

## **Appendix 1 Town Centre Action Plans**

- A1. Bootle Development Strategy - Action Plan
- A2. Crosby Town Centre Investment Framework - Action Plan
- A3. Southport Town Centre Development Framework - Action Plan

## **Bootle Town Centre Investment Framework Action Plan**

### **Introduction**

In August 2016 Cabinet agreed to publish the Bootle Town Centre Investment Framework and begin to develop an 'Action Plan'. The Action Plan will be monitored, reviewed and updated in consultation with the Cabinet Member for Skills and Regeneration. In Table 1, a statement of 6 priorities has been developed, which will guide the Actions in Table 2.

The statement can be used to support future monitoring of agreed 'Actions' in this plan. Importantly the statement reflects the desired outcomes in the Sefton 2030 Vision.

### **6 priorities**

1. Retail should remain a core function of Bootle Town Centre, including a much strengthened Leisure, Food and Beverage offer
2. The town centre should develop its role as a place for modern services and accommodation that the community can depend on to live, grow and achieve
3. Develop cultural and environmental assets
4. Develop Bootle as a destination for Business and Social Enterprise
5. An Accessible and Connected Town Centre
6. Put in place a 'Whole' town centre approach

### **Sefton 2030 Vision 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

Over 3,500 people took part in the Imagine Sefton 2030 Vision consultation and engagement process. There were a number of common messages that were repeated throughout the process. The key one for the Bootle Action Plan is:

- **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.

## Enablers

Bootle Town Centre is located 4 miles north of Liverpool City Centre. The Town Centre is well connected to the motorway network via the M57/M58 Switch Island junction. There is a regular train service to Liverpool City Centre, Hunts Cross and Southport. Regular bus services connect the Town to all major centres locally, including Liverpool, Southport and Crosby.

Bootle is a mixed area with housing, employment, retail and education all located in and around the Centre.

Bootle is well placed to achieve these outcomes in that the town centre has the combination of existing assets and stakeholders within the town to form the basis for future success. It is well placed to aspire towards the ambitions set out in the Investment Framework and the outcomes of the Sefton 2030 Vision. For example;

- A local community who feel ownership of the Town Centre
- Proximity to Liverpool City Centre
- A large resident population with a higher percentage of young people compared to other areas of Sefton
- Proximity to the Port of Liverpool and potential for employment and business growth in and around the town as a result of port expansion
- Excellent local transport links and connectivity to the national transport network
- An ambitious and well performing FE/HE College with plans to grow
- The Strand Shopping Centre
- Extensive Superfast Broadband and fibre coverage (98.9%)

## **Cross Cutting Themes**

As the Action Plan is implemented the Council will aim to ensure that the following cross cutting themes are addressed;

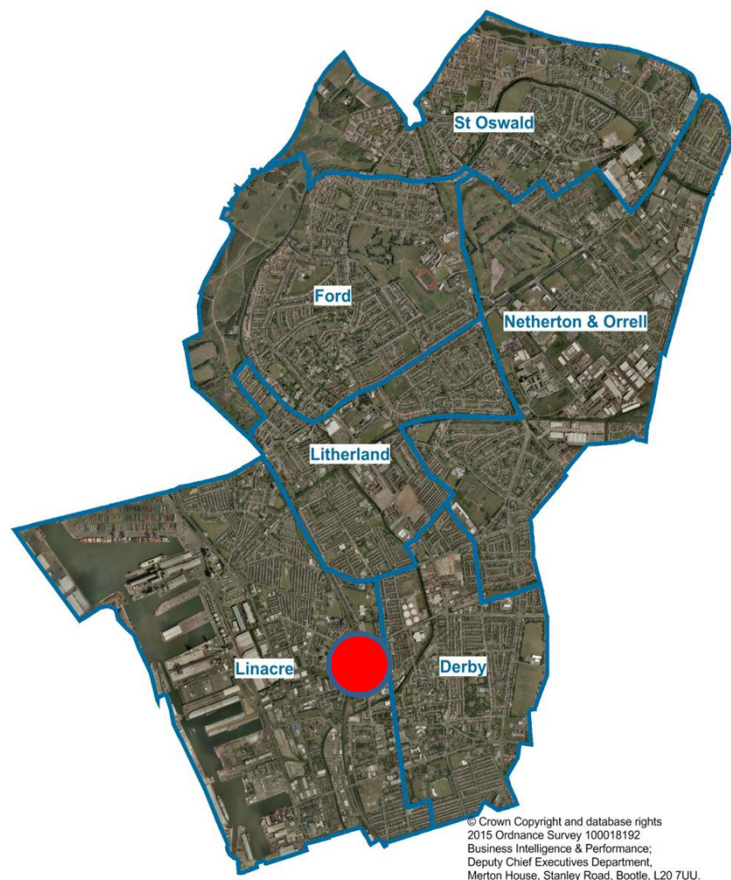
- Distinctiveness and Quality
- Infrastructure is well managed
- Our Community is at the heart of new investment

## **Complimentary Strategies**

The Action Plan will be facilitated through;

- Developer Investment Strategies and business plans
- Sefton Council Asset and Investment Strategies
- Local Plan policies which seek to maintain the town as the focus for new retail development, and also to support a wider variety of town centre uses, that will enable the town to continue to serve its community and economic function.
- Transport Investment involving a local pipeline of intervention
- The public estate strategies in development (Council, CCG/NHS and Blue light) needing to consolidate/plan for modern services
- The Joint Strategic Needs Assessment relevant to joint working around hubs and co-location.
- The Local Economic Assessment 2017

## Bootle Profile



### Population

- Bootle's 2013 population is estimated to be 72,979 and makes up 27% of the borough's population.
- Bootle has higher proportions of working age (18 to 64) residents and children (0-17) when compared to the borough with the rate of older people being lower. 61% of Bootle's population is of working age, while less than one in four (23%) residents is a child.
- The population density (the number of persons per hectare) within Bootle, 36.6, is considerably higher than in Sefton as a whole, 17.9.

### Deprivation

- Information taken from the Index of Multiple Deprivation 2015 tells that 32 of the 38 Lower Super Output Areas (LSOAs)\* across Sefton, that fall into the most deprived 10% of areas nationally, are in the Bootle township area. This equates to over half of the 52 LSOA's that make up the township. There are 5 LSOAs within Bootle Township that fall within the worst 1% nationally, 4 in the Linacre Ward area, 1 in the Derby Ward area. 21 that are in the worst 5% nationally.

### Health

- According to the Census 2011, general health within the Bootle township is on par with the rest of the borough, with 75% (54,546) of residents describing their general health as either very good or good, lower than the percentage seen across Sefton as a whole (77%).
- Twenty four of the 52 LSOAs in Bootle are within the top 20% areas with residents deemed to have bad or very bad health, with seventeen being in the top 20% for long-term health problems
- Eighteen of the 52 Bootle LSOAs are within the bottom 10% for areas with residents providing unpaid care, with eight in the bottom 1%.

\*There are 34,753 LSOAs nationally. These are geographic areas of similar population size that are used to collect a variety of comparable information. Deprivation is a measure of poverty that takes information on income, employment, health & disability, education, skills & training, barriers to housing & services, living environment and crime and combines them into a single measure of deprivation.

**Table 1: Statement of Priorities**

|    | <b>Bootle Statement Priorities</b>  | <b>Explanation</b>  | <b>What is required: (Key interventions, Enablers, Commissioning Priorities, Deliverables)</b>   |
|----|---|---|--|
| 1. | <p><b>Retail should remain a core function of Bootle Town Centre, including a much strengthened Leisure, Food and Beverage offer.</b></p> <p>If Bootle is to fulfil its role as a community shopping destination, then it must retain its comparison and convenience goods offer, with a range of nationally recognised retailers.</p> <p>Local communities, visitors and businesses now expect to have access to restaurants, bars, cafes, cinemas and leisure centre type uses.</p> | <p>The future of retail in Bootle will need to be supported by modern local services that communities expect to easily access such as banks, food and beverage, health, leisure and educational needs.</p> <p>A re-think is needed that will lead to the creation of a physical heart to the retail quarter exploiting the canal's full potential, and attract the mix of modern town centre uses that are now expected.</p> <p>A varied modern town centre offer is critical in the choices people make on where to do their shopping, spend their leisure time, or to locate their business. These uses are all important in their contribution to a successful evening economy and cultural offer.</p> | <p>An opportunity exists to explore investment linked to the Strand Shopping Centre and the canal waterfront.</p> <p>If the destination appeal of the retail quarter is to be strengthened adjacent the canal for leisure, food and beverage, the van hire site, post office building and depot, and in time the Castle Bingo site will need to feature strongly.</p> <ul style="list-style-type: none"> <li>- A costed Retail Strategy</li> <li>- Scheme Feasibility and Market testing</li> <li>- Control/acquisition of canal side land and property</li> </ul> |
| 2. | <p><b>The town centre should develop its role as a place</b></p>  | <p>This priority links to the public sector reform agenda and linked to this the</p>  | <p>The Council and Stakeholder partners are determining their requirements to deliver modern</p>   |

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|    | <p><b>for modern services and accommodation that the community can depend on to live, grow and achieve</b></p> <p>Health, education, training and opportunities for town centre living are some of the main examples.</p> | <p>physical asset rationalisation plans of public sector stakeholders. There will be opportunities to diversify town centre uses as older, surplus property comes on the market. There are several buildings in Bootle town centre that provide Council public services. For example the Library, the Contact Centre and Sefton@Work premises. There may be co-location opportunities in the future around Council, health and VCF sector.</p> <p>An increasing feature of towns and cities as they reshape and diversify - are their student populations. Additional footfall driven by more residential accommodation can help maintain a sustainable town centres.</p> <p>It is important to Recognise both opportunity for town centre living as more secondary office stock is converted to accommodation, but also implications for Bootle as a business destination.</p> | <p>public services – so that remodelling and new infrastructure can be planned for in the town centre.</p> <p>Initiatives and structures are currently in place to do this, involving Sefton Council leadership. The health led (NHS/CCG) Sefton Property Estate Partnership and the Council’s own Accommodation work and ‘bases’ Initiative. Dialogue with Hugh Baird College, the HCA and SRLs and within health are ongoing.</p> <ul style="list-style-type: none"> <li>- Complete the ‘bases’ work and Confirm the Council’s back office accommodation requirements and options for the Bootle Town Hall Complex of buildings</li> <li>- Agree any site assembly requirements for front of house needs and to support options for town centre diversification</li> <li>- Consider role of South park for partial development to deliver new apartments or/and College buildings.</li> </ul> |
| 3. | <p><b>Develop cultural and environmental assets</b></p> <p>An important component for most towns has been to develop its cultural offering</p>  | <p>Central to this aim will be the community in communicating and participating in Bootle’s story of place and identity. This priority represents an important pillar in the place</p>  | <p>The Bootle Town Hall heritage Complex, the Canal and Bootle’s three parks represent existing physical assets for developing this component.</p> <p>Continue to support Safe Regeneration in its aims</p>   |

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|           | <p>by celebrating its history, identity and growing a reputation for events and entertainment.</p>  | <p>making agenda for the town that would strengthen its reputation as destination for leisure and an evening economy over time.</p>   | <p>for social enterprise, housing and the Carolina Street basin for a Canal Discovery Centre (supported by the Canal and Waterways Trust).</p> <p>Commercial Redevelopment of the canal frontage could lead to an improved cultural/leisure offer, as part of future remodelling of the Strand Shopping Centre, following acquisition.</p> <p>Future leisure and cultural opportunities are being considered as part of a feasibility study planned for Bootle Town Hall Heritage Complex.</p>  |
| <p>4.</p> | <p><b>Developing Bootle as a destination for Business and Social Enterprise.</b> Intervention is required so the town centre is able to retain its existing occupiers, promote business interest in its 'more modern or refurbished office stock'. Bootle should also aspire to a range of suitable mixed developments.</p> | <p>Bootle has an abundant supply of office space, much of it secondary stock. In other words 'do nothing' is not an option. A strategy is required to generate demand and investment and to build a reputational brand.</p> <p>The Commercial Quarter is suitable for a range of uses including office, hotel education and selective residential development, plus food and beverage which would support footfall, but this will not happen without intervention including some site assembly.</p> | <p>As part of a 'Whole' town centre approach (priority 6) the development and delivery of a 'Place Marketing Strategy' for Bootle is suggested.</p> <p>Control of Linacre House and Trinity Road CP would enable the flexibility required to receive new investment also plan for an improved off street surface car park or a multi storey car park (see below).</p> <ul style="list-style-type: none"> <li>- Action relating to the future control of Linacre House and Trinity Road CP</li> <li>- Manage relationship with property owners (Redgrave Court, St John's House, Merton House and St Hugh's) in respect to investment inquiries generally, plus possible supply chain companies linked to Port Growth and scope for smaller start up,</li> </ul> |



|    |  |  |   |
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|    |  |  | enterprise space.   |
| 5. | <p><b>An Accessible and Connected Town Centre</b></p> <p>The town should build on its reputation for accessibility as part of its destination appeal in helping retain and attract investment.</p> | <p>Liverpool Lime Street is only 20 minutes away from Bootle Oriel Rd and Bootle Strand Stations. The motorway network can be reached within 15 minutes. Some 25 bus services start or finish or call at the bus station at the Strand. The majority of routes in the area serve the bus stops along Stanley Road.</p> <p>However an excellent parking experience is essential in helping retain and attract companies to locate to Bootle. A balance must therefore be struck between the needs of businesses as well as improving public transport infrastructure for communities and commuters.</p> | <p>Review Parking Strategy - investigate the opportunity for more flexible on-street waiting times along Stanley Road and proposals for long stay off-street parking for staff and visitors in the Commercial Quarter.</p> <p>Investigate support for the reintroduction of local traffic to the Retail Quarter (support may be limited though).</p> <p>Investigate opportunities to improve infrastructure links for cycling and pedestrian access. Improve the crossings on Balliol Road, to help drive student footfall down Stanley Road.</p> <p>A review of bus infrastructure in the town centre, inc. improvements to bus stop waiting environments.</p> |
| 6. | <p><b>A 'Whole' town centre approach.</b></p> <p>This would be targeted at key occupiers and investors.</p>  | <p>Key Stakeholders would come together to support the Bootle Action Plan, helping convert opportunities into options for investment, project delivery, possible partnering and establishing the Bootle brand over time.</p> <p>A Place based narrative is essential for Bootle to differentiate our ambition</p>  | <p>A stakeholder group acting strategically in supporting investment (including a Place Marketing Strategy), employment and town centre management initiatives is required.</p> <ul style="list-style-type: none"> <li>- Co-investment opportunities (Commercial and Retail Quarters)</li> <li>- Town Centre Management initiatives, support for events, markets, cleansing and environment</li> </ul>  |

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|  |  | from that of the City of Liverpool given its close proximity. | <ul style="list-style-type: none"><li>- Create a Place based narrative</li><li>- Destination marketing strategy</li><li>- A Wayfinding Strategy</li><li>- Transport Infrastructure &amp; Parking Demand Review</li></ul> |
|--|--|---|--|

**Table 2: Bootle Town Centre Investment Framework Action Plan**

| Theme/Project Title  | Fit with Priority Statement | Activity  | Milestone Tasks (Key tasks)   | Lead Organisation                   | Partners to engage/consult                        | Timescale<br>Short <2yrs<br>Medium 3 – 5yrs<br>Long 6yrs+ |
|--|-----------------------------|---|---|-------------------------------------|---|---|
| <b>Area: Commercial Quarter</b>  |                             |   |   |                                     |   |   |
| Bootle Town Hall Heritage Complex  | 2, 3                        | Complete feasibility & viability studies;<br>Soft market testing; | Develop business case for new investment & commercial opportunities   | Sefton Council                      | Councillors<br>Historic England<br>Private Sector | Short   |
|  |                             | Complete outline business case;                                   |   |                                     |   |   |
|  |                             | Preferred options report;<br>Preferred option agreed by Cabinet   |   | Sefton Council                      | Councillors<br>Historic England<br>Private Sector | Short   |
|  |                             | Secure developer, investor interest                               |   | Sefton Council                      | Private sector                                    | Medium  |
| Key Sites & Assets<br>Assembly & Development<br><br>Off street parking<br><br>Office re - purposing<br><br>(Links to whole | 2, 4, 5,6                   | Linacre House<br>Confirm DWP intention to vacate Linacre          | Promote Linacre House & Balliol House as a new investment opportunity | Telereal Trillium<br>Sefton Council | Councillors<br>Private sector                     | Short   |
|  |                             | Complete valuation appraisal                                      |   |                                     |   |   |
|  |                             | Complete business case for acquisition                            |   |                                     |   |   |
|  |                             | Soft market test interest in Balliol and Linacre House            |   |                                     |   |   |
|  |                             | Commit to an ongoing dialogue with current                        | Promote Trinity Road Carpark as a new                                 | Site owner<br>Sefton Council        | Private sector                                    | Short   |

|              |  |  |  |                               |               |
|--------------|--|--|--|-------------------------------|---------------|
| TC approach) | owner on options for investment  | investment opportunity   |  |                               |               |
|              | Liaise with landlords and Asset managers, on new investment potential  | <p>Future potential of assets mapped</p> <p>HMRC relocation: New St John's Hse, Triad and Litherland House</p> <p>Telereal: St Martins House<br/>Michael Ross: St Anne's House</p> <p>RPAM: Merton House</p> | Current owners and Asset managers                  | Private sector                | Short, Medium |
|              | <p>Assessment of current, future car parking provision</p> <p>Feasibility &amp; viability studies; soft market testing</p> | Off Street parking solutions   | Current owners<br>Asset managers<br>Sefton Council | Councillors<br>Private sector | Short         |

| <b>Area: Retail Quarter</b>                           |                                    |   |  |  |  |  |
|---|------------------------------------|---|--|--|--|--|
| <b>Project Title</b>                                  | <b>Fit with Priority Statement</b> | <b>Activity</b>   | <b>Milestone Tasks (Key tasks)</b>   | <b>Lead Organisation</b>                     | <b>Partners to engage/consult</b>  | <b>Timescale<br/>Short &lt;2yrs<br/>Medium 3 – 5yrs<br/>Long 6yrs+</b> |
| Coffee House Bridge                                   | 2                                  | Residential Feasibility & viability studies<br><br>Business case;<br><br>Preferred option agreed<br><br>Developer secured | Predevelopment necessary to secure new residential opportunity                           | Sefton Council<br>SAFE<br>Regeneration       | Councillors<br>Canals & Rivers Trust<br>Private sector<br>HCA<br>Housing Dev Co. | Short, Medium  |
|   | 1, 3, 4                            | <u>Canal Discovery Centre</u><br>Feasibility & viability studies<br><br>Business case and secure funding secured          | Predevelopment necessary to secure Canal Discovery Centre (Canoe hub and enterprise)     | SAFE<br>Regeneration<br>Canal & Rivers Trust | Community<br>Sefton Council  |  |
|   | 4                                  | <u>Little Merton</u><br>Feasibility and viability<br><br>Business case and secure funding secured                         | Predevelopment necessary to secure refurbishment of Little Merton, for Social Enterprise | SAFE<br>Regeneration                         | Community<br>Sefton Council  |  |
| Strand Shopping Centre and immediate canal waterfront | 1, 2, 3, 4, 5, 6                   | Agree Business Plan with Asset Manager and Property Management Service company<br><br>Maintenance and repair              | Agree Business Plan  |  | N/A  | Short  |

|                           |   |   |   |                |   |        |
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|                           |   | in accordance with agreed AMP   |   |                |   |        |
|                           |   | <u>Retail strategy</u><br>Feasibility and viability studies<br><br>Market testing<br><br>Business case<br><br>Potential JV partners and finance options<br><br><u>Canal Waterfront</u><br>Site assembly | Regeneration Approach (remodelling of the Asset). | Strand owners  | Councillors<br>Private sector                 | Medium |
| Residential Opportunities | 2 | Strand House: External cladding to reduce energy use  | Capital Improvements to Strand House              | OVH            | OVH<br>VIRIDIS<br>Sefton Council              | Short  |
|                           |   | HCA funded study to look at the potential for residential new build across Linacre Ward (Includes land next to Asda and Coffee House Bridge)  | Estate Regeneration Study                         | OVH            | Registered Providers<br>Sefton Council<br>HCA | Short  |
|                           |   | Future of Vine House determined   | Vine House sale                                   | Sefton Council |   | Short  |

| <b>Area: Whole Centre Approach</b>            |                                    |  |   |                          |  |  |
|---|------------------------------------|--|---|--------------------------|--|--|
| <b>Project Title</b>                          | <b>Fit with Priority Statement</b> | <b>Activity</b>  | <b>Milestone Tasks (Key tasks)</b>                                  | <b>Lead Organisation</b> | <b>Partners to engage/consult</b>              | <b>Timescale<br/>Short &lt;2yrs<br/>Medium 3 – 5yrs<br/>Long 6yrs+</b> |
| Develop a place marketing strategy for Bootle | 6                                  | Dialogue required in understanding ambition and what is driving investment decisions<br><br>Purpose & T of R   | Create a Place Board  | Sefton Council           | Councillors<br>Private sector                  | Short  |
|   | 6                                  | Place marketing  | Commission a 'Place marketing Strategy'<br><br>Marketing and Events | Sefton Council           | Councillors<br>Private sector                  | Short  |
|   | 6                                  | Produce an inventory of office stock   | Data on office stock mapped   | Sefton Council           | Councillors<br>Private sector                  | Short  |
| Access & Connectivity                         | 5,6                                | Commission a Parking Strategy to clarify demand from occupiers<br><br>Feasibility into options for additional off-street parking including M/S option<br><br>Whole centre approach parking strategy (inc. business friendly) | Complete Parking Strategy   | Sefton Council           | Councillors<br>Private sector<br>Mersey Travel | Short  |
|   | 5, 6                               | Commission Way finding strategy  | Way finding strategy  | Sefton Council           |  | Short  |

|                     |      |  |   |                |  |       |
|---------------------|------|--|---|----------------|--|-------|
|                     | 5, 6 | Review of opportunities to improve bus infrastructure waiting environments as well as cycling links/storage and pedestrian infrastructure access.<br><br>Consider options and SWOT for re-opening of Stanley Rd to through traffic & recommendations | Access Study Report   | Sefton Council | Councillors<br>Mersey travel<br>Community                          | Short |
| Wider Opportunities | 6    | Investigate opportunities for accommodation, food & drink, traffic & travel linked to potential EFC stadium  | Report on potential opportunities for Town Centre                             | Sefton Council | Councillors<br>Merseytravel<br>Liverpool CC<br>Developer /Investor | Short |
|                     |      | Investigate additional mechanisms for cleansing within the Town Centre   | Review and report on potential opportunities                                  | Sefton Council | Councillors<br>Private sector<br>Community                         |       |
|                     |      | Marsh Lane Area  | Track progress  | Sefton Council | Councillors<br>OVH<br>Police                                       |       |
|                     |      | Public Sector Reform   | Track progress of 'bases' and alignment with Action Plan                      | Sefton Council | Sefton Council   | Short |
|                     |      | Sefton Economic Assessment   | Align Framework Action Plan with the published Economic Assessment for Sefton | Sefton Council | Sefton Council   | Short |



## **Crosby Investment Strategy Action Plan**

### **Introduction**

In November 2015 Cabinet agreed to publish the Crosby Investment Strategy. To link in with the Bootle Town Centre Investment Framework and the Southport Development Framework documents an Action Plan for Crosby has been developed. The Action Plan will be monitored, reviewed and updated in consultation with the Cabinet Member for Skills and Regeneration.

In Table 1, a statement of 5 objectives has been developed, which will guide the Actions in Table 2. These objectives have been taken directly from the Crosby Investment Strategy document. The statement can be used to support future monitoring of agreed 'Actions' in this plan. Importantly the statement reflects the desired outcomes in the Sefton 2030 Vision.

### **Objectives**

1. To re-establish Crosby village centre as the heart of the community , whilst complementing other pockets of activity in neighbourhoods through Crosby
2. To have an attractive, clear and shared plan of action for Crosby village that the Council, community and investors can work together to achieve
3. To improve the fabric and appearance of the village centre through development, creating new futures for existing buildings and environmental improvements, particularly along Moor Lane
4. To enable the redevelopment of key sites to introduce new uses and occupiers, including national retailers, to increase footfall and activity within the centre that will support local independents
5. To deliver an accessible, well-connected and welcoming Village Centre

### **Sefton 2030 Vision 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. Activities, sociability and hosting
5. Image, culture and environment
6. Accessible and linked
7. Right for business
8. Digital, science & technology

Over 3,500 people took part in the Imagine Sefton 2030 Vision consultation and engagement process. There were a number of common messages that were repeated throughout the process. The key one for the Crosby Action Plan is:

- **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.

## **Enablers**

Crosby is located approximately 6 miles north-west of Liverpool centre. It generally enjoys a high profile in the region, partly due to the Antony Gormley art installation 'Another Place' on Crosby Beach.

The village centre is well connected to the motorway network via the M57/M58 Switch Island junction. Regular bus services connect the village to all the major centres locally, including Southport, Formby, Bootle and Liverpool.

Crosby is a relatively affluent area, predominantly residential in use with core clusters of local retail. It is well served by schools, both state and independent. Residential properties in the area tend to be owner occupied.

The combination of existing assets and stakeholders within the village forms the basis for future success, for example:

- A local community who feel ownership of the village centre
- Proximity to Liverpool City Centre
- A large, relatively affluent resident population
- Well educated local residents
- Excellent local transport links and connectivity to the national transport network

- Extensive Superfast Broadband and fibre coverage (97.8% and 73.3% ultrafast)

### **Cross Cutting Themes**

As the Action Plan is implemented the Council will aim to ensure that the following cross cutting themes are addressed;

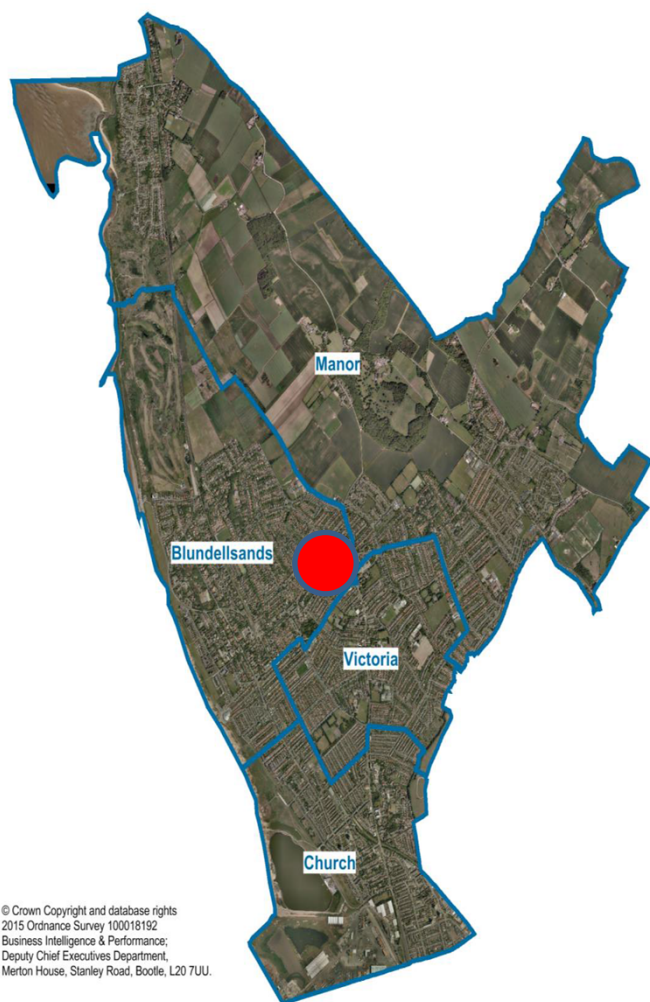
- Distinctiveness and Quality
- Well managed infrastructure
- The community, including local businesses, are at the heart of new investment
- Connectivity and access

### **Complimentary Strategies**

The Action Plan will be facilitated through;

- Developer Investment Strategies and business plans
- Sefton Council Asset and Investment Strategies
- Local Plan policies which seek to maintain the town as the focus for new retail development, and also to support a wider variety of town centre uses, that will enable the town to continue to serve its community and economic function
- transport investment involving a local pipeline of intervention
- the Crosby Town Centre Supplementary Planning Document (SPD)
- the public estate strategies in development (Council, CCG/NHS and Blue light) needing to consolidate and plan for modern services
- the Joint Strategic Needs Assessment relevant to joint working around hubs and co-location
- the Local Economic Assessment 2017

## Crosby Profile



### Population

- In 2013 the population within Crosby township was estimated to be 47,804 and made up 17% of the overall borough population.
- Crosby has higher proportions of working age (18 to 64) residents compared to the borough with older people being lower. Nearly a third (61%) of Crosby's population is of working age, while just less than one in five residents are children (0 to 17).
- The population density (the number of persons per hectare) within Crosby is higher than in Sefton as a whole.

### Deprivation

- Information taken from the Index of Multiple Deprivation 2015 tells us that there are 38 LSOA's\* across Sefton that fall into the 10% most deprived areas in England; this includes 2 LSOA's within Crosby Township, both of which are in Church.
- There are 7 LSOA's within Crosby that fall within the least affected 20% nationally; 2 in Blundellsands are in the 10% least deprived.

### Health

- According to the Census 2011, the percentage of residents who describe their health as either good or very good in Crosby is higher than the rest of the borough and the North West, with 80% (38,254) compared to 78% across Sefton as a whole and 79% across the North West.
- 21% (10,096) of Crosby residents state that their daily activities are limited in some way, this is lower than the rate in Sefton (23%), however it is higher than both the North West rate and nationally (20% and 18% respectively).
- 13% (6,282) of Crosby residents are providing unpaid care; this is similar to the Sefton rate. However it is higher than the rate in England and the North West (11% and 10% respectively).

\*There are 34,753 LSOAs nationally. These are geographic areas of similar population size that are used to collect a variety of comparable information. Deprivation is a measure of poverty that takes information on income, employment, health & disability, education, skills & training, barriers to housing & services, living environment and crime and combines them into a single measure of deprivation.

**Table 1: Statement of Priorities**

|   | <b>Crosby Objectives</b>  | <b>Explanation</b>  | <b>What is required - key interventions, enablers, commissioning priorities</b>  |
|---|---|---|--|
| 1 | <b>To re-establish Crosby village centre as the heart of the community, whilst complementing other pockets of activity in local neighbourhoods.</b>   | There is an expectation for easily accessible services such as retail, banks and food & beverage.<br>A varied centre offer is critical in the choices people make on where to do their shopping, spend their leisure time or locate their business. | Initiatives that will improve the destination offer of the village centre.<br>Bring forward new investment linked to the sites owned by Sefton and the private sector that will help broaden the village centre offer.<br>Strengthen links between the village and other destinations e.g. Waterloo and 'Another Place'. |
| 2 | <b>To have an attractive, clear and shared plan of action for Crosby village that the Council, community and investors can work together to achieve</b>   | Communicating information relating to the village centre in an appropriate and timely manner is recognised as important.  | The development of links with a range of existing and potential stakeholders to help convert opportunities into reality.<br><br>A communications strategy for the village centre.  |
| 3 | <b>To improve the fabric and appearance of the village centre through development, creating new futures for existing buildings and environmental improvements particularly along Moor Lane</b>              | Actions that will lead to Improvements to the village centre environment will help create a sense of place and longer dwell time.   | Town centre management activity including cleansing, events and promotion.<br>An access study to look at traffic management, parking, public transport and pedestrian and cycle links.   |
| 4 | <b>To enable the redevelopment of key sites to introduce new uses and occupiers, including national retailers, to increase footfall and activity within the centre that will support local independents</b> | An opportunity exists to explore investment linked to the sites owned by Sefton and the private sector within the village, with the aim of broadening the destination offer.  | On-going dialogue with site owners and potential investors.<br>Commitment for Sefton to be proactive in development of own sites.  |

|   |  |   |  |
|---|--|---|--|
| 5 | <b>To deliver an accessible, well-connected and welcoming Village Centre</b> | The Strategy and Action Plan provide a series of opportunities that could improve access and connectivity in the Village Centre. Public realm improvements, marketing and events could all make the Village feel welcoming, feel like a place that people want to be. | Complete village centre 106 environmental works. Complete the Access Study, as detailed above. Develop Town Centre management activity, as detailed above. |
|---|--|---|--|

**Table 2: Crosby Investment Strategy Action Plan**

| <b>Site 1 – Moor Lane North</b> |  |   |   |                                      |  |  |
|---------------------------------|--|---|---|--------------------------------------|--|--|
| <b>Theme/<br/>Project Title</b> | <b>Fit with<br/>Priority<br/>Statement</b> | <b>Key Action</b>   | <b>Activity</b>   | <b>Lead<br/>Organisation</b>         | <b>Partners to<br/>engage/consult</b>                    | <b>Target Date<br/>Short &lt;2yrs<br/>Medium 3 – 5yrs<br/>Long 6yrs+</b> |
| Connectivity<br>and access      | 5  | Assessment of current and future car parking provision  | Crosby Access Study - See activity in whole centre approach | Sefton Council                       | Councillors<br>Private sector<br>Officers<br>Public      | Short  |
|                                 |  | Investigate potential for multi-storey carpark  | Crosby Access Study - See activity in whole centre approach | Sefton Council<br>Developer/Investor | Councillors<br>Private sector<br>Officers                | Short  |
|                                 |  | Potential improvements for pedestrian and cycle access through site and in and out of the village | Crosby Access Study - See activity in whole centre approach | Developer/Investor<br>Sefton Council | Officers<br>Councillors<br>Private sector<br>Public      | Short  |
| Retail<br>redevelopment         | 4  | Glenn Buildings redevelopment   | Liaison with St Modwen                                      | St Modwen                            | St Modwen<br>Officers<br>Councillors<br>Local Businesses | Medium   |
|                                 |  | Investment potential in Telegraph House site  | Liaison with St Modwen and other private sector partners    | St Modwen                            | St Modwen<br>Officers<br>Councillors<br>Local businesses | Medium   |

| <b>Site 2 - Islington</b>           |  |   |   |  |  |  |
|-------------------------------------|--|---|---|--|--|--|
| <b>Theme/<br/>Project Title</b>     | <b>Fit with<br/>Priority<br/>Statement</b> | <b>Key Action</b>   | <b>Activity</b>   | <b>Lead<br/>Organisation</b>             | <b>Partners to<br/>engage/consult</b>                              | <b>Target Date<br/>Short &lt;2yrs<br/>Medium 3 – 5yrs<br/>Long 6yrs+</b> |
| Former Crown Buildings site         | 4  | Potential redevelopment opportunity   | Liaison with site owner/agent                               | Developer/<br>Investor                   | Councillors<br>Private sector                                      | Long   |
| New development on existing carpark | 4  | Potential redevelopment opportunity   | Costed scheme feasibility and market testing                | Developer/<br>Investor<br>Sefton Council | Councillors<br>Private sector                                      | Long   |
|                                     |  |   | Develop relationship with potential JV partners             |  |  |  |
|                                     |  |   | Research investment finance options                         |  |  |  |
| Connectivity and Access             | 5  | Assessment of current and future car parking provision  | Crosby Access Study - See activity in whole centre approach | Sefton Council                           | Councillors<br>Private sector<br>Officers<br>Community             | Short  |
|                                     |  | Potential improvements for pedestrian and cycle access through site and in and out of the village | Crosby Access Study - See activity in whole centre approach | Sefton Council                           | Officers<br>Councillors<br>Businesses<br>Community                 | Short  |
|                                     |  | Look at potential for bus layover and bus stops   | Crosby Access Study - See activity in whole centre approach | Merseytravel<br>Sefton Council           | Officers<br>Councillors<br>Merseytravel<br>Businesses<br>Community | Short  |



| <b>Site 3 - Moor Lane South</b> |  |   |   |                              |  |  |
|---------------------------------|--|---|---|------------------------------|--|--|
| <b>Theme/<br/>Project Title</b> | <b>Fit with<br/>Priority<br/>Statement</b> | <b>Key Action</b>   | <b>Activity</b>   | <b>Lead<br/>Organisation</b> | <b>Partners to<br/>engage/consult</b>                  | <b>Target Date<br/>Short &lt;2yrs<br/>Medium 3 – 5yrs<br/>Long 6yrs+</b> |
| Retail unit refurbishment       | 4  |   | Liaison with site owner/agent                               | St Modwen                    | Businesses<br>Councillors<br>Community                 | Short  |
| Access and Connectivity         | 5  | Assessment of current and future car parking provision  | Crosby Access Study - See activity in whole centre approach | Sefton Council               | Councillors<br>Private sector<br>Officers<br>Community | Short  |
|                                 |  | Potential improvements for pedestrian and cycle access through site and in and out of the village | Crosby Access Study - See activity in whole centre approach | Sefton Council               | Officers<br>Councillors<br>Businesses<br>Community     | Short  |
|                                 |  | Look at improvements to servicing for existing and new businesses                                 | Crosby Access Study - See activity in whole centre approach | Sefton Council               | Officers<br>Businesses                                 | Short  |

| <b>Accessible, Well-Connected and Welcoming Centre</b> |                                    |  |  |                              |  |  |
|--|------------------------------------|--|--|------------------------------|--|--|
| <b>Project Title</b>                                   | <b>Fit with Priority Statement</b> | <b>Key Action</b>  | <b>Activity</b>  | <b>Lead Organisation</b>     | <b>Partners to engage/consult</b>  | <b>Target Date<br/>Short &lt;2yrs<br/>Medium 3 – 5yrs<br/>Long 6yrs+</b> |
| Access Study   | 5                                  | Produce transport and access study for the Village Centre              | To look at public transport, traffic movement, parking and pedestrian and cyclist access | Sefton Council               | Officers<br>Councillors<br>Merseytravel<br>Businesses<br>Community       | Short  |
| Public realm and external environment                  | 3                                  | Ongoing Liaison with Stakeholders                                      | Complete 106 works in Village centre   | Sefton Council               | Officers<br>Councillors  | Short  |
|  |                                    |  | Crosby In Bloom  | VCF Sector                   | VCF Sector<br>Sefton Council   | Short  |
|  | 3                                  | Investigate additional mechanisms for cleansing within the Town Centre | Review and report on potential opportunities   | Sefton Council               | Councillors<br>Developers<br>Investors<br>Community                      | Short  |
| Increase diversity in the village centre               | 2, 3, 4                            | Potential redevelopment opportunity in existing vacant units           | Liaise with owners/agents for vacant units, both ground floor and above                  | Sefton Council               | Officers<br>Councillors<br>Public sector<br>Private sector<br>VCF Sector | Medium   |
|  |                                    |  | Look at planning use options for units   |                              |  |  |
| Visitor Promotion                                      | 1, 3                               | Events   | Christmas Lights Switch on   | VCF Sector                   | Local businesses<br>VCF Sector   | Short  |
|  |                                    |  | Crosby Community Market  | Sefton Community Markets Ltd | Private sector<br>Sefton   | Short  |

|                            |       |   |   |                |  |       |
|----------------------------|-------|---|---|----------------|--|-------|
| Public Sector Reform       | 1     | Track progress of 'bases'   | Alignment of bases and provision with Action Plan | Sefton Council |  | Short |
| Sefton Economic Assessment | 1,2,5 | Align Framework Action Plan with the published Economic Assessment for Sefton |   | Sefton Council |  | Short |

## Southport Development Framework Action Plan

### Introduction

In October 2016 Cabinet agreed to publish the Southport Development Framework. It was agreed at the Overview and Scrutiny (Regeneration) Committee to develop an 'Action Plan'. As with other Town Centre Action Plans will be monitored, reviewed and updated in consultation with the Cabinet Member for Regeneration and Skills. In Table 1, a statement of priorities has been developed, which will guide the Actions in Table 2.

The statement can be used to support future monitoring of agreed 'Actions' in this plan. Importantly the statement reflects the desired outcomes in the Sefton 2030 Vision.

### Priorities

1. A classic seaside town that is more contemporary and dynamic, merging the old and the new
2. Developing a Southport offer to meet the needs of today's multigenerational family leisure market
3. Recognising the town's heritage and it's heart Lord Street the 'jewel in the crown'
4. Clarity as to how the town works, ties together and is accessible for visitors
5. Develop an environment for existing and new businesses such as creative, digital and social media businesses can flourish
6. A holistic and integrated approach to the management of the town centre to create a quality experience for visitors, the local community and businesses

### Sefton 2030 Vision 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

Over 3,500 people took part in the Imagine Sefton 2030 Vision consultation and engagement process. There were a number of common messages that were repeated throughout the process. The key one for the Southport Action Plan is:

- **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.

## Enablers

Southport has a strong combination of existing assets and stakeholders from which to enable future success and is well placed to aspire towards the ambitions set out in the Development Framework and the outcomes of the Sefton 2030 Vision. For example:

- A wealth of (business and leisure) visitor attractions including Southport Pier, Kings Gardens, Pleasureland, Splashworld, The Atkinson Southport Theatre and convention Centre
- An established events programme including the Southport Airshow and Southport Flowershow
- Excellent local transport links and connectivity to the national transport network
- A unique blend of historical architecture and public spaces
- Home to England's 'golf coast' and a gateway to Sefton's natural coast
- A large resident population with a town centre that also serves wider Sefton and West Lancashire

## Cross Cutting Themes

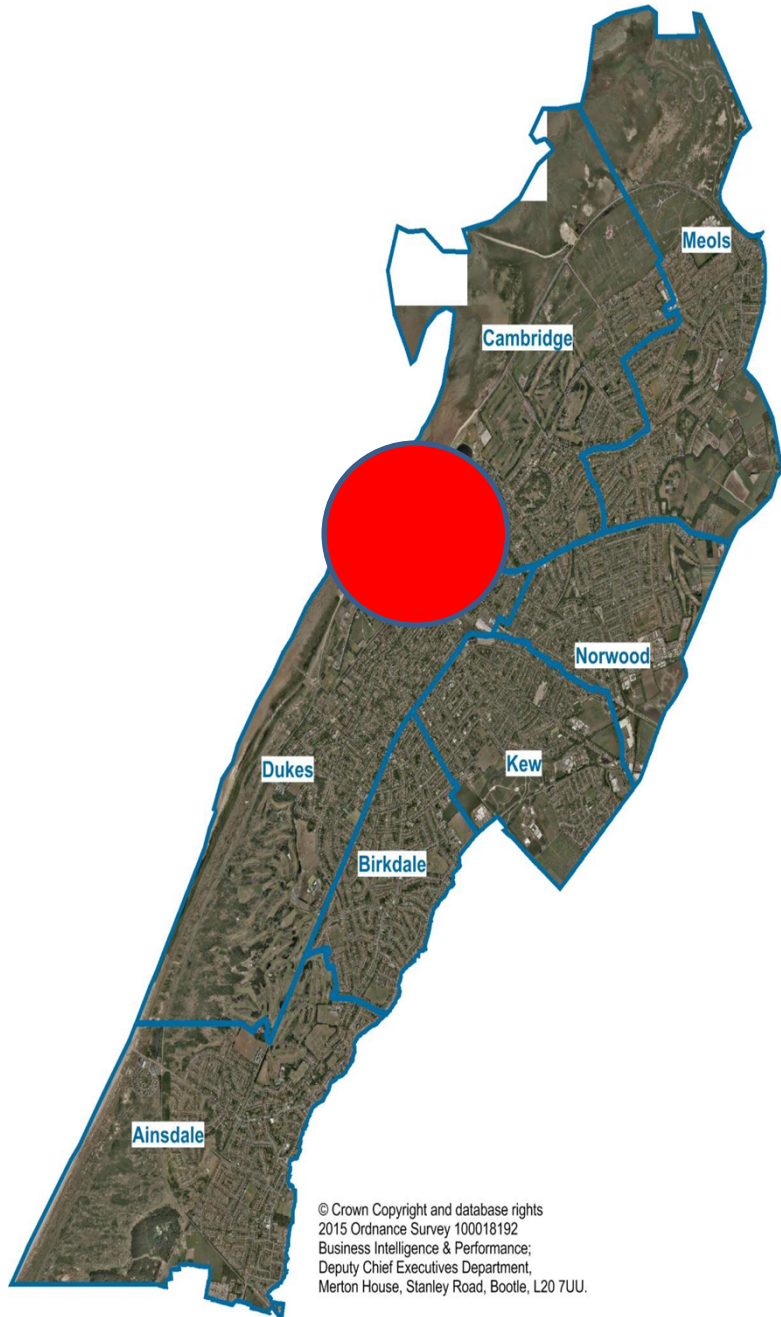
As the Action Plan is implemented the Council will aim to ensure that the following cross cutting themes are addressed;

- Distinctiveness and Quality
- Infrastructure is well managed
- Our Community is at the heart of new investment

### **Complimentary Strategies**

The Action Plan will be facilitated through;

- Developer Investment strategies and business plans
- Sefton Council Asset and Investment Strategies
- Local Plan policies
- Transport investment initiatives
- The public estate strategies in development needing to consolidate and plan for modern services
- The Local Economic Assessment 2017



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 2015 Ordnance Survey 100018192  
 Business Intelligence & Performance;  
 Deputy Chief Executives Department,  
 Merton House, Stanley Road, Bootle, L20 7UU.

## Southport Profile

### Population

- In 2013 the population in Southport was estimated to be 90,734 and makes up 33% of the overall borough population of Sefton.
- Southport has a slightly lower proportions of children (0 to 17) and working age (18 to 64) residents compared to the borough. Over half (57%) of the population are of working age, while approximately one in five residents being children.
- The population density (the number of persons per hectare) within the township, 20.4, is higher than the Sefton rate, 17.9.

### Deprivation

- The Southport Township is made up of 61 \*LSOA's. Information taken from the Index of Multiple Deprivation 2015 tells us that 4 are in the 10% most deprived in England. They are located in Cambridge, Dukes and Norwood.
- In comparison 3 LSOAs are in the least deprived 10% across the country.

### Health

- 23% (20,748) of the township's residents state that their daily activities are limited in some way; slightly higher than the Sefton rate (22%)
- Nine of the 61 LSOAs in Southport are within the top 20% areas with residents deemed to have bad or very bad health, with 15 being in the top 20% for limited daily activities
- 10 of the Southport LSOAs are within the bottom 10% for areas with residents providing unpaid care; however, there are nine in the top 10%.

\*There are 34,753 LSOAs nationally. These are geographic areas of similar population size that are used to collect a variety of comparable information. Deprivation is a measure of poverty that takes information on income, employment, health & disability, education, skills & training, barriers to housing & services, living environment and crime and combines them into a single measure of deprivation.

**Table 1: Statement of Priorities**

|    | <b>Southport Statement of Priorities</b>   | <b>Explanation</b>   | <b>What is required: (Key interventions, Enablers, Commissioning Priorities)</b>  |
|----|--|--|---|
| 1. | <b>A classic seaside town that is more contemporary and dynamic, merging the old and the new.</b>        | If Southport is to become a contemporary resort set apart from other coastal destinations it must develop an offer that delivers a distinctive, enticing high quality experience. This ambition must be communicated to a much wider market to increase visitor numbers and particularly staying visitors. The foundation for this will be the town's current key strengths and attractions. | <p>Diversify and raise the quality of the leisure, cultural and natural offer in the town, building on a strong long established asset base. Highlighting existing key events and attractions and augmenting them with a range of new and distinctive experiences.</p> <p>Ensure a high quality food and beverage offer is available and raise its profile. The offer will be comprised of cafes, bars and restaurants, to meet the needs of visitors (day, staying or business tourists) as well as serving the local community.</p> <p>Increase the provision of superior and high quality accommodation for staying visitors covering all aspects of the market from hotels, B&amp;Bs and self-catering to meet the needs of the leisure and business visitor.</p> <p>Increasing visitor numbers (staying leisure and business conferences) and reaching out to new or less established market segments such as visitors to the natural coast.</p> <p>Development of a combination of key gateway sites or strategic locations within the town. To create a mix of provision that will support future economic growth.</p> |
| 2. | <b>Developing a Southport offer to meet the needs of today's multigenerational family leisure market</b> | Reshape and diversify the leisure offer to meet the changing needs of the multigenerational family leisure market, indoor and outdoor activities, offering high quality thrilling experiences to complement the existing more genteel offer (Park, Pier, beach etc.)   | <p>Repurposing and redevelopment of the beachfront as a 21<sup>st</sup> century leisure destination.</p> <p>Introduce a wider range of attractions and facilities to strengthen and enhance the current offer, driving up quality to create a critical mass of family focussed leisure and recreational attractions.</p>  |



|    |  |  |   |
|----|--|--|---|
|    |  |  | <p>Further develop and grow the Golf, Cultural and Green tourism offer in the town.</p> <p>Support the development of more independent and niche retail and other opportunities to increase footfall and dwell time within the heart of the town.</p>   |
| 3. | <b>Recognising the town's heritage and it's heart Lord Street the 'jewel in the crown'</b> | <p>Southport has extensive historical built environment comprising of striking buildings of significant architectural interest which add to the ambience and appeal of the town.</p> <p>Lord Street boulevard is Southport's unique selling point; it sets it apart from other towns and is the most recognisable feature for the visitor.</p> | <p>Enhancing the character, quality and attractiveness of key areas.</p> <p>Lord Street as the focus of the town centre with canopies and verandas that reflect the standards required for this historic area.</p> <p>Preserve and breathe new life into historic buildings and spaces (sensitive to conservation area designation).</p> <p>Protecting key Town Centre views.</p>   |
| 4. | <b>Clarity as to how the town works, ties together and is accessible for visitors</b>      | <p>Visitors must be clear as to where they are in the town and how quickly and easily they can access different zones and key attractions</p>  | <p>Investigate opportunities to strengthen the key gateways to Southport.</p> <p>Linking assets and attractions to create a series of interconnected places around the town.</p> <p>Developing zones within the town each with its own distinctive offer which come together to form the core destination offer.</p> <p>Improving access and signage for pedestrians, cyclists, public transport passengers and road users.</p> |
| 5. | <b>Develop an environment for new creative, digital</b>                                    | <p>For Southport to grow and prosper the wider economy needs to grow not just the visitor</p>  | <p>Work with partners to encourage opportunities for existing business to further develop, diversify and grow.</p>  |

|    |  |   |   |
|----|--|---|---|
|    | <b>and social media businesses and existing businesses can flourish</b>  | economy. The town is home to a large number of professional and service companies. These businesses need to grow and new sectors established if future employment opportunities are to be created for local people.   | Investigate opportunities support to support new business in recognised growth sectors as digital and creative industries.<br><br>Work Southport College and other FE and HE providers to explore start up and pop up opportunities for young people.   |
| 6. | <b>A holistic and integrated approach to the management of the town centre to create a quality experience for visitors, the local community and businesses</b> | Non-direct development activity but undertakings and actions that add value to the 'welcome' and visitor experience such as events, signage, the movement of people and vehicles.<br><br>Southport becoming somewhere more people want to live, work, visit and spend time. | Key Stakeholders would come together to support <ul style="list-style-type: none"> <li>• Town Centre Management initiatives</li> <li>• Enhanced events programme</li> <li>• Cleansing and environmental initiatives</li> <li>• Enhanced Wayfinding and Signage</li> <li>• Car Parking Review</li> </ul> Opportunities to improve infrastructure links for cycling and pedestrian access to. Help to drive footfall around the town. |

**Table 2: Southport Development Framework Action Plan**

| <b>Theme/Project Title</b>   | <b>Fit with Priority Statement</b> | <b>Activity</b>   | <b>Milestone Tasks</b><br>(Key tasks that need to be carried out to implement actions)   | <b>Lead Organisation</b>                                | <b>Partners to consult / engage</b> | <b>Timescale</b><br>Short <2yrs<br>Medium 3-5yrs<br>Long 6yrs+ |
|--|------------------------------------|---|--|---|-------------------------------------|--|
| <b>Beachfront &amp; Promenade</b>  |                                    |   |  |   |                                     |  |
| Expansion of the successful events programme to attract a new and different market segment to the town                       | 1,2,6                              | Grow Food & Drink, Air show & Fireworks events  | Review & Evaluate current programme  | Sefton Council BID                                      | LCR                                 | Medium   |
| Development of the Marine Park and Fairways sites (with Southport Golf Links), including provision of a theme/amusement park | 1,2,4                              | Produce a roadmap for the development of the Marine Park and Fairways sites (with Southport Golf Links) | Pleasureland Options resolution<br>Developers Engagement Plan<br>Market Testing<br>Finance & Business Model Testing<br>Procurement Strategy Approach Agreed<br>Work with Developers<br>Road map prepared for key sites | Sefton Council<br>Pleasureland Developers<br>Landowners | LCR<br>Councillors                  | Short/<br>Medium   |

|   |         |  |   |  |   |  |
|---|---------|--|---|--|---|--|
| Southport Beach   | 1,2     | Develop a Beach Management Plan for the Southport resorts zone that supports Southport's aspirations and complements the wider coastline   | Subject to Coast Plan.<br>Gain agreement to prepare BMP & secure funding/resources  | SCLP<br>Sefton Council                               | SCLP<br>Environment Agency<br>Councillors | Subject to Coast Plan timetable.<br>Short/<br>Medium |
| Natural and green tourism offer                         | 1,2,4   | Develop the natural and green tourism offer within the town including the low season offer   | Subject to Coast Plan.<br>Gain agreement to prepare Green Tourism Strategy<br><br>Source appropriate funding & resources                                  | Sefton Council<br>SCLP                               | SCLP<br>Councillors                       | Medium   |
| High quality family and business tourism accommodation. | 1,2,4   | Explore opportunities to increase the provision of high quality family and business tourism accommodation.<br>Encouraging a wide range of provision including four-star hotels, boutique B&B's and 'glamping'. | Developers Engagement Plan<br><br>Market Testing<br><br>B&B/HMO policy established inc. Selective Licencing<br><br>Work with Hotel Operators & Developers | Sefton Council<br>BID<br>Hotel Investors & Operators | STBN<br>Councillors                       | Medium/Long  |
| Southport Pier  | 1,2,4   | Pier Refurbishment & Enhancement Programme   | Funding Bid to BIG Lottery<br><br>Sustainability Programme developed  | Sefton Council                                       | SCLP<br>Pier Trust<br>Historic England    | Short  |
| Business Conferencing – Floral Hall                     | 1,2,4,6 | Enhance the current Business Conferencing offer including marketing, venues and support  | STCC Review<br>Creation of Conference Bureau<br><br>Prepare 'Delegate News'   | Sefton Council<br>STBN                               | Operators<br>Developers                   | Short  |

| <b>Theme/Project Title</b>  | <b>Fit with Priority Statement</b> | <b>Activity</b>   | <b>Milestone Tasks</b><br>(Key tasks that need to be carried out to implement actions)  | <b>Lead Organisation</b>  | <b>Partners to consult / engage</b>                            | <b>Timescale</b><br>Short <2yrs<br>Medium 3-5yrs<br>Long 6yrs+ |
|---|------------------------------------|---|---|---|--|--|
| <b>Town centre</b>  |                                    |   |   |   |  |  |
| Lord Street's historic canopies   | 1,3,6                              | Develop a management solution for Lord Street's historic canopies   | Increase awareness of technical guidelines for building owners<br><br>Enforcement Programme developed<br><br>Canopy Management approach developed | Sefton Council<br>BID   | Civic Society<br>Historic England<br>Businesses<br>Councillors | Short<br><br>Short<br><br>Short                                |
| Lord Street – Usage of upper floors   | 1,3,6                              | Investigate opportunities to reduce constraints and encourage use of the upper floors of buildings e.g. residential and office uses | Review Upper Floor Usage<br><br>Analyse options   | Sefton Council  |  | Medium/Long  |
| Exploring opportunities to increase the number of people living within the town | 1,3,6                              | Exploring opportunities to increase the number of people living within the town   | Review of residential options<br><br>Identification of potential sites  | Sefton Council<br>Developers<br>Registered Providers              |  | Medium/Long  |
| Southport's Conservation Areas  | 1,3,6                              | Complete the review of Southport's Conservation Area Appraisals   | Undertake Conservation Area Appraisals  | Sefton Council<br>Civic Society<br>Heritage England<br>Businesses |  | Short  |

|  |           |   |   |                       |   |       |
|--|-----------|---|---|-----------------------|---|-------|
|  |           | Secure funding to support the costs of conservation work  | Prepare & submit THI bid  | Councillors BID       |   | Short |
| Grand Public realm project for Lord Street | 1,2,3,4,6 | Develop a grand public realm project for Lord Street that is capable of delivering a quality open retail and leisure environment for visitors and residents | Engagement Plan<br>Market Testing<br>Finance & Business Model Testing<br>Procurement Strategy Approach Agreed | Sefton Council        | Civic Society<br>Historic England<br>Councillors<br>Community | Long  |
| Retail Strategy                            | 1,2,3,6   | Prepare a retail strategy   | Review of current Retail Offer<br>Produce Investment Prospectus   | Retail Specialist BID | Sefton Council<br>Businesses                                  | Short |
| Lighting Programme                         | 3,6       | Programme developed for key buildings & locations   | Design a scheme<br>Secure funding   | BID                   |   | Short |

| <b>Theme/Project Title</b>                      | <b>Fit with Priority Statement</b> | <b>Activity</b>  | <b>Milestone Tasks</b><br>(Key tasks that need to be carried out to implement actions)   | <b>Lead Organisation</b>   | <b>Partners to consult / engage</b> | <b>Timescale</b><br>Short <2yrs<br>Medium 3-5yrs<br>Long 6yrs+ |
|---|------------------------------------|--|--|--|-------------------------------------|--|
| <b>Town Centre Management &amp; Initiatives</b> |                                    |  |  |  |                                     |  |
| Access and Connectivity                         | 1,4                                | Improve car parking and signage clarity to ensure visitors are directed to the areas of Southport they wish to access without difficulty | Gain agreement to prepare Car Parking & Movement Strategy<br><br>Work with operators and developers  | Sefton Council<br>Merseytravel<br>Operators & Developers                       | BID<br>Councillors<br>Community     | Short  |
| Events destination – to attract new visitors    | 1,2,3,6                            | Develop major new events which will bring new visitors to the town.  | Develop nationally significant events<br><br>Work with LCR partners to level to create regional events<br><br>Consolidate BID events programme | Sefton Council<br>BID  | LCRLEP<br>STBN                      | Medium   |
| Improve on Southport's 'Food and Drink' offer   | 1,2,6                              | Grow quality Food & Beverage offer<br><br>Promote the unique bar and restaurant offer in the town  | Work with Food and Beverage Developers & Operators<br><br>Developers<br><br>Prepare Eating Out Guide 2017                                      | Southport Restaurateurs Assoc.<br><br>Food and Beverage Developers & Operators | STBN                                | Short/<br>Medium   |

|   |           |  |   |   |                             |        |
|---|-----------|--|---|---|-----------------------------|--------|
| Revitalise Southport Market.            | 1,2,3,5,6 | A place that has the flexibility to introduce opportunities for a number of uses relating to food, drink, entertainment and shopping that are attractive and thriving to a wide demographic in Southport.<br><br>Improvements to the outdoor space of the market will ensure that the market and activities associated with the market can expand into this space. |   | Sefton Council                                  |                             |        |
| Develop and promote the creative sector | 1,5,6     | Develop and promote the creative sector.<br><br>Enhance the digital infrastructure.  | Enterprise Hub, Fab Lab and/or pop-up shops<br><br>Digital infrastructure   | Southport College<br>Local Business<br><br>BDUK |                             | Medium |
| Marketing Initiatives                   | 1,2,6     | Develop new and complementary marketing campaigns supported by a suite tools and initiatives.  | Visitor Guide 2017<br><br>Brand Review<br><br>STBN Programme<br><br>Website rebuild<br><br>Independent's Loyalty Campaign | BID<br>STBN<br>Sefton Council                   |                             | Short  |
| Street Trading Programme                | 6         | Street Trading Enforcement in Key locations  | Street Trading Enforcement in Key locations   | BID/Sefton Council                              |                             | Short  |
| Streetscene                             | 6         | Investigate additional mechanisms for cleansing  | Review and report on potential opportunities  | Sefton Council<br>BID                           | Sefton Council<br>Developer | Short  |



|                   |   |   |  |                       |                  |       |
|-------------------|---|---|--|-----------------------|------------------|-------|
|                   |   | within the Town Centre                                      |  | Community             | /Investor<br>BID |       |
| Dressing the town | 6 | Summer Planting Programme<br>Open Golf dressing             | Summer Planting – Key locations            | BID<br>Sefton Council |                  | Short |
| Vacant Shops      | 6 | Explore options to address vacant shops in key retail areas | Window Vinyl campaign<br>Retail Prospectus | BID                   |                  | Short |

| <b>Theme/Project Title</b>                                      | <b>Fit with Priority Statement</b> | <b>Activity</b>   | <b>Milestone Tasks</b><br>(Key tasks that need to be carried out to implement actions)                          | <b>Lead Organisation</b>                 | <b>Partners to consult / engage</b> | <b>Timescale</b><br>Short <2yrs<br>Medium 3-5yrs<br>Long 6yrs+ |
|---|------------------------------------|---|---|--|-------------------------------------|--|
| <b>Wider Initiatives</b>  |                                    |   |   |  |                                     |  |
| Opportunities for business, further and higher education growth | 5                                  | Understand potential opportunities for business, further and higher education growth and opportunities for digital and creative industries                                | Invest Sefton provision<br>Sefton@Work provision<br>Southport Business Park site investigations & commissioning | Colleges<br>Sefton Council               | LCR                                 | Short/Medium   |
| Local Authority Liaison   | 4                                  | Road - West Lancs DC<br>Train - Arriva/Merseytravel   |   | WLDC<br>LCR CA<br>Merseytravel<br>Arriva |                                     |  |
| Tidal Lagoon  | 1, 5                               | Track progress of Swansea Pathfinder Tidal Lagoon/<br>produce Update Reports<br><br>LCR & BIAS Liaison<br><br>Desk Top Feasibility Study inc. grant funding opportunities |   | Sefton Council                           |                                     |  |
| The Open Legacy Programme                                       | 1, 5                               | Build on the profile and opportunities created by hosting The Open  |   | Sefton Council<br>STBN<br>BID            |                                     | Short/<br>Medium   |
| Sefton Economic Assessment                                      | 1,2,5                              | Align Framework Action Plan with the published Economic Assessment for Sefton   |   | Sefton Council                           |                                     | Short  |

|                      |   |                           |   |                |  |       |
|----------------------|---|---------------------------|---|----------------|--|-------|
| Public Sector Reform | 6 | Track progress of 'bases' | Alignment of bases and provision with Action Plan | Sefton Council |  | Short |
|----------------------|---|---------------------------|---|----------------|--|-------|