

Together a stronger community

Vision

In 2030, Sefton residents look out for each other. We focus on our similarities and the strength that comes from diversity, but never on our differences.

We have proactive and supportive communities, aided by a vibrant voluntary, community and faith sector, where everyone has the opportunity to live an independent and active life. We know our neighbours, have high levels of trust in our community and we help each other out in any way we can.

Our communities are strong, knowledgeable and informed.

Pledges

- Work with partners to unlock the borough's collective resources for the benefit of all
- Support strong, equal partnership working between public, private and voluntary sectors and the communities they serve
- Work together to encourage the community to be involved in shaping the delivery of services in local neighbourhoods
- Work together to explore innovative ways of working to enable community capacity to grow and strengthen
- Work together to strengthen community voices
- Work together to encourage people to make their homes and communities safe and more energy efficient
- Target information and encourage participation in initiatives and activities within the local community

Outcomes

- People are influencing decisions which affect them and communities work together and with partners to deliver effective change
- Stronger community leadership
- People are taking responsibility for their own health and well-being
- People feel safe and supported and are free from discrimination and harm
- People understand and exercise their safeguarding responsibilities
- Communities and individuals are benefitting from many volunteering opportunities and schemes
- People are not socially isolated
- People are well informed
- People rely less on public sector services

A borough for everyone

Vision

In 2030, Sefton is a borough that has everything we need to live, learn and age well.

From the moment we are born we are part of the community, with parent and baby groups & outstanding nurseries and schools.

Quality apprenticeships, vocational training and university access mean we can follow our dream career path.

We live happy, healthy lives in Sefton. The borough is accessible for everyone and positive approaches are in place for those living with mental health issues and disabilities.

When it comes to enjoying our free time and living socially, there clubs and groups for everyone.

Pledges

- Work together to understand, develop and celebrate local communities
- Work together to develop clear commissioning policies that promote and encourage health and well being
- Work together to ensure everyone has positive learning experiences
- Work together to promote and encourage independence
- Work together to influence national government to get the best possible results for Sefton

Outcomes

- People enjoy being part of energetic local communities with their own unique identities and sense of pride
- People are prepared for change
- People have aspirations and achieve their ambitions through education, training and lifelong-learning
- People are accessing education and training opportunities
- People are accessing to an integrated, efficient and sustainable health and social care system

Living, working and having Fun

Vision

In 2030, Sefton is the perfect place to enjoy your life.

With a variety of jobs and professions, Sefton has fantastic opportunities for everyone, from full time workers to part time workers. While a range of housing, including affordable and luxury, has made the borough one of the most desirable places to live in the country.

Our children and young people enjoy access to some fantastic schools, colleges and universities, meaning they can go on to fulfil their dreams and follow their chosen career paths.

We enjoy shopping on Sefton's vibrant high streets and being social at one of the many bars and restaurants, plus a wide variety of sports facilities, clubs and events help inspire residents to keep active and enjoy sport.

We are borough that offers it all with many people moving to the area and students returning to lay down their roots following graduation.

Pledges

- Work together to actively promote Sefton and its assets to make Sefton the place to live, work and play
- Work with businesses and investors to develop the job market
- Work together to ensure housing choice across all types and tenures across the Borough
- Work together to explore new solutions with our communities to make a positive difference to people's lives and the environment

Outcomes

- Sefton is the most attractive place to live in the City Region
- People are employed in a diverse job market
- People have access housing choices
- Businesses provide a range of work based learning provision
- People have a positive work, life balance enjoying a lively social, cultural, sport and leisure offer
- The community plays a key role in the regeneration of their area

A Clean, Green, Beautiful Borough

| Vision | Pledges | Outcomes |
|---|--|--|
| <p>In 2030, Sefton is internationally recognised for its outstanding natural beauty and commitment to sustainability.</p> <p>We are a borough celebrated for its fantastic coast line and respected green spaces. Together, we work hard to preserve our assets, such as the marina, woodlands, parks and canals and ensure that all future generations can enjoy them.</p> <p>Through eco-friendly and green solutions, we have set the bar in sustainability. Everybody works together to keep Sefton clean and green, with a commitment to recycling, low pollution and better air quality</p> | <ul style="list-style-type: none">■ Work together to promote the borough■ Develop a Masterplan for the borough■ Work together to encourage all groups who want to improve the environment■ Work together to demonstrate commitment to heritage in the built environment■ Work together to demonstrate commitment to the natural environment■ Work together to prevent and reduce all types of pollution | <ul style="list-style-type: none">■ People value and enjoy our exciting heritage and natural environment and want to protect it and enhance it for future generations■ Sefton is a respected environmental knowledge hub■ People work together to keep Sefton clean and green relying less on public sector services■ People and businesses are environmentally aware |

Visit, Explore and Enjoy

Vision

In 2030, Sefton has something to offer residents and visitors of all ages.

We enjoy activities on our beaches and floral greenspaces, while the rush of adrenaline at Southport Air Show brings visitors from far and wide. Sefton is home to a number of great events and festivals, while international sporting events return year after year.

Known for its cultural scene, Sefton has something for everyone.

Pledges

- Work together to actively promote Sefton and its assets to make Sefton the place to stage events and visit
- Work with businesses and investors to make our high streets thrive
- Work with our partners across the City Region to actively promote Sefton

Outcomes

- People visit Sefton from far and wide to enjoy the culture, festivals and sporting events
- People are accessing improved information enabling easy access to cultural, leisure and social opportunities
- People spend and shop local

On the Move

Vision

In 2030, Sefton is easy to move around and well linked with the wider city region and beyond.

Night buses, better train links and affordability mean that public transport is safe and available to everyone

We can also enjoy the use of the many bicycle and walking friendly routes, meaning we can keep active.

Investment into the borough's public transport system and road networks have helped reduce congestion and have made it even easier for residents and visitors to reach homes, businesses and attractions.

Pledges

- Enable infrastructure improvements to support changing connectivity needs
- Work together to encourage greater use of public transport and development of community schemes
- Work together to promote active travel
- Work together to improve access to the coast and green spaces

Outcomes

- Communities and businesses enjoy improved links with the City Region and beyond
- People are accessing safe, quick, inclusive and reliable transport and travel
- People are keeping active
- Communities and businesses benefit from reduced congestion

Open for Business

Vision

In 2030, Sefton is home to businesses of all sizes, from international organisations and small start-ups to social enterprises and community organisations.

We are a borough with a global outlook, exporting many of our services and goods via the port.

Sefton is also a leading coastal tourist destination, with businesses flourishing thanks to our strong visitor economy. While strong support for SME's and Start-ups, coupled with the creative use of commercial space, has resulted in vibrant high streets.

With strong public sector partnerships, an entrepreneurial culture and a strong work force, Sefton is the perfect home for any business and we are flourishing.

Pledges

- Work together to create the conditions for economic growth, giving Sefton a competitive edge to attract investment
- Work with the business and education sectors to help ensure residents are in the best position possible to gain employment.
- Work together to promote and develop new employment and training opportunities, such as apprenticeships
- Work with businesses promote high quality of life offer to employees
- Support local businesses

Outcomes

- Sefton is one of the most successful local economies in the City Region
- Sefton is home to market leading businesses and sustainable and competitive industry clusters
- Sefton is known for its entrepreneurial and enterprise culture
- Businesses can choose from a range of affordable, modern workspaces
- Communities benefit from integrated educational, learning and skills development links with business
- Local people are recruited by local employers

Ready for the Future

Vision

In 2030, Sefton is at the forefront of technology and research

Investment in technology means that the borough is covered by comprehensive free Wi-Fi and strong, fast connection speeds.

By embracing change, we are ready to seize any opportunity and Sefton is now known across the world as a centre for advancement and research

We are well connected to the rest of the world and we are always looking to the future.

Sefton is a borough connected by people, supported by technology.

Pledges

- Work together to secure investment in Sefton
- Work together to create the conditions for and harness the benefits of a thriving local economy
- Work together so Sefton becomes a digital borough and improve access to digital technology
- Work together to promote digital inclusion

Outcomes

- Communities and businesses benefit from increased business investment in the Borough
- Communities benefit from job growth in key locations and sectors
- Communities and businesses benefit from improved transport, green, and digital infrastructure
- Communities and businesses benefit from new digital technologies that keep people informed and connected