

<b>Report to:</b>	Cabinet	<b>Date of Meeting:</b>	6 October 2016
<b>Subject:</b>	Southport Development Framework	<b>Wards Affected:</b>	Ainsdale; Birkdale; Cambridge; Dukes; Kew; Meols; Norwood;
<b>Report of:</b>	Head of Regeneration and Housing		
<b>Is this a Key Decision?</b>	Yes	<b>Is it included in the Forward Plan?</b>	Yes
<b>Exempt/Confidential</b>	No		

### Purpose/Summary

To seek authorisation to publish the final report of the Southport Development Framework following the public consultation exercise on the final draft document. It is important to emphasise that when reading the Framework it is strategic document for use over the longer-term. The Framework will be used to guide future developments and attract investment.

### Recommendation(s)

That Cabinet approves the publication of the Southport Development Framework to guide future development and investment opportunities.

### 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:**

An approved Southport Development Framework will help promote the opportunity for investment and development potential that can support the Town.

**Alternative Options Considered and Rejected:**

The draft framework has been the subject of extensive consultation and engagement. Various options have been considered and are contained within the draft and final documentation.

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

**(A) Revenue Costs**

There are no direct revenue financial implications arising from this report. Emerging initiatives may require revenue resources. This will be addressed as part of the pre development process and a budget identified.

**(B) Capital Costs**

There are no direct capital cost implications arising from this report. Emerging initiatives may require capital resources. This will be addressed as part of the pre development process and a budget identified. It is inevitable that the vast majority of resources to deliver the framework will be generated through the private sector and the appropriate use of council owned assets.

**Implications:**

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

<b>Financial</b> Emerging initiatives may require financial resources. This will be addressed as part of the pre development process but will not necessarily be funded directly by the Council.	
<b>Legal</b> Emerging initiatives may require legal support. This will be addressed as part of the pre development process.	
<b>Human Resources</b> Emerging initiatives may require human resources. This will be addressed as part of the pre development process and staff/resources identified.	
<b>Equality</b>	
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:**

Not applicable

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

Extensive public consultation and engagement has been undertaken as detailed in Appendix 1.

The Cabinet Member for Regeneration and Skills has been briefed on the Framework. Local ward councillors, officers and key stakeholders have been consulted, as have members of the public. All comments have been considered and where appropriate incorporated into the final report of the Framework.

The Head of Corporate Resources (FD.4323/16) notes there are no direct financial implications arising from this report. However any emerging issues resulting from the approved Investment Framework will be subject of a further report, indicating any financial implications for the Council as appropriate. The Head of Regulation and Compliance (LD.3606/16) have been consulted and has no comments on 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:**

None

## 1.0 Introduction/Background

1.1 Nexus and Broadway Malyan were appointed to present their views on how Southport Town Centre could evolve. Their findings and ideas are presented as the Southport Development Framework – see attachment.

1.2 The final Southport Development Framework is the culmination of the analysis, consultation and appraisal work undertaken in Southport with Stakeholders and the public and presents a high level concept to bring forward regeneration and investment. The Development Framework has been prepared at a time when local authorities are operating with significantly reduced budget settlements. This underlines the importance of working in partnership with the private sector alongside the community and local business, to deliver improvements that are needed. This Investment Framework:

- Is consistent with and has clear strategic links with the Sefton Local Plan;
- Supports the planning and regeneration priorities for the area and identifies specific development proposals;
- Will be used to guide the future of the Council's current property and land holdings in the area;
- Will inform future Council parking strategies and studies;
- Is intended to enhance investor confidence and assist private sector developers to either dispose of or develop their assets within Southport Town Centre;
- Will facilitate the use of private and public sector resources to improve the overall economic health and vitality of the town.

1.3 In developing the investment framework for Southport Town Centre the process has given consideration to the following issues:

- Develop a Southport offer to meet the needs of today's family leisure market;
- Nurture a hub environment for creative businesses and link in with Southport College;
- Long recognised as Southport's 'jewel in the crown', Lord Street is at the heart of the town's heritage as well as its future;
- Proposals that are capable of attracting inward investment;
- Echoing the Classic Resort Vision, it's important to ensure that quality is central to future investments and interventions;
- Strengthening east west links across the Town Centre;
- It should be clear how the town works, how it ties together, how visitors access key assets and how they move around, it should be clear where you are in the town in relation to other parts;
- The heart of the town is a sizeable area and key assets are set some distance apart – the links between are important and should be populated with new uses and points of interest as far as possible to join the parts of the town together;
- Taking opportunities to add new uses and to better showcase existing ones to complement and strengthen the core destination offer will enable the town to respond more fully to contemporary interest;
- The Framework proposes to develop on the strong urban form and built assets of the town to create or rediscover spaces to showcase new activities;
- Proposals capable of capturing more of the spending power of local residents, employees and visitors.

## 2.0 Delivery Approach

2.1 Proposals that are taken forward by Sefton will be evidenced based and will look to maximise economic opportunities within the Town.

2.2 The Council will support pre-development feasibility, site assembly and are prepared to partner, so the town is in a position to receive new public and private investment requirements that will deliver new services and a more diverse economy. In order to anticipate and confirm requirements the Council will look to:

Action	Theme	Timescale
Action Plan Report	<ul style="list-style-type: none"> <li>Produce a statement of priorities outlining the delivery approach in further detail</li> <li>Produce a Communication and Engagement Plan</li> </ul>	Short  Short
Major Development Proposals	<p>Encourage new external investment that will add to the critical mass of attractions and visitor accommodation</p> <ul style="list-style-type: none"> <li>Marine Park and the Southport Golf Links and Fairways Park and Ride</li> </ul>	Medium
Lord Street	<p>Exploring external investment opportunities for the development of the;</p> <ul style="list-style-type: none"> <li>public realm and events space in Lord Street</li> </ul>	Medium & Long
Business Conferencing & Family Visitors	<p>Explore and facilitate external investment opportunities in new infrastructure in order to attract more and larger business conferences including;</p> <ul style="list-style-type: none"> <li>Southport Floral Hall Complex</li> <li>Four star plus - hotel provision</li> <li>Other types of provision, for example boutique B&amp;Bs and Glamping</li> </ul>	Medium  Medium  Medium
Heritage and Culture Provision	<ul style="list-style-type: none"> <li>Pursue a Townscape Heritage Initiative bid for Lord Street and links to the promenade</li> <li>Pursue a Coastal Communities Fund Bid support Southport Pier</li> </ul>	Short & Medium  Medium
Business, Social Enterprise and training.	<ul style="list-style-type: none"> <li>Understand potential opportunities for business, further and higher education growth and opportunities for digital and creative</li> <li>Continue to provide business and investment support from Invest Sefton</li> </ul>	Short, Medium & Long  Short
Tidal Lagoon	Keep under review the appetite and Government support for major investment in tidal lagoons in the British Isles	Long

2.3 Draft versions of the Framework have previously been brought to appropriate Cabinet Members. The draft Framework has also been through consultation with stakeholders, Southport Area Committee, officers and the public.

### **3.0 Consultation**

- 3.1 To produce the Framework document Nexus and Broadway Malyan engaged with key stakeholders and reviewed information about property market issues, planning policy, highways, transportation and design.
- 3.2 Officers brought the consultation proposals to the November 2015 Consultation and Engagement Panel for advice. Following guidance from the Panel the following consultation activity took place. More detail about this process is given in Appendix 1.
- 3.3 As expected a wide range of comments and opinions were provided as part of the consultation process. Comments received from the consultation exercise have been incorporated into the final report and aspects clarified. Many of the comments were not directly relevant to the report and were around broader Southport and other issues.

### **4.0 Conclusion**

- 4.1 The Southport Development Framework is a high level strategic document that is fixed at a point in time. The Framework provides a potential direction of travel for Southport Town Centre, it is not a prescriptive document and it will not prevent Sefton Council from exploring other development opportunities that may emerge.
- 4.2 Regeneration is a dynamic process and ideas, proposals and conditions will change over time. Local Plan Policy and Supplementary Planning Documents (if required) will support the Framework. The regeneration of Southport Town Centre will also need to align with the Sefton 2030 Vision.
- 4.3 Sefton Council will facilitate development in Southport through negotiation with major landowners, stakeholders and potential developers. It will actively consider the role, use and potential disposal of its property assets to create viable schemes and facilitate the regeneration of Southport Town Centre.

## Appendix 1 – Consultation

1.0 Officers brought the consultation proposals to the November 2015 Consultation and Engagement Panel for advice. Following guidance from the Panel the following consultation activity took place:

- Public consultation
  - Ran from 1<sup>st</sup> December 2015 to 8<sup>th</sup> February 2016
  - 2 drop-in sessions in Southport Library
  - Hard copies of documentation available in Southport Library, Southport Town Hall and Southport One Stop Shop
  - E-consultation through the Sefton website
- Stakeholder's event
  - approximately 40 attendees
- BID event
  - 26 attendees

The consultation was publicised by:

- Information on the Sefton website
- Tweets out from Sefton Council
- Press releases to local papers
- Leaflets in town centre locations

1.1 Officers also held two briefings for Southport Ward Councillors, before the public consultation and during the consultation period and John Pugh, MP, was also briefed. Southport Area Committee discussed the strategy, approximately 100 people attended.

1.2 125 responses were received. Approximately 150 people also spoke to officers about the report at the drop-in sessions.

1.3 As expected a wide range of comments and opinions were provided as part of the consultation process. Some of the comments were based on a misinterpretation of the information, which has been clarified in the final draft. Many of the comments were not directly relevant to the report and were around broader Southport issues.

1.4 All comments have been considered and where appropriate incorporated into the final draft report of the Framework.