

Cabinet Report		
Councillor	Committee	Date
Ian Maher	Cabinet Member Regeneration	17 December 2009

Regional Strategy 2010

The Regional Development Agency and 4NW have been preparing an integrated Regional Strategy - RS2010 - and propose to publish its first draft for an 8 week consultation exercise from January 2010. It will be based around 4 key strands: Low Carbon/Climate Change Agenda; Creating Right Conditions for Future Growth; Providing the Right Housing and Infrastructure for Sustainable Growth; and Tackling Poverty and Realising the Potential of the Region's People.

Tesco Lanstar

The new store was finally opened at the end of November following a very successful programme of recruitment by Sefton@Work of staff from the local community.

Seftonplusbusiness event

A successful event was held at Aintree Racecourse Conference Centre on 17th November for businesses affected by the recession. Over 120 small and medium size enterprises booked in to see 40 expert advisors, with additional seminars and a special meeting of Sefton Economic Forum.

Business engagement policy

The Sefton Borough Partnership is consulting its members on an engagement and consultation policy for businesses. This takes the existing policy aimed at residents and applies it to the particular needs, barriers and opportunities affecting consultation with the business community.

Promoting Parents

A team of five is in place to deliver the Child Poverty Innovation Pilot. It has already engaged 11 families in the programme, where a Family Coach will help them develop objectives for every family member. One of 11 pilots in a national programme funded by DCSF, it is the only one led by a regeneration team. This is reflected in the pioneering development of a "Promoting Parents" kitemark to sell family-friendly policies to employers, and the intensive support for families to re-enter the world of work while dealing with multiple barriers such as housing, health and skills.

Rural Economy Strategy for Merseyside

Phase 1 of the Merseyside Rural Economy Strategy and Action Plan is complete, and was presented at an event on 3rd December. Phase 2 is the production of a detailed Integrated Action Plan, incorporating the Merseyside programme of the Rural Development Plan for England. Sefton is participating because the Plan will be funded using ERDF in the Operational Programme and presents significant opportunities for additional economic development activities in the borough.