

Sefton Employment & Skills Partners Group

Maritime Action Plan (June 2014)

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

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

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