

Report to:	Overview and Scrutiny Committee (Regeneration and Skills)	Date of Meeting:	Tuesday 13 March 2018
Subject:	Sefton Economic Strategy Framework		
Report of:	Executive Director	Wards Affected:	(All Wards);
Portfolio:	Cabinet Member Regeneration & Skills (Overview & Scrutiny)		
Is this a Key Decision:	Yes	Included in Forward Plan:	Yes
Exempt / Confidential Report:	No		

Summary:

To update on the progress made developing the Sefton Economic Strategy Framework including the consultation process

Recommendation(s):

(1) That the report is noted.

Reasons for the Recommendation(s):

To keep members updated on progress with the Sefton Economic Strategy Framework; the consultation process and timeframe for completion

None

Alternative Options Considered and Rejected: (including any Risk Implications)

None

What will it cost and how will it be financed?

(A) Revenue Costs

£70,000 revenue was approved to fund the development of both the Economic Assessment and Strategy Framework for Sefton. Following invitation to tender process the work was awarded to Regeneris Consulting.

(B) Capital Costs

N/a

Implications of the Proposals:

Resource Implications (Financial, IT, Staffing and Assets): Consultation co-ordination activities will be undertaken by existing staff within existing budgets
Legal Implications:
Equality Implications: None

Contribution to the Council's Core Purpose:

Protect the most vulnerable: Inclusive growth is the core objective of the strategy framework to set a direction for action so that the impacts of economic growth reach many more of Sefton's residents including the most vulnerable
Facilitate confident and resilient communities: Inclusive Growth is the core objective of the strategy framework including a focus on 'People' to better connect economic opportunity to the lived experience of residents; Investing in education, skills and employability is also one of 7 key objectives
Commission, broker and provide core services: Reconfiguring public services and community led delivery and generating new sources of finance to support growth are two of the 7 key objectives for the strategy
Place – leadership and influencer: Repositioning and reprofiling Sefton is one of the 7 key objectives for the strategy
Drivers of change and reform: Reconfiguring public services and community led delivery and generating new sources of finance to support growth are two of the 7 key objectives for the strategy
Facilitate sustainable economic prosperity: Delivering new development and infrastructure, Creating and growing local, private and social enterprise and securing new inward investment are three of the 7 key objectives for the strategy
Greater income for social investment: Creating and growing local, private and social enterprise is one of the 7 key objectives for the strategy

Cleaner Greener

Under Delivering new development and infrastructure reference is made to the mitigation of any adverse environmental impacts as a result of economic regeneration growth; the strategy also focuses on attracting new cleaner greener investment for Digital, particularly the roll-out of ultrafast broadband.

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Head of Corporate Resources (FD.5060/18) and Head of Regulation and Compliance (LD.4344/18) have been consulted and any comments have been incorporated into the report.

(B) External Consultations

Businesses

Developers

Investors

Professional Intermediaries & Networks e.g. Chambers of Commerce; Federation of Small Businesses; Professional Sefton

Other Liverpool City Region Local Authorities/Chief Executives

Combined Authority

Liverpool City Region Local Enterprise Partnership & Sector Boards

Liverpool City Region Employment & Skills Board

Prime Contractors & Supply Chains

Members of Sefton Leadership Collaborative, including Further Education, CCGs,

Sefton Council for Voluntary Services

The ten Parishes

Organisations with insight into residents of Working Age especially Jobseekers, People on Low Incomes, and Equality Groups

Transport Providers/Commissioners

Any other relevant groups/organisations

Internal consultees:

Elected Members

All members of SLB & Programme Board

Yammer (Sefton Council)

Sefton Business Friendly Group

Implementation Date for the Decision

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

Contact Officer:	Mike Mullin
Telephone Number:	Tel: 0151 934 3442
Email Address:	mike.mullin@sefton.gov.uk

Appendices:

There are no appendices to this report

Background Papers:

There are no background papers available for inspection.

1.0 Introduction/Background

1.1 The Economic Assessment and Strategy are essential documents that help set out the baseline assessment of the local Sefton Economy and the ambition that is required in order for Sefton to articulate the economic growth goals sought.

1.2 Cabinet Member has received regular updates from the Executive Director and former Heads of Investment and Employment, Regeneration & Housing and more recently by Service Manger-Business Support & Investment on the progress being made to bring forward substantial drafts, specifically:

- Authorisation was first sought in September 2016;
- Consultants Regeneris were appointed on the 10th October 2016;
- The Assessment substantively approved by Cabinet Member, March 2017;
- Agreement to prepare the Strategy was authorised at the same meeting in March 2017.
- The consultation mandate was granted by the Cabinet Member - Regeneration & Skills following briefings on 10th August 2017 and 19th October 2017
- The draft strategy was presented to Public Engagement & Consultation Panel on 17th November 2017

1.3 In the absence of a Head of Service the work has continued to date led by the Executive Director and culminating in the presentation of the draft Sefton Economic Strategy Framework.

1.4 The timetable below sets out the next steps:

Task	Deadline
Complete revised final draft	w/e 2 Feb
Approval for release for consultation	W/e 9 Feb
Flag up on Forward Plan	W/E 9 Feb
Consultation	
Members briefing	TBC
e-consult set up with documents & questionnaire	w/e 2 Mar
Easy to read format produced	w/e 2 Mar
Upload documents to websites	w/e 2 Mar
Local Media notified	w/e 2 Mar
Electronic mail out to 3,000 + contacts	w/e 2 Mar
Refer to Engagement panel schedule for stakeholders	

Hard copies to Sefton libraries	w/e 2 Mar
Monitoring of responses/Follow up	ONGOING to 27 April
Upload link to Yammer	w/e 24 Feb
Business Roundtable	w/e 30 Mar
Focus groups via S@W/Strand by Me & People First	w/e 30 Mar
Consultation Ends	27 April
PURDAH	26 Mar-10 May
Analysis Starts	1 May
Analysis Ends	31 May
Liaison with Regeneris for final version	31 May
Evaluation and You said we did	31 May
Cabinet Member briefing	1 June
Report to Public Engagement & Consultation panel	TBC
Report published on Mod Gov	21 June
Report to Cabinet	TBC

2.0 Consultation

- 2.1 The draft strategy was presented to the Public Engagement and Consultation Panel on 17 November and received comments on the proposed consultation process which have since been incorporated into a revised plan of action.
- 2.2 The purpose of the consultation is to seek views on the draft framework of the new Sefton Economic Strategy Framework. Subjects in scope for the consultation are business growth, enterprise, investment, innovation, job creation, physical regeneration, the coast, town centres, Infrastructure, skills, employability and the social economy.
- 2.3 The Strategy is a non-statutory policy document of the Council. It provides a rationale for the Council's Growth Programme, one of the Four Pillars of Framework For Change, agreed by Council in January 2017.
- 2.4 This is a high-level policy-based consultation. It is asking consultees to react to a series of "building blocks" that make up the proposed Strategy, and to comment on their purpose, effectiveness and ambition. There is no consultation on service delivery in this project, therefore individual service users will not be consulted.
- 2.5 Pre-consultation has been undertaken by seeking feedback on the findings of the Economic Assessment (May 2017). This is a factual statement prepared by consultants Regeneris to set out a single version of the truth and to pave the way for a new Economic Strategy.
- 2.6 As a result of this analysis the key themes were identified as:
- Creating more higher quality and better paid local jobs
 - More people in work and in more productive jobs
 - Strengthening the skills base to deliver economic growth and benefit communities

- Improve the digital infrastructure and extend its benefits
 - Improve transport infrastructure for growth and sustainability
 - Tackle health and well-being challenges experienced by some of Sefton's communities
 - Make more of Sefton as a place to live, visit and invest in.
- 2.7 The consultation will focus attention specifically on the over-arching objective of ensuring the whole community participates in and benefits from growth, the three Objectives for Inclusive Growth, and the seven Priority Areas for action towards Inclusive Growth.
- 2.8 The methods chosen are appropriate to the audience and the level of consultation:
- High influence consultees – full suite of documentation made available via email, expectation that consultees will consult internally/with members through their networks, allow for informed and in-depth responses, expectation responses will be made public unless otherwise indicated
 - Low influence consultees – Focus groups; also universal invitation to participate through web and other media, refer to the consultation questionnaire form;

Specific tools of engagement:

- Online –Focus groups for job seekers via Sefton@Work , Strand by me and People First; web pages containing an invitation to consult, the Sefton Economic Assessment, the consultation document containing the draft Framework, and links to eConsult questionnaire
 - Cascade Briefing – mass mail out of links to Online pages to stakeholders identified above, using existing networks & mailing lists e.g Sefton Economic Forum, plus membership organisations such as InvestSefton's electronic business mailing list (c.3000) Sefton CVS; Chambers of Commerce; Federation of Small Businesses ; Business Focus group
 - Personalised Invitations – to High influence consultees.
- 2.9 At the time of preparing this report a final draft is being completed for consultation purposes. All elected Members will be asked to comment on the final draft strategy via a questionnaire on e-consult.