacting InvestSefton for Information, Advice & Guidance-Triage system(Phone/email/website)	100	116	Green	Individual enquiries handled -overall volume remains constant and high
3	No of businesses receiving 1:1 support (face to face/diagnostic /action plan)	15	15	Green	Remains on track with detailed diagnostic and action plans in place
4	No of businesses attending InvestSefton events/workshops	100	164	Green	One to many approach continues to attract excellent business attendance
5	No of new jobs created	19	19.5	Green	Overall annual target remains on track despite a challenging market
7	No of inward Investment enquiries received	3	6	Green	Companies seeking to relocate to/invest in Sefton
8	No of investors/developers receiving support	2	2	Green	Includes Business park owners and developers
9	No of large businesses (including Foreign owned) receiving Key Account Management	3	3	Green	Joint activity with Dept of Business & Trade /Growth Platform
10	No of enquiries from Sefton residents seeking to start a business/become self-employed	28	38	Green	Referrals underway with MEH/Safe Regeneration Partnership
11	No of new business start-ups created	5	6	Green	New businesses up and running via contracts with MEH & Safe

Commentary

InvestSefton remains totally focussed on business growth and sustainability a which remains very much central to delivery as businesses face increasing economic pressures including cost of living, materials, supply chain and energy costs across a range of sectors. The team is working with other city region support organisations such as the LCR Growth Platform and a range of other public/private sector providers of support.

WWW.investsefton.com continues to receive high volumes of traffic. Single session website visits which have now reached 77,134. The team has also handled 8,318 enquiries since March 2020.

InvestSefton has been awarded £782,414 for Place Based Business Support and IRO £98,000 Town Centre business centre funding. The team has commissioned work for start-ups and business sustainability support in town centres to two providers. Work has now started with MEH/Safe Regeneration delivering two start-up events in Bootle and Southport in March. Groundwork also launched its sustainability support for town centre businesses.

It is worth noting that LCR still awaits confirmation of any extensions to existing UKSPF which is due to end 31 March 2025.

The team has now approved bids for specialist business consultants to augment InvestSefton's advisory and guidance support in areas including diagnostics; marketing and sales; human resources; strategic business planning; social media & e-marketing; management consultancy; Internationalisation Organisation for standardisation (ISO) Quality Support and Financial Management. Appointments have been made to 11 consultants. Due to the ongoing response in Southport this work has been delayed until January 2025.

Events and workshops are at the core of InvestSefton's one to many delivery strategy to businesses providing demand led business topics selected by businesses and covering a wide range of support such as online sales, marketing, business sustainability, cyber security and digital technologies. The events remain popular and attract large numbers of businesses including Sefton Economic Forum and two new network groups-Sefton Huddle (Digital & technology) and Sefton Finance & Professionals Group. The team is reviewing www.investsefton.com which will be updated. A landing page on the council's main website has also been recently updated at Business support and investment (sefton.gov.uk)

Inward Investment has also been secured most notably in Bootle through Mersey Reach and Atlantic Park while the team supports Southport Town Deal and Southport Business Park activities. Other investment and expansion enquiries remain on going and active.

The team is co-ordinating a bi-weekly round-up of Economic Growth & Housing company investment activity as part of the Council's Strategic Growth & Investment programme. This will help track customer journey across teams and the intention is to expand across other services.

InvestSefton is leading the response to businesses impacted by the incident in Southport on 29th July. This includes the establishment and delivery of a Southport Business Recovery Fund. An awards panel has been established to oversee financial support to impacted businesses.

Strategic Objective	Employment and Opportunities for work
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Suart Barnes
SES Project lead	Claire Maguire
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1	% of expenditure verified for projects which are externally funded.	100% (quarterly)	100.0%	Green	
2	% of all registered learners who are not working (based on individual learning aims)	50% (quarterly)	67.2%	Green	Target achieved this quarter. N.B This quarters figures cross 2 academic years
3	% of all registered learners are BAME	14% (quarterly)	19.6%	Green	Target achieved this quarter. N.B This quarters figures cross 2 academic years
4	% retention across all Adult Community Learning Courses	91% (quarterly)	96.4%	Green	Retention remains high. N.B This quarters figures cross 2 academic years
5	No. of residents accessing Sefton@Work programmes in 2024/2025 (cumulative)	1,060 (annually)	53.0% (achieved towards annual target)	Green	The number of residents accessing the service remains high and we remain on target.
6	No. of workless or economically inactive people gaining employment/self-employment after receiving information, advice and guidance in 2024/2025 (cumulative)	554 (annually)	35.7% (achieved towards annual target)	Green	The focus of our externally funded programmes has moved to long term unemployed and inactive clients, requiring more intensive support, and a longer lead in time for moving into employment.
7	% of vulnerable people referred into the service from a third party receive targeted support, including subsidised placements	70% (quarterly)	82%	Green	Third party organisations, both internal and external continue to refer their clients to Sefton@Work to help them in their journey towards employment. The service continues to be successful in engaging with clients with more complex needs.
8	Number of young people at risk of becoming NEET receiving early intervention and prevention support	280 (annually)	316	Green	There has been a significant reduction in the number of young people at risk of becoming NEET this quarter and annual figure is now on target.
9	Remain in the best performing quartile for 16-18 NEET when compared to Liverpool City Region and National Statistical Neighbours.	Yes	Yes	Green	Sefton continues to rank in the best performing quartile
10	Remain in the best performing quartile for 16-18 Not Known when compared to Liverpool City Region and National Statistical Neighbours.	Yes	Yes	Green	Sefton continues to rank in the best performing quartile

Commentary

Performance across the three service areas for Employment and Learning continues to exceed expectations, with most targets being consistently met. Robust contract management processes are firmly in place to oversee all provisions, allowing for effective mitigation of any risks associated with under-achievement.

Sefton@Work

The Sefton@Work service continues to deliver its UKSPF project, to assist economically inactive clients in work or training.

The focus on UKSPF is for economically inactive clients, who are furthest away from the labour market. The clients require far more intensive support to enable them to engage with the service, and we are trialling new initiatives such as our Fit for Success and Create for Success courses.

Fit for Success: Boosting Employability Skills through Wellbeing and Fitness

This programme uses the Five Ways to Wellbeing framework—Connect, Be Active, Keep Learning, Give to Others, and Take Notice—to address both physical and mental health challenges. Through engaging outdoor activities such as raft building, kayaking, bell boating, sailing, and stand-up paddleboarding, participants enhance their physical fitness while simultaneously developing crucial employability skills like teamwork, leadership, and problem-solving. The programme also includes a 3-month leisure pass, encouraging ongoing physical activity and the maintenance of healthy habits.

Create for Success: Boosting Employability Skills through Wellbeing and Creativity

Focusing on the creative arts, this course employs mindfulness techniques to improve mental wellbeing and employability skills. Participants engage in art activities that foster stress management, creativity, and cognitive enhancement. By integrating the Five Ways to Wellbeing, the programme helps individuals connect with others, remain active, continue learning, contribute through their art, and be mindful of their surroundings. Participants can choose between a 3-month leisure pass or a bundle of art supplies to support their continued creative and wellbeing practices.

Both programmes have had a profound impact on participants, many of whom face significant health-related barriers to employment. By addressing these barriers holistically, our programmes enhance participants' resilience, confidence, and readiness for the job market.

Measurable Successes:

- 97% of participants reported increased optimism about their future.
- 89% felt more relaxed and able to think clearly.
- 92% felt better equipped to handle problems.
- 87% experienced increased self-efficacy and decision-making confidence.
- 96% felt a stronger sense of connection with others.

These results were measured using the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS), which tracks participants' mental wellbeing from the start to the end of the courses, demonstrating significant personal growth and improved overall wellbeing.

Participant Feedback:

- The feedback from participants underscores the transformative impact of both programmes:
- "I enjoyed meeting new people and not thinking about my situation."
- "The painting classes were fantastic, and I felt reminded of my own worth and ability to make a difference."
- "My confidence was low initially, but it has improved significantly."

To hear feedback from clients who attended Fit for Success, watch the video below:

[Fit for Success Video Feedback](#)

Our Employer Partnership Agreement continues to go from strength to strength, and new employers are signing up to utilise Sefton@Work service for their recruitment needs.

Employer Feedback

[Apollo Care](#)

[Liverpool Auto Care](#)

[H Roberts & Son Ltd](#)

Sefton@Work continues to offer support to unemployed residents of Sefton who are not eligible for inclusion on the UKSPF project or the national DWP Restart Scheme.

The relocation of the service to a unit within the Strand Shopping Centre has proven to be an amazing success, with positive feedback from residents and partners and has placed Sefton@Work at the core of the transformation of Bootle Town Centre.

Sefton@Work also delivers the Department for Work and Pensions (DWP) national Restart Scheme. As well as delivering from our Bootle office, we are also mandated to have a presence in the Southport area. At present, the service rents space from another Restart provider. However, this arrangement is temporary, as the lease will expire shortly, and notice of termination will be issued.

We have completed a procurement exercise to identify a suitable contractor to being work on our new office space in the Southport area, within Southport Town Hall. Work has commenced and we anticipate completion in the middle of November.

Sefton Community Learning Service

The Adult Community Learning Service continues to deliver second-chance learning opportunities to adults from the Cambridge Road Community Learning Hub. The curriculum is diverse and attractive, focusing on health and wellbeing, basic skills including literacy, numeracy, digital, and employability skills, with access to qualifications. This year's "Test and Learn" activities emphasise inter-generational family learning, access to green technologies, and ESOL volunteering. Additionally, the Service receives funding from the LCR-CA for Multiply, the national numeracy initiative, which is subcontracted to voluntary/community sector agencies for informal engagement activities.

As a result of improved marketing and promotional activities there has been an increase in the number of unemployed learners completing learning aims.

The service has seen an increase in the number of BAME learners accessing the service going into the new academic year. The service implemented a 'keeping warm' approach to maintain interest over the summer break whilst actively recruiting staff in this subject area.

Retention remains high across all community learning provision, though data shows a slight reduction, this is due to the data crossing two academic years.

Employment & Learning are proposing to undertake Phase 2 of the refurbishment and improvement works at the Sefton Community Learning Service premises located at Cambridge Road, Waterloo. This phase focuses on enhancing the upper floor classroom space and redeveloping the ground floor community café area.

Sefton Community Learning are aiming to refurbish and improve the upper floor, including classroom space and redevelop the community café space on the ground floor, including exploring options for an independent entrance, in keeping with the listed building status.

NEET Reduction and Early Intervention Service

The Councils NEET Reduction and Early Intervention Service, commissioned by Employment & Skills and delivered by Career Connect supports the Councils statutory duty to track and report the participation of young people aged 16-17 and to engage and support those young people who are NEET. The service also tracks 18 years as part of a local target.

Career Connect continue to meet their targets in relation to NEET and Not Known, Sefton continues to have the lowest combined NEET & Not Known % across the LCR, be below the England and National average and ranked 2nd within our statistical neighbours.

The higher levels of risk of NEET identified in the previous quarter were due to an increase in the number of young people in vulnerable groups in Year 11. There has also been an increase in school non-attendance in Key Stage 4. Subsequently more interventions have been required with this cohort to ensure that they have a September Guarantee of learning to maximise outcomes for post 16 transition.

This quarter the number of young people at risk of NEET has fallen significantly, with 998 substantive interventions taking place, reducing the number of young people in transition of Risk of NEET to 316.

Support for NEET care-experienced young people aged 16-18 residing in Sefton remains a priority, helping them re-engage in learning or work. Additionally, those aged 18-24 who are care-experienced and have a relevant Education, Health, and Care plan are receiving the necessary support.

Strategic Objective	Regenerated places housing
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Lee Payne
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1 Social Housing Completions	150	181	Green	Target achieved in 23/24 - pipeline looking healthy
2 Net additional dwellings per annum	640	748	Green	Target achieved in 22/23 - pipeline looking healthy
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4				
5				

Commentary
<p>Annual social housing completions and overall housing net growth for the 2023/2024 have been updated in this action plan. Ongoing dialogue with both social housing providers and market-led volume housebuilders has ensured that net completions in this period remain significantly above the current Local Plan target (645 pa). Further to this, development on numerous housing allocation sites continues, helping to deliver new market-led and affordable homes in the borough. Housing growth targets were met in 2023/2024 for both overall net housing completions and affordable homes. Despite ongoing economic challenges, the Housing team continues to collaborate closely with Planning colleagues to facilitate growth, especially in affordable and aspirational housing. Market concerns have created opportunities, allowing successful collaborations with several RPs to purchase over 50 open market sale units in the current financial year in the borough where private purchaser demand has dropped. These properties will be offered as low-cost home ownership products, such as shared ownership and rent to buy opportunities. Finally the development of the first Council-owned housing for almost two decades is underway at Buckley Hill Lane, Netherton & due for completion in early 2025. All of these housing additions will be reflected in future (24/25) returns.</p>

Strategic Objective	Regenerated places planning
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Ian Loughlin
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Current Status	Status	Progress to date
1	Approval of Social Value (Employment and Skills) from Net additional dwellings per annum	May-22 640	Approved 748	Green Green	adopted May 2023 5th year in succession that over 740 homes have been completed (five year av. 757 dwellings).
2	Floorspace (m2) developed for employment (by type (B1, B2, B8)	increase	5,622m2	Amber	Figures for 2023/24 much lower then previous year's completed floorspace (26,476m2). However, there is significant employment development currently under construction at Atlantic Park and it is expected futures
3	Number of jobs (full-time equivalent) created on employment sites	increase	2	Amber	Of the 7 Commercial/Industrial developments completed in 2023/24, only 1 scheme has an increase in jobs due to the development. 4 state no jobs or no increase in jobs, and two schemes had no info entered on the application form. Better job outputs expected during current year (2024_25) due to construction underway at Atlantic Park.
4	% of qualifying development proposals that are supported by an Employment and Skills Plan	100%	25%	Amber	Out of 4 qualifying schemes approved in the first two quarters of 2024/25, just one (residential development of Bootle High School) secured a Employment and Skills Plan. Many of schemes that didn't secure a plan were submitted around the time the SPD was being adopted and it was reletively unknown. The document is being applied more rigorously and the need for an Employment and Skills plan is being flagged to prospective developers at pre-application stage.
5					

<p>Commentary</p> <p>There is no target in Local Plan for amount of employment floorspace development or number of jobs provided. However, reference can be made to previous years for comparison where an increase of previous years should be the aim. The figure for 2023/24 was lower than in previous years (at just 5,622m2) but this is largely due to the figure for 2022/23 being a bit of a high outlier. Nonetheless, there is currently significant employment development under construction at Atlantic Park and this should give improved floorspace and job figures for 2024/25.</p> <p>The target of 640 net additional dwellings is the Local Plan average annual requirement for 2012-2030, although the government's standard methodology figure has 578 homes for Sefton. In recent years the Council have comfortably met its housing delivery target, with an average of 757 per annum over the past 5 years. However, it should be noted that the government recently consulted on a new method of calculating housing need which, if confirmed, would give Sefton a housing target of 1,466 dwellings per annum - almost twice as much as it has been able to for many decades.</p>

Strategic Objective	Regenerated places tourism
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Mark Catherall
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1 Increase Visitor numbers (both day and staying) by 2% year on year,	7,829,529	7,931,000	Green	2022 Visitor numbers have grown substantially, this was due to a strong offer, increased destination marketing and comprehensive events programme. It should be noted this is still below pre covid levels.
2 Increase Visitor Economy economic impact by 2.5% year on year,	£694m		Green	Large growth in economic impact due to increase in visitor numbers and continued inflation. It should be
3 Increase Visitor Economy total employment by 2% year	6,111		Green	Large growth in visitor economy employment due to
4 Securing new multi-day business events ready for the Marine Lake Events Centre opening	25/26 onwards	tbc	Green	Will commence in 2025
5				

Commentary
<p>The 2022 visitor economy figures for Sefton shows a strong growth and continued recovery from covid where Southport's visitor economy was adversely impacted. The 2022 figures are still below pre-covid numbers especially visitor numbers and especially staying visitors. 2022 was a strong year for visitor economy in Sefton with a strong events programme, additional destination marketing activity and many people staying in the UK for day and overnight trips. The 2023 figures will be available in July 2024, sector intelligence is highlighting 2023 as a difficult and uncertain time for tourism. The securing of new multi-day business events for the Marine Lake events centre will not commence until 2024. NB TOURISM FIGURES PROVIDED ANNUALLY</p>

Sefton Economic Strategy Action Plan

Strategic Objective	SI Equal&Diversity
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Stephen Watson
SES Project lead	Emma Stewart
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1 Business Support and Investment Team to engage with the Corporate Equality Group, attend regular meetings	Rep to attend all CEG meetings		Green	Next meeting of the CEG is on the 25th July 2024. ES & KS to meet & discuss the economic strategy and links with EDI to identify barriers/solutions for diverse
2 Communications and engagement audit, identifying the need for accessible information and engagement	Audit completed		Green	Audit conclusions need re-sharing
3 Review Strategy to take account of the socio-economic duty	Strategy review		Green	Adoption of the SED was approved by Cabinet on the 7th September - https://sefton.gov.uk/mysefton-
4 Improve employment rates and business support for minorities and for people from deprived areas	Under review		Amber	UKSPF business and employment support activities are underway and being reported under Business Growth & Investment and Employment & Access to work strands
5 Review existing data capture with regard to protected characteristics and work towards addressing any gaps	Data reviewed		Amber	ES & KS to meet & discuss the economic strategy and links with EDI to identify barriers/solutions for diverse
6 Ensure that decisions are backed by robust equality impact analysis	CEG group to review		Amber	Evidence of EIAs need to be shared with CEG
8				

Commentary

A Corporate Equality Group (CEG) has been newly established to support the Council with its commitment to integrate Equality and Diversity throughout its services and to help secure its vision of creating stronger, more resilient communities (Sefton Vision 2030). CEG will monitor the council's performance in relation to equality and diversity and KPIS focus on communications and engagement; improving employment rates and business support for people in disadvantaged areas, reviewing equality and diversity data and engaging with the LCR Race Equality Monitoring group.

The Council has produced and launched Its Equality, Diversity and Inclusion Strategy 2023-27.

InvestSefton meeting with the LCR's new Director of Race Equality Group in November to discuss business engagement with Black, Asian and Minority Ethnic business groups. Work has also been commissioned to Sefton based MEH/Safe Regeneration to provide business start up support to individuals seeking to become self-employed and/or start their own business. Specific focus areas include town centres and people from disadvantaged areas and special characteristic groups.

Strategic Objective	SI sus travel
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Peter Moore
SES Project lead	Andy Dunsmore
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)		Target	Achieved	Status	Progress to date
1	The development of the Low Carbon Transport Strategy	Summer 2024		Green	Baselining report has been compiled. Work has started to assess the carbon impact of the Capital Programme which should be completed Summer 2024.
2	Maritime Corridor Business Case	Mar-27		Green	Detailed desing progressing
3	Eastern Access Business Case Development	Mar-27		Green	Detailed deisgn progressing
4	Local Cycling and Walking Infrastructure Plan Development	2024		Green	Detailed plans for further engagement, initially planned with Members, are being developed. It is envisaged that these will follow engagement on the LCTS which hopefully should provide some context to the need for an LCWIP.
5	Emobility	2024		Green	The LCRCA have submitted a bid for Local Electrical Vehicular Infrastructure (LEVI) funding

Commentary	
<p>Low Carbon Strategy: In response to the Council's climate emergency declaration and an increased focus on active travel measures, work is continuing on the development of Low Carbon Transport Strategy for the borough. Baselining work has been undertaken and a report completed. Plans are currently being refined for member engagement in advance of a wider consultation. The report will provide a quantification of the current transport related carbon position for the Council and a future trajectory for reductions towards Net Zero. Progress is also being made on the development of an Active Travel and E-mobility Strategies for the Borough. WSP have now been engaged to complete an assessment of the Carbon impact of the Capital Programme and to provide advice and instruction on carbon assessment of transport schemes. This work should be completed by late Spring and Early Summer 2024. One of the key elements of the E Mobility Strategy will be defining the Council's approach to On Street Charging. Some further discussion will be held with Cabinet Member and Cabinet colleagues to help inform the Council's Policy on On Street charging which will help inform resident engagement and focus investment. The LCRCA have submitted a bid for Local Electrical Vehicular Infrastructure (LEVI) funding. If successful, this will enable the Council to roll out new EV infrastructure across Council owned car parks whilst developing proposals for further potential installation. In order to identify potential improvement to the Council's walking and cycling network a local cycling and walking infrastructure plan is being developed. Proposals for stakeholder engagement were presented to the Consultation and Engagement Panel in early November. A number of engagement sessions were held with specific interest groups and some initial plans developed for helping inform the engagement process. Detailed plans for further engagement, initially planned with Members, are being developed. It is envisaged that these will follow engagement on the LCTS which hopefully should provide some context to the need for an LCWIP.</p> <p>Maritime Corridor Business Cases: The detailed design work is now progressing on both schemes and the final details will be included within the Full Business Case submission as requested by the LCRCA. Part of the Maritime Corridor scheme, Phase 1, will be funded from the Levelling Up Fund, following the success of a transport bid submitted by LCRCA. The amount of Levelling Up Fund allocated to the MC scheme has been increased following a Baselining review. In order to ensure that sufficient work is expended within the timeframe, there is some pressure to progress the scheme to construction. As such, it is proposed to secure the services of Balfour Beatty, through the SCAPE framework to complete some Early Contractor Involvement. Balfour's have already completed some feasibility work at no cost to the Council. This has helped define the likely cost and probable construction phasing. Cabinet will be asked to approve Balfour's appointment into the Early Contractor Involvement stage of the scheme which will enable some initial enabling works to be completed and the Target Cost to be established. Some further engagement to ensure that local Members, businesses and residents are sighted on the proposals and have an ability to shape them has been completed. Analysis work has been undertaken of the responses and those relevant to the Phase 1 scheme have been reported to L&R Committee who have approved the changes to the highway. Engagement has also taken place with some key stakeholders, including National Highways (for their works on the A5036) and land owners and discussions held with Planning colleagues over the elements of the scheme for which Planning approval will be required. The re-baselining process has led to a revised total. The agreed allocation is £21.2m (MC). There may be some elements of MC which were included in the Outline Business Case which won't be deliverable under the current programme. These elements are likely to be delivered in CRSTS 2.</p> <p>Southport Eastern Access Business Cases: The detailed design work is now progressing and the final details will be included within the Full Business Case submission as requested by the LCRCA. It is proposed that the same Procurement Route be adopted for the delivery of the project. The feasibility stage of the project is ongoing. Further engagement with local Members, businesses and residents is nearing completion and feedback is being appraised. In order to scope the necessary mitigation measures within the Norwood Ward, some specific targeted engagement with residents and businesses is required. The details of the process are being agreed with Ward Members. Sustrans will also be completing some school engagement work with schools in the area to help ensure that safer routes to schools are considered in the development of the proposals. The baselining process has been resulted in £16.8m being allocated in the current CRSTS programme. As with the MC scheme which were included in the Outline Business Case which won't be deliverable under the current programme. These elements are likely to be delivered in CRSTS 2.</p>	

Strategic Objective	SI net zero
Report Date	Jul-Sep 2024
Previous Status	Green

SES Lead	Stephan Van Arendesen
SES Project lead	Stephanie Jukes
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Status	Progress to date
1 To report on - LCR Combined Authority – net zero/ Climate emergency targets	Plan published summer 2023	N/a	Green	The LCR Combined Authority net zero action plan has been approved July 2023. It is now available https://www.liverpoolcityregion-ca.gov.uk/wp-content/uploads/LCR-PathwaytoNetZero-Report-2022--FINAL-compressed.pdf
2 Deliver business sustainability support to 60 Sefton	60 businesses	Start date Nov 2023	Green	Council has commissioned Groundwork Cheshire, Lancashire & Merseyside to deliver
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Commentary
<p>The Liverpool City Region Combined Authority have set a target of net zero for all parts of the economy to be net zero by 2040. This will require all Sefton businesses to halt the use of gas, diesel, oil and only use energy from renewable resources by 2040.</p> <p>Details of the actions within this plan will be reported to the next SES meeting. Examples within this Action plan includes (TBC) On transport - Complete Phase 2 of 'State of Freight' investigation into a future zero carbon freight solution, ensuring that this is aligned with our Freeport goals of decarbonisation and good jobs to deliver outcomes including last mile ZE deliveries and reduce trips, scope options for mechanisms to seek to support decarbonisation of freight, and develop a freight strategy and that connects Freeport locations in a net zero manner On buildings - Identify high-opportunity zones as areas for groups of home/business owners to plan retrofits together or create low carbon communal/district energy schemes and smart networks. On Industry - a series of targets around the following;</p> <p>To effectively transition to net zero, our industrial base will need cost-effective access to clean power, clean hydrogen and effective access to clean power, clean hydrogen and carbon capture and storage technologies alongside efficiency and storage technologies alongside efficiency improvements in process and delivery systems improvements in process and delivery systems.</p> <p>On Clean Energy - Progress the Phase 3 development activities related to Mersey Tidal (LCR Year 1 action plan review SE6) and commence Phase 4 activity to Consent a UK first of a kind (FOAK) Tidal range scheme.</p> <p>On Natural Environment - Develop a pipeline and identify potential funding for pilot innovative and sustainable agricultural projects, such as urban farming, greenbelt agroecological farming, carbon capture etc. Other issues pertinent to business - MEEES Regulations applies to non- domestic rented properties, by 1 /4/23 must have an EPC rating of E as a minimum to be able to be rented, plans for this to increase over time (possible EPC D by 2025, EPC C by 2028 and EPC B by 2030) Investment in green technologies e.g. building retrofit, EV charging, Heat pump installations will help to generate local jobs and training opportunities</p> <p>InvestSefton has also allocated UKSPF to provide business sustainability support in town centres. Sustainability is high on the agenda for conference buyers and events/exhibition organisers and with this in mind it is critical that as part of the planning process for the Marine Lakeside Events Centre (MLEC) opening 2026 that as a destination Sefton begins to build the sustainability offer. The project will measure the business carbon footprint, design an action plan to reduce and produce a sustainability policy.</p> <p>The LCR Combined authority have been awarded £5M in Summer2024 under the Public Sector Decarbonisation scheme fund. An allocation of ~£900K has been made to Sefton to enable Bootle Library and the Netherton Activity Centre to improve insulation and install a low carbon heating system as part of similar works across the LCR.</p> <p>Sefton are working with the LCR Combined Authority on preparations for the next phase of the domestic retrofit programme (phase 4 of the Local Authority Delivery Green Homes Grant) where domestic properties are upgraded with insulation and low carbon measures. This is expected Summer 2025. As part of phase 3 works efforts were made to establish a local supply network with local job creation.</p>

Strategic Objective	SI Health
Report Date	July-September 2024
Previous Status	Amber

SES Lead	Margaret Jones
SES Project lead	Helen Armitage
Overall Status	Amber

Italics = no data update from previous quarter report (Q2)

Key Performance Indicators	Target	Achieved	Status	Progress to date/Comment
1 18.3% <i>Percentage of under 16s in relative poverty, before housing costs (2021/22)</i>	Reduction	Worse	Amber	2.3 percentage point drop from 2020/21. Better than England average (19.9%)
2 14.0% <i>Percentage of employees earning below real living wage (2022)</i>	Reduction	Better	Green	50% drop since 2019, now in line with England average (12.5%)
3 4.5% <i>Percentage of children in workless households (2021)</i>	Reduction	Better	Amber	Sefton's rate is half the national average, but note relative poverty still affects over 1 in 6 under 16s
4 41.6% <i>Percentage of children(FSM) achieving a good level of development at the end of Early Years Foundation Stage (Reception) 2022</i>	Increase	Worse	Red	54% pre-pandemic. Lower than 49% national average in 2022.
5 32.9% <i>Percentage of the population living in the 20% most deprived most unhealthy environments (Access to Healthy Assets and Hoards Index)</i>	Reduction	Same	Amber	This proportion is high (affecting over 63 000 people) but is in line with the national average (22.6%)
6 26.5% <i>Food insecurity (indirect measure) Percentage of population who live in LSOAs scored in the top 20% for risk of food insecurity 2021 nationally on the Food Insecurity Risk Index</i>	Reduction	New indicator	Red	Estimated that over 74 000 people in Sefton live in neighbourhoods of highest food insecurity
7 £ 445.40 <i>Median weekly earnings 2021</i>	Increase	Same	Red	Only 28 LAs in England record lower median earnings than Sefton in 2021. Significantly worse than England.
8 63.6 years <i>Healthy life expectancy at birth (2018-20)</i>	Increase	Same	Amber	Similar to England (63.9 years), but obscures large health inequalities that impact those of working age. Note this statistic currently only covers the first year of the pandemic, and the two preceding years.
9 13.0 years <i>Gap in life expectancy at birth (2018-20)</i>	Reduction	Increase	Red	Second largest gap in England. Average life expectancy at birth in the most deprived section of Sefton's male population is estimated to be 70.5 years (vs 84.1 years in the most affluent areas)

Commentary

The indicators above are drawn from the Public Health Performance Framework (8 and 9) and the Child Poverty Accountability and Progress Framework (1-7). It is important to note that indicators that reflect population status and inequalities in outcomes such as median income, child poverty, school readiness, and spatial measures of deprivation are highly correlated with population health outcomes and inequalities. During Quarter three there were no published updates to these indicators from open access data sources. During this period planning activity took place for a half day conference on the theme of Child Poverty and Places in January 2024. A pre-conference survey to capture activity taking place in response to the launch of the child poverty in December 2022 attracted over 6000 words of response from partners, and included information about a local pilot to support families with children who often have serious respiratory illnesses, trial of a scheme to offer free data sim cards in libraries, a new group set up to examine the housing needs of care experienced children, a new community cohesion role created at Prima Housing, and work on Sophie's Legacy at Alder Hey which will introduce more free parking and support with food costs for families attending the hospital. The work and cost of managing day to day life is a growing pressure, especially for those with additional vulnerabilities and dependents to care for. The opportunity to promote the child poverty strategy in the marketplace at the Winter Economic Forum was met with considerable interest from attendees and many new additions to our circulation list. Continuing support of elected members and executive officers alike places this work on a good footing to find growing support in the Council. Partners of the Sefton Economic Strategy were very early adopters and supporters of ambitions to facilitate health and wealth generation through their work. Looking ahead, the Quarter four update is expected to reflect on the value and influence derived from the Child Poverty and Place event, progress on enablers and milestones that will help embed equitable practice more widely, with a likely emphasis on areas such as policy, governance, learning and communications.

Sefton Economic Strategy Action Plan


Strategic Objective	St digital	SES Lead	Andrea Watts
Report Date	Jul-Sep 2024	SES Project lead	Helen Spredbury
Previous Status	Green	Overall Status	Green

Key Performance Indicators	Target	Achieved	Status	Progress to date
1 Infrastructure			Green	Infrastructure board well underway overseeing a wide range of work and activities to completion- Work now part of BAU activity for the Council
2 Training & Skills			Green	No further action, board has closed pending strategy review as priorities have been delivered
3 Digital Inclusion			Green	Majority actions completed, Risk identified in relation to integration and links to the ICB regional programme, also highlighted at a regional level-delivery is dependant on capacity within existing teams
4 Business Forum			Green	Sefton Digital Huddle network well established and a range of workshops hosted by InvestSefton attracting large numbers of businesses
5 New Ways of working			Green	Majority of programme priorities completed, plans underway to relocate the remaining data centre from St Peters House. Guidance for teams is now released along with initial guidance around AI.
6 Technology enabled care			Green	Progression of Automated Telephony system for Telecare and Community Equipment stores; Review of TEC strategy 2021-24 and development of TEC strategic priorities/planning for next 5 year
7 Customer			Green	CXP processes from legacy system all migrated and the legacy application has now been decommissioned. The team continue to develop new CXP processes, as well as working to migrate the processes from the old e-forms solution to the new platform.; FDI module configuration to continue Website-Umbraco upgrade to complete and go live; Design and build of Active Sefton stand alone website with content development to run alongside this activity
8 Smart Cities			Green	Plans for next quarter include: Document smart-city related interventions underway/pending include learning from DSIT project and link to workstream for monitoring and governance purposes.; More detailed definition of review of CCTV Networks Project scope Governance to be established and key priorities documented
9			Amber	Define scope of additional priorities arising from EET session; application to housing; link to Civic Data cooperative; ASC Technology Enabled care; Town Centre opportunities

Commentary

Sefton's Digital strategy work is now complete with boards and sub-groups having delivered a raft of activity and projects. A similar dashboard for Sefton's digital strategy has been updated and reported. A summary is provided above in the commentary table. The Digital strategy has been well received embracing and harnessing a diverse range of internal and external digital focused priorities for the Council and it's partners. The strategy has been particularly instrumental in helping to direct InvestSefton's digital work over the past two years culminating in the establishment of the popular Sefton Huddle. The event on 22 February in the Atkinson in Southport attracted over 50 people were present including some 32 Sefton digital & Tech businesses. Delegates received presentations on Eastbank, the new Enterprise Arcade initiative in Southport, the LCR Digital & Creative Cluster board and a case study from a local thermal heating business using drone technology. The event received excellent feedback from delegates and lots of networking took place before and after the event. There was also a mini-marketplace of support providers present including Innovate UK, University of Liverpool Horizon project, Dept of Business & Trade (DBT) and Sefton@work.

Sefton's Digital Strategy 2024- 2027 is due out to consultation, with residents and businesses encouraged to respond to the Consultation. The new Digital Strategy will be presented to Cabinet for approval prior to Christmas 2024, and given this there will be no further programme updates on the previous version.

Salford Council  **Local Economic Strategy Action Plan**

Strategic Objective	Culture	SES Lead	
Report Date	Jul-Sep 2024	SES Project lead	David Eddy
Previous Status	Green	Overall Status	Green

Key Performance Indicators	Target	Achieved	Status	Progress to date

Commentary
 LCR consultancy report has been submitted to Chief Executives with recommendations for amendments to the Borough of Culture programme - awaiting decisions. Cultural strategy aligning with Public Health Child Poverty strategy. 'Poverty Proofing' project delivered by Children North East to commence from October. Action Planning for Cultural Strategy has been deferred during Southport Incident Response, and will require review against emerging community needs. This to include management of tribute materials. External funding from Shared Prosperity Fund has enabled delivery of Library heritage project, infrastructural improvements at the Atkinson and sustained community delivery of shared reading groups.