

Report to:	Cabinet	Date of Meeting:	1 September 2016
Subject:	Vision - Sefton 2030	Wards Affected:	(All Wards);
Report of:	Executive Director		
Is this a Key Decision?	Yes	Is it included in the Forward Plan?	Yes
Exempt/Confidential	No		

Purpose/Summary

Sefton Council is leading on developing a new vision for the borough, working closely with partners, businesses, private sector organisations, the voluntary, community and faith sector and the community. The Vision and Outcomes Framework will help us focus on what's important and to be ambitious for the Borough and its communities in the future.

This report provides an update on the 2030 Vision, including the feedback from previous and recent engagement activity and outlines the next steps that will be taken.

Recommendation(s)

Cabinet is asked to:

1. consider and take account of the engagement feedback;
2. note that partnership design work will continue; and
3. agree the approach described in paragraph 4.3
4. agree that the next steps described in paragraphs 5.3 to 5.5 be implemented

How does the decision contribute to the Council's Corporate Objectives?

	<u>Corporate Objective</u>	<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	✓		
2	Jobs and Prosperity	✓		
3	Environmental Sustainability	✓		
4	Health and Well-Being	✓		
5	Children and Young People	✓		
6	Creating Safe Communities	✓		
7	Creating Inclusive Communities	✓		
8	Improving the Quality of Council Services and Strengthening Local Democracy	✓		

Reasons for the Recommendation:

Sefton Council is leading on developing a new and exciting vision for the future of the borough and wants anyone who lives, works or visits Sefton to be involved.

Working closely with partners, businesses, private sector organisations, the voluntary, community and faith sector and the wider Sefton community, the aim is to focus on what is important and to be ambitious for the borough and its communities in the future.

Imagine Sefton 2030 has engaged the public, local businesses and potential investors in creating a vision that will collectively promote shared prosperity, coordinated public investment, and a healthy environment and population.

The Vision and Outcomes Framework will guide long term planning - helping to collectively stimulate growth, prosperity, set new expectation levels and to help focus on what is important for Sefton.

Alternative Options Considered and Rejected:

The role of the public sector is changing and so the Council and partners must prepare for the future. Doing nothing is not an option and a silo based approach would not maximise opportunities for the borough.

What will it cost and how will it be financed?

(A) Revenue Costs

There are no direct implications arising from this report

(B) Capital Costs

There are no direct implications arising from this report

Implications:

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

Financial	
Legal	
Human Resources Full and meaningful consultation should take place with the Trade Unions and employees on the matters contained within this report.	
Equality	
1. No Equality Implication	<input checked="" type="checkbox"/>
2. Equality Implications identified and mitigated	<input type="checkbox"/>
3. Equality Implication identified and risk remains	<input type="checkbox"/>

Impact of the Proposals on Service Delivery:

Consideration of service delivery implications will form an integral part of the budget, public engagement and consultation processes and will be dependent on the approaches and projects finally adopted by the Council and its partners.

What consultations have taken place on the proposals and when?

The Head of Corporate Resources (FD4267/16) notes at this stage there are no direct financial implications arising from this report.

Head of Regulation and Compliance (LD3550/16) has been consulted and has no comments on the report

Extensive community consultation has been undertaken and is detailed in Annex B of the report.

Implementation Date for the Decision

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

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Background Papers:

There are no background papers available for inspection

1. Introduction

- 1.1 Through Imagine Sefton 2030 the Council has been leading on developing a new vision for the borough, working closely with partners, businesses, private sector organisations, the voluntary, community and faith sector and the community to help us understand what matters and to be ambitious for the Borough and its communities in the future.
- 1.2 The Vision will enable the Council and partners to demonstrate the connected thinking and action. It will also enable the Council to bring about meaningful and measureable plans with targets, timescales and performance management framework. Cabinet members, in December 2015 agreed an outline work plan, which has a three stage approach:
 - Engagement to develop a vision
 - Agreement on how to use the vision
 - Implementing the short, medium and long term targets to achieve the vision, will guide our current and future action and will inform budget planning processes.
- 1.3 The Cabinet Sponsors for the 2030 Vision are Councillor Patricia Hardy, Cabinet Member Communities and Housing and Councillor Paulette Lappin, Cabinet Member, Regulatory, Compliance and Corporate Services, who agreed to work to a time period of 2030, on which 2020 would be a key milestone.

2. Background and Approach to Developing a Vision

- 2.1 Early discussions took place in January 2016 with Cabinet Members and partners, and both groups were in agreement that the timing is right to develop a vision for the borough of Sefton and that this would enable connected thinking and action. It was agreed that the Sefton 2030 Vision should continue to build upon the work and conversations that have taken place over the past few years.
- 2.2 Over recent years through various Council consultation responses the communities of Sefton have contributed to helping the Council identify the following **thematic priorities**
 - Most Vulnerable
 - Community Resilience
 - Economy
 - Environment
 - Health and Wellbeing
- 2.3 From a Council perspective these themes cover most services and therefore it was necessary for the Council to articulate the most important activity that the Council undertakes to support its communities i.e. its **core purpose**. Council budget discussions over the last 6 years have centred on the priority given to our most vulnerable people and also those core services that Council Tax payers expect to see delivered. In addition, prominence has also been given to building

more confident and resilient communities and, of course, economic prosperity is extremely important in building a sustainable Borough going forward.

2.4 The **Core Purpose** of the Council has been assumed to be

- **Protect the most vulnerable** i.e. those people who have complex care needs with no capacity to care for themselves and no other networks to support them
- **Commission and provide core services** which meet the defined needs of communities and which are not and cannot be duplicated elsewhere
- **Enable/facilitate economic prosperity** i.e. maximise the potential for people within Sefton to be financially sustainable through employment / benefit entitlement
- **Facilitate confident and resilient communities** which are less reliant on public sector support and which have well developed and effective social support networks.

2.5 The feedback gathered during previous Council consultations was reviewed and analysed during the development of the draft Vision & Outcomes Framework at Annex A. This included views from the consultations for the

- Sefton Strategic Needs Assessment
- Health and Wellbeing Strategy
- Carers and Dementia Strategies
- Town Centre Investment
- Local Plan
- and other engagement activity

3. The Engagement

3.1 Extensive engagement took place with the Council workforce, the majority of whom live in Sefton and a number of themes began to emerge. The themes were then tested out with partners and although both groups expressed what they want to see in 2030 differently, the following recurring themes emerged

Theme	What does this look like?
1. Resilient people and places	In 2030 Sefton is a happy and safe place where residents take charge of their own lives, looking out for each other and playing a strong role in their communities. Our most vulnerable people are protected and safe from harm. People in Sefton receive the right help, in the right way at the right time, making the most of its assets to make sure residents enjoy local, coordinated support. Sefton is a place where businesses, buildings, transport, the environment and housing are sustainable and resilient.
2. Growing, living and ageing well	In 2030 people in Sefton are happy, healthy and independent, ready for change, having enjoyed the best possible start in life. Children receive some of the best early-learning before going on to enjoy a world class education and the best training opportunities, which continue throughout their lives as they become adults. There are learning and development

Theme	What does this look like?
	opportunities for all, with everyone able to enjoy something that is right for them. There is a strong co-operative ethos embodied by our residents, who look out for each other across the generations. People in Sefton are living healthy lives and ageing well.
3. A great place to live, work and play	In 2030 Sefton remains a great place with a real sense of community, a vibrant cultural offer, clear heritage and is welcoming to all. It is an area that attracts and retains young people, making the most of their potential in diverse job roles as they enjoy the artisan vibe of 2030s Sefton, where they have choices. There is a range of housing, offering choice for all. Powered by its communities and businesses, Sefton's regeneration continues so that people of all ages enjoy work, leisure and socialising close to home.
4. Activities, sociability and hosting	In 2030 Sefton is a borough that encourages residents and visitors of all ages to be social. From taking a walk along one of its fantastic beaches, playing in its floral greenspaces or feeling the rush of adrenaline at Southport Air show, Sefton is somewhere to live, work and visit. A place where you can tee off at a world famous golf course or launch a boat next to a work of art. Sefton is a sporty borough with an unrivalled offering. Top of the range facilities and easy access leisure activities encourage everyone in Sefton to lead an active lifestyle, while thousands descend on the borough every year to enjoy major sporting events. Known for its arts and music scene, sports, events and magical sunsets, Sefton is a proud host.
5. Image & Environment	In 2030 Sefton has harnessed its outstanding natural beauty to be recognised and celebrated across the globe for the conservation of its coast, marinas, woodlands, parks and canals, as well as the exciting and sensitive way it enables people to enjoy these great assets. It sets the bar in cutting edge green solutions, integrating renewable energy, housing and attractions in a way that protects local nature and wildlife. Sefton is renowned for its warm, friendly people who welcome visitors and take great pride in keeping the borough safe, clean and attractive.
6. Accessible and linked	In 2030 Sefton is linked with the wider city region and beyond, people can travel from east to west and north to south with ease. An eco-friendly borough, travel in Sefton is green, safe and affordable with all of its residents benefitting. Moving around Sefton has never been easier with specific routes helping residents and visitors reach homes, business and attractions quickly and safely. Sefton is also a cycling and walking friendly borough, with many residents enjoying keeping active on the move. An easy to visit borough with an envied public transport system, Sefton is a place where everything is local.

Theme	What does this look like?
7. Right for business	In 2030 Sefton is home to many businesses, from small start-ups and global companies to social enterprises and community organisations, the borough is the right place for any size business to grow. With strong connectivity within the borough and beyond, Sefton businesses export more products and services than ever before. While all sectors work closely together to ensure the local community enjoys the benefits of a thriving economy and a skilled workforce. A place where people can reach their potential, in 2030 Sefton is home to businesses that champion social values and achieve success.
8. Digital, Science & Technology	In 2030 Sefton is at the forefront of the latest digital and science technology, a place where creativity and innovation thrives thanks to a highly talented and skilled population. A borough ready for the future, we embrace the latest technology. While the creation of a new learning hub has seen the Sefton lead the way in coastal, maritime and natural sciences. With high speed Wi-Fi and easy connectivity, Sefton is a future facing borough where residents and visitors can work, play and socialise at the fastest speeds.

Everyone involved demonstrated great enthusiasm, ambition and shared many ideas that will help to shape the Vision for the Borough in 2030.

3.2 In considering these themes the partners considered how their current visions differ, what they have in common and what makes Sefton unique. They agreed that there is some commonality and that there is scope for all organisational priorities to reflect the work around the Vision. A workshop also helped to identify where there might be some gaps and the importance of recognising the Borough's diverse communities as this work progresses. By adopting this approach, the Council and partners started to develop a singular vision which unites their ambitions for the borough.

3.3 In addition to the themes people also spoke with great pride about the assets that Sefton has including

- The coast - For residents, people working in Sefton, business and visitors – So much natural beauty
- The environment - Water based environment (Canals, marinas and coast) , countryside, parks - we have so much to offer let's share it
- Culture, science and leisure - History, art, music, attractions, leisure we have so much to offer let's tell everyone
- Sports - Aintree (the grand national), golf courses, outdoor sports, water sports
- Business - Our small and large businesses and social entrepreneurs
- The port - Logistics, port related activity, northern powerhouse,
- Our people - We are creative, funny, a great community - come and meet us

- Urban Villages & Towns - We are ready for change - come and be part of it

3.4 These themes and assets were then developed into the Vision & Outcomes Framework at Annex A. All partners agreed that this should be used to underpin this stage of engagement and that we would collectively ask people to **Imagine Sefton 2030**.

3.5 The Public Engagement and Consultation Panel of 27th May 2016 agreed the approach to this stage of engagement. There was full partner sign up to the approach. The tools and techniques used were innovative and will enable the Council and partners to learn for the future.

3.6 The engagement process took place over a seven week period from 13th June until 31st July 2016. The full Consultation and Engagement report is available at Annex B. In total in excess of 3500 people engaged in the process. There were some common messages that repeatedly emerged during the engagement process -

- Participants want to be **kept informed** and given the opportunity to **stay involved**
- Recognise that developing and achieving a vision is something that has to be done as a **partnership** with all sectors involved to build on each other's strengths, relationships and ideas to implement it for the best **outcomes for our communities**
- It is difficult to choose three important themes as they are all important. There is recognition that the emerging themes are the 'foundations' and link together. If one is achieved, it will lead to achievement in the others. Many people of all ages identified that **job opportunities** are the cornerstone
- **Investing in the infrastructure of the Borough** will help to provide a strong, sustainable economy, be it regenerating town centres and high streets, improving highways and connections (but being mindful of traffic volumes); developing urban, village communities that have affordable housing and access to social activities
- Sefton has many **natural assets** including the coast, local heritage and open spaces; these should be used in the development of a **Sefton brand/identity**. Promoting the Borough will attract businesses, investors and visitors.
- People have a **sense of pride in the area**; the people and places. There is a sense that people want to live in a community where they look out for one another and they want their community to be well kept and looked after by being free of litter and weeds for example
- **Feeling safe** is a cross-cutting theme that has been mentioned by young and older people alike – reassurance that everyone will feel safe in the future in open spaces, on public transport at local amenities and in their own homes

- Sefton is a diverse borough with many communities with different needs. Acknowledging this diversity and providing **equality of access and opportunity** is important to all, however, particularly important to our communities where there may be barriers.

3.7 Our partners and communities had the opportunity to identify ‘something else’ that they perceived wasn’t included in the eight emerging themes. An analysis of these identified the following “gaps” in the Vision and Outcomes Framework. This does not mean that these areas do not exist – it means that the communities of Sefton did not perceive that the work done so far had given sufficient importance to them and they need to be highlighted:

- capitalising on Sefton’s assets and developing a Sefton brand/identity
- Sefton should continue to be renowned for its biodiversity, embrace new technology and methods to reduce our impact in terms of waste, pollution, loss of species.

This demonstrated that the Council and its partners have a good of understanding of what matters to the community now and in the future.

3.8 It has been remarked that this has been successful engagement, undertaken in an open and honest manner using both traditional and modern approaches. Cabinet is asked to

- consider and take account of the feedback
- note that partnership design work will continue

4. **Grounding the Conversation and Designing the Future Together**

4.1 Our communities and partners have clearly told us that there must be a continuous conversation and that they want to be part of future design work, development and delivery.

4.2 The Council will continue to work with partners over the coming weeks and months to understand what really matters to communities and refine the Vision & Outcomes Framework based on the engagement feedback.

4.3 The Council and partners will begin to consider this feedback in the design and development of new strategies, approaches and ideas. The proposed approach to further developing and delivering 2030 is described below



4.4 Cabinet is asked to agree the approach.

5. Next Steps - Council

- 5.1 The Vision will be key to the Council's strategic decision making process and priorities for the next three years will be developed in full recognition of the developing vision, financial climate and the achievability of the actions associated.
- 5.2 The current Council priorities and core purpose described in paras 2.2 and 2.4 will now be reviewed in light of the Imagine Sefton 2030 feedback to date and a Corporate Plan will be developed so that the Council is able to demonstrate how it is contributing to and influencing the achievement of the ambitions beginning to be articulated in the Vision. The plan will refresh the strategic objectives, priorities core purpose and various frameworks within the Council including the Performance Framework.
- 5.3 As mentioned in para 4.1 the Council will continue to work with partners to refine the Vision & Outcomes Framework based on the engagement feedback.
- 5.4 The engagement feedback and Vision & Outcomes Framework will be considered by Overview & Scrutiny as per the timetable below

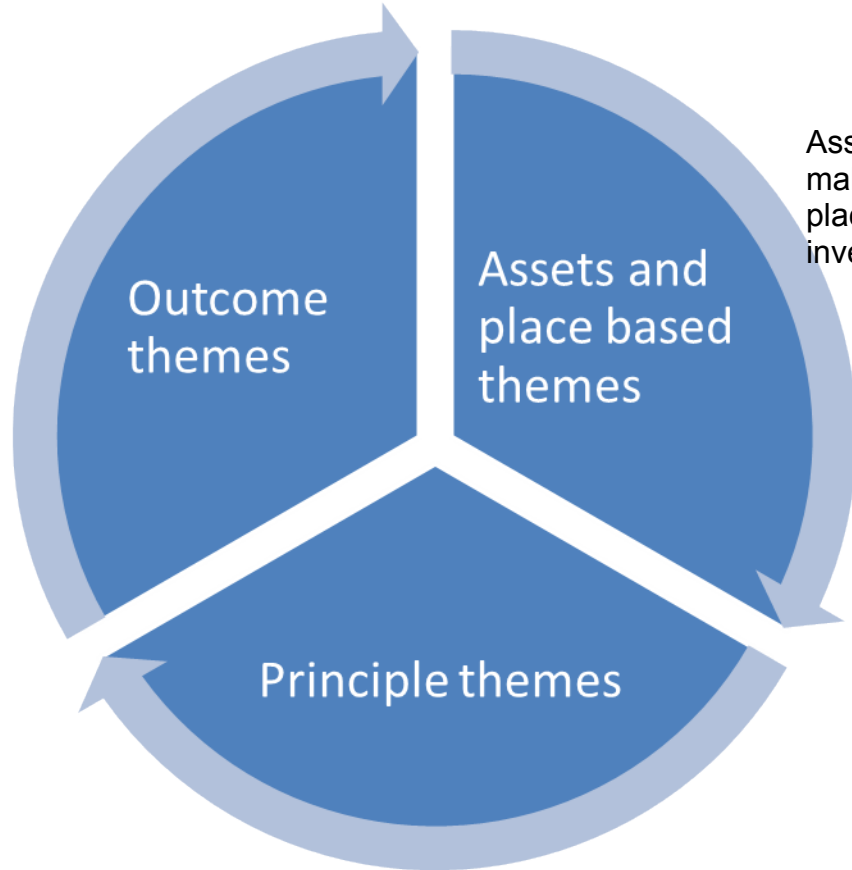
Date	Committee
6th September 2016	Overview and Scrutiny Committee (Adult Social Care and Health)
13th September 2016	Overview and Scrutiny Committee (Regulatory, Compliance and Corporate Services)
20th September 2016	Overview and Scrutiny Committee (Regeneration and Skills)
27th September 2016	Overview and Scrutiny Committee (Children's Services and Safeguarding)

- 5.5 It is proposed that comments from partners and Overview & Scrutiny plus an updated version of the Vision & Outcomes Framework be considered by November 2016 Cabinet with a view to commending the framework to November 2016 Council.
- 5.6 Cabinet is asked to agree these timescales.

Annex A

Sefton 2030
Outcomes, Assets and Principles

Outcomes based on what people want to experience, feel and have



Assets we should make more of and places we should invest more in

Essential traits across Sefton that should guide what we do and how we make decisions

OUTCOMES **“What people want to experience, feel and have”**

1. Resilient people and places
2. Growing, living and ageing well
3. A great place to live, work and play
4. Image and environment
5. Activities, sociability and hosting
6. Accessible and linked
7. Right for business
8. Digital, science & technology

**Resilient people
and places**

**People are in charge of their own lives and the
most vulnerable protected**



In 2030

Community leadership is strong and visible

Opportunities and problems are owned by the community and solutions involve them

People in Sefton look out for one another and their community

Prevention is pro-active and everyone plays their part

Individuals get the right help in the right way, first time; one stop shops provide local co-ordinated support

There is a new deal with residents - they have a role to play and public services have a role to play and this is clear through good ongoing dialogue with the community

People are happy and safe and the most vulnerable are protected and safe from harm

We have good insight and intelligence and we are good at taking action together and with the community

Businesses, buildings, transport, environment and housing are sustainable and resilient

Outcomes

**Strong, visible
community
leadership**

**Empowered
people**

**Pro-active
prevention**

**Active
community
support**

**Less dependence on
public sector**

**Support for the
most vulnerable**

**Support for
carers**

Good decisions

**Sustainable
infrastructure**

What People Say

“I have a say in what goes on around me”

“I get involved in what happens in my area and helping to improve it, I make decisions on how money is used”

“We can do things ourselves and are in charge of our own lives”

“I can decide what’s right for me”

“I know my neighbours and we look out for each other”

“I have access to good information and local support”

“I can access the right help at the right time in the right way”

**Living, growing
and ageing well**

People are happy and healthy, prepared for life



and independence

In 2030

People in Sefton have a great start in life and move through life into older age well

Our children are early years and school ready and developing well

People are well prepared throughout their lives, ready for change and make their own decisions

There is great information and access to help and support when and if it's needed at any age

We have a world class education and training - from art, design, music to maths and music - we offer something for everyone

Learning is lifelong in Sefton and threaded through all we do – we have family learning and unique learning opportunities for more vulnerable groups

There is an urban village culture, with a co-operative ethos where people feel safe and stay healthy; everyone has a role to play in helping one another

People who live and work in Sefton are active and the work and physical environments contribute to healthy and happy lifestyles

Older people live in their own homes, there's lots they can do and get involved in and the community around them help and support them

Outcomes

Born, grow and age well

People are prepared for change

Personal choice & independence

Vulnerable and older people are engaged

Good access to information and support

World class education offer

Ready to work

Talented people and entrepreneurial attitudes

Lower share of residents with no qualifications

Urban village culture with a co-operative ethos

Older people live in their own homes

Inclusive communities

What People Say

“I feel happy and safe”

“My family and friends who live locally help me out”

“I can choose where is best for me to live”

“I work with others locally to make sure that people know their neighbours”

“I don't feel lonely”

“Places accept me for who I am despite my disability and I'm included”

“I have access to good, affordable, local childcare”

“My children go to good schools and have great experience there; it prepares them for the world of work”

“Family learning is local and fun and helps me with being a parent as well as stimulates my child from an early age”

“I enjoy learning new skills and meeting people”

“I can choose how to access services”

**A great place to
live, work and
play**

A great place with a real sense of community and so much on offer



In 2030

Outcomes

What People Say

We have a mixed range of good quality housing ranging from luxury properties to affordable homes, young people are attracted to the area through first time home offers and older people live in accommodation that can be adapted to meet their needs as they age – Our housing supports integrated communities and offers choice

Our buildings & spaces are multi-purpose and we integrate social and economic outcomes through cleverly designed solutions; they are affordable, eco-friendly and ready for the future

People can shop and access services locally

Social, sports and leisure opportunities are available close to home and work supporting happy and healthy lifestyles

We have a bohemian and artisan feel to the area

The heritage of Sefton is evident and the cultural offer is vibrant

The community are involved in regeneration and this combines social and physical - the community are part of the solutions working alongside businesses and public sectors

We are good at sharing resources, places and skills

Housing choices – a range of good quality affordable and luxury homes

More young people and families

More students returning after graduation

Multi-purpose accommodation and buildings

Increased employment

Higher workplace earnings

People spend and shop local

Bohemian and artisan culture

Vibrant heritage and cultural offer

The community plays a key role in the regeneration of their area

Shared resources and skills

“I have access to a range of housing from the affordable to luxury properties”

“I have access to local services in one place”

“I can shop and socialise locally and there is choice”

“I live in a family friendly place”

“My family enjoys a day out at the beach and a walk in the park”

“I like working in Sefton there is so much to do after work”

“My family enjoys all Sefton offers that visitors do”

“Buildings are versatile and have multi-purpose functions”

Image & environment

A beautiful natural environment, clean & safe communities, a place full of character



In 2030

Sefton is a place with natural beauty, it's part of our identity and USP – internationally recognised and celebrated

A place where nature is managed and protected

Water is a big feature of Sefton including its beaches, canals and marinas

Parks and open spaces are be enjoyed by all

Sefton is clean and everyone takes pride in keeping it looking attractive

Sefton is safe and there are lots of measures that make it safe, including the housing and community mix

We are eco-friendly, have green energy and eco-friendly solutions are evident in all we do

Sefton people are warm, welcoming and friendly. It is inclusive, family friendly and affordable

Sefton is 'Our Sefton' and the local people make it what it is

Outcomes

Internationally recognised area of natural beauty

Managed and protected natural habitat

A place Special Site of Scientific Interest and Special Area of Conservation

Community Pride

A clean, green, safe place

Increased recycling

Eco-friendly and green solutions

The people of Sefton make Sefton what is it

What People Say

“The beaches are breath-taking”

“My family and friends make the most of the nature trails in Sefton ”

“I am proud of my local environment”

“I love the fact it's clean here and everyone plays a role in keeping Sefton attractive”

“We have vibrant, clean high streets and beautiful natural open space”

“I love telling people about where I live”

“We are eco-friendly and eco-solutions are in our homes, offices and environment”

**Activities,
sociability &
hosting**

**A place of natural beauty with an exciting sports,
water and leisure offer that is fun for everyone**



In 2030

A beautiful place - fantastic beaches, waterways, greenspace and wildlife make Sefton the place to live, work and visit.

Sefton has a unique offer around sports, water and leisure, that stimulates learning, employment, as well as social opportunities

There is a big focus on outdoor life - a place where you can enjoy going for a stroll, walking the dog, taking the kids to the park, skateboarding, sailing, running, cycling and sitting watching the best sunset in the world

Sefton hosts events that are watched by millions all over the world and enjoyed by residents and visitors alike

Sefton is known for its arts scene, music, festivals, sporting and leisure events

Outcomes

Internationally known

Magnificent coastline

**Warm and friendly
atmosphere**

England's Golf Coast

Amazing water-sports

Inclusive opportunities

More people are active

People stay active

Family friendly

Increased volunteering

**Thriving visitor
economy**

What People Say

“Things to do and places to see in Sefton are really easy to get to and affordable”

“I enjoy getting involved”

“I enjoy getting to know new people”

“My friends come and stay with me”

“We welcome visitors from all over the world”

“We enjoy the Air Show and festivals”

“We host national and international events”

“We have great leisure that is diverse, fun and extreme sports”

“We are inclusive and older people are active through leisure and people with disabilities can access our opportunities with ease”

“My family loves to visit, there is so much to do”

**Accessible
and linked**

Sefton is accessible, connected and easy to get



around

In 2030

Outcomes

What People Say

Accessing Sefton is easy

A place with excellent connectivity, east to west and north to south

You can get around Sefton safely, quickly and easily and there are a range of eco-friendly choices for travel

Sharing cars and new energy efficient modes of transport have made transport more affordable

Transport in Sefton is safe with affordable travel choices available for all - concessions are in place for younger people, older people and vulnerable groups

Walking and cycling are promoted locally alongside other modes of transport

There are specific transport routes and methods based on accessing business, activities and attractions which makes it quick and easy to get around

Excellent connectivity

Hub of an impressive logistics network

Safe, quick, inclusive and reliable transport and travel

Travel and transport choices

Affordable travel solutions

Transport and travel options

Sustainable and resilient infrastructure

“My business benefits from improved links to the motorway and rail networks”

“I can travel east to west as well as north to south”

“I feel safe getting around the place”

“I have access to affordable, accessible and effective transport links”

“My transport options are eco-friendly”

“I can get around”

“I live in a walkable neighbourhood”

“Transport is reliable and quick”

“I can get on public transport with the pushchair and my mum and dad who are old find it easy to travel around too”

“Rail and motorway links are better”

Sefton is a place where businesses of all shapes and sizes thrive



In 2030

Outcomes

What People Say

A great place to set up and grow a business and there are thriving businesses of all shapes and sizes here

A place ready to seize opportunity

“I have access to support to set up a business”

A place with strong connectivity – business networks, transport, technology and communications

A magnet for talent

“I can grow my business”

The place to anchor your business – we have everything you need to trade successfully

A vibrant start-up sector

“I employ local people”

A place of social enterprise villages and community start ups

A thriving entrepreneurial and enterprise culture

“People can access my business”

“We attract more business to the area”

Sefton businesses are exporting more of their products and services

Home to market leading businesses

“Office accommodation is modern and eco-friendly and cheaper to run, there are more agile working solutions”

There are increased levels of productivity to national average

Sustainable and competitive industry clusters

The coast provides its own economy through visitors and coastal business - there is a unique offer in each coastal region and strong maritime links through the port

Affordable choice of modern workspaces

“I have the training and skills to help me to get a good job”

Strong links to education and HE with great international links; there is good in work progression and people reach their potential and achieve good economic prosperity

Integrated educational, learning and skills development links with business

“I can work in Sefton or close by”

“I can progress in my career”

Growth of jobs for local people, investment and economic development in Sefton is high

A skilled and productive workforce

“Our schools and colleges are connected to business”

Sefton plays an important role in the Liverpool City Region’s Economy

A collaborative “can-do” community ethos

“I know my marketplace”

Sefton businesses champion social value and have a community links

High quality of life offer for employees

Strong ethos of public-private sector partnerships

The three economies work together for the good of Sefton - the social economy, private economy and public economy; and are well known for the excellent partnerships they have and innovation that generates

Sefton is digitally enabled, a place of scientific interest

and ready for the future



In 2030

Outcomes

What People Say

A place where creativity and innovation thrives - We have great talent in Sefton and lots of entrepreneurs, the workforce is skilled and their talents reach far beyond Sefton

We are ready for the future in Sefton – have talent, embrace technology and deliver through innovation

There is access to Wi-Fi, high speed connectivity and mobile connectivity which is affordable

We embrace the digital revolution in all we do - health and social care, transport and travel, environment and energy, culture and public realm

Technology supports the creation of resilience and helps to deliver quicker and better support, information and advice

We are a learning hub for coastal, maritime and natural science and research

We are green and invest in the eco-sciences, both in terms of health and well-being and in terms of science, research and learning

We integrate our data across partners and share information well

We turn data into intelligence and analyse data effectively to help us make good decisions and choices

Ready to start something new

Ready for the future
– **community, skills, technology and innovation**
– **connectivity, access, affordability**

A community that embraces new products and services

Ethos of digital by default

Increased investment in eco-science and research

International Learning hub

Integrated data systems

Improved decision making

“So many firsts happen in Sefton”

“My community is ready for the future”

“I moved my business to Sefton because of the creativity”

“Lots of the jobs didn’t exist 10 years ago”

“We attract attention from all over the country because of our natural scientific interest”

“We are connected by people and supported by technology”

“I can see my doctor in person or through my TV or on my phone”

ASSETS “what we should make more of, embrace as a USP and invest in”

The coast

- *For residents, people working in Sefton, business and visitors – So much natural beauty*

The environment

- *Water based environment (Canals, marinas and coast) , countryside, parks - we have so much to offer let's share it*

Culture, science and leisure

- *History, art, music, attractions, leisure - we have so much to offer let's tell everyone*

Sports

- *Aintree (the grand national), golf courses, outdoor sports, water sports*

Business

- *Our small and large businesses and social entrepreneurs*

The port

- *Logistics, port related activity, northern powerhouse,*

Our people

- *We are creative, funny, a great community - come and meet us*

Urban Villages & Towns

- *We are ready for change - come and be part of it*

PRINCIPLES “Traits that guide our decision making”

ONE SEFTON: We lead Sefton together, integrate where possible, and the public, social and private economies work in partnership to deliver outcomes

RESIDENTS AT THE HEART: residents are at the heart of what we do, we think individual and community first and promote personal responsibility and resilience; we promote community leadership, engagement, collaboration and solution making. we have a co-operate ethos

FAIR AND EQUITABLE: we do the right thing and make informed decisions, we offer good quality and value, and treat people fairly and listen to what people have to say.

INNOVATIVE AND ENTREPRENEURIAL: we are creative, entrepreneurial, innovative, think digital, look for sustainable solutions, we learn and take risks