

CABINET MEMBER UPDATE REPORT

Overview and Scrutiny Committee (Regeneration and Skills) - 18 September 2018

Councillor	Portfolio	Period of Report
Marion Atkinson	Cabinet Member Regeneration and Skills	September 2018

Tourism Update

Business Tourism

- In the first quarter of the 2018-19 financial year, three conferences were confirmed worth around £1m to the local economy. These events will bring approx. 1900 bed nights to Sefton.
- In terms of conferences that have taken place since April, incorporating the 1st quarter and part way through the 2nd quarter we have hosted 10 events in total. These events brought £4.48m into the local economy and generated around 9,715 bed nights
- We confirmed attendance at the TUC main conference in Manchester in order to hopefully generate more enquiries. A review of exhibition attendance is underway to make best use of resources.

Destination Marketing

- Summer advertising campaign ran July and August. It was a mix of radio (Heart) and digital (Google/Facebook) activity.
- Design work commenced on 2019 Southport Visitor Guide. Design styling approved and first draft of copy received.
- Marketing Southport current membership stands at 115.
- Six journalist (print and blogger) visits were hosted in July / August, the first few reviews from these visits have now appeared – generally very positive about their experience of Sefton.
- Familiarisation trip hosted for Marketing Liverpool staff to ensure an up to date understanding of the Sefton offer.
- Travel Trade (coach operators and group travel organisers (GTO's)) PR over the last quarter included coverage of coach host award from Rotary Club and Southport 'Pick'n' Mix' product.
- Travel Trade familiarisation trip planned for September. Ten coach operators/GTO's will attend with journalist from one of the trade magazines.

- Golf figures show a 52% increase on accommodation booked via England's Golf Coast for their directly sold packages.
- Planning for autumn advertising campaign nearing completion, again a mix of radio and digital.

Events

Southport Air Show

- This year's Air Show took place in July due to the tidal patterns in September not being suitable.
- The Friday Night Flying Event was successful with visitor numbers doubling from the previous year. The Red Arrows made an appearance on the Friday along with air displays featuring LED lights and pyro's as part of the displays with a grand finale firework display.
- The World Cup clashed with the Saturday having a slight impact on attendance numbers but the Sunday had good attendance.
- Dates for the 2019 event will be announced in the next few weeks.

British Musical Firework Championship

- The event will be the same format as previous years with 2 displays on the Friday and Sunday and 3 displays on the Saturday.
- Tickets sales are going well and are up on last year – the seated area has been increased this year due to its popularity and tickets have sold out for the Saturday.

Other Events

- Advice and support is continuing to be given to other event organisers such as the Crosby and Waterloo Food Festival. The last event had to be postponed due to adverse weather conditions.

Tourism Operations

Southport Market

- Current national and local trading conditions continue to impact on the market trading performance.
- There continues to be interest for short term licences, and potential pop up experiences. This is following on from dedicated advertising aimed at new start-ups on digital platforms, local press and industry PR.
- To attract greater footfall targeted digital marketing campaigns are continuing.

Outdoor Markets

- The Outdoor Markets continue to grow, the Tuesday market in Southport and Friday Market in Formby are particularly strong, with a high demand for pitches.
- We also have visiting markets (Modern Markets) booked in throughout the season.

Seafront

- Southport Pier Phase one is now complete, the new kiosk has been fitted out to a very high standard, and is a welcome asset to this iconic visitor attraction. Vast sections of steelwork under the Pier have been painted and treated securing the Pier's future for years to come.
- Following contractor appointment phase two work will start on site by 1st October 2018 and will be completed by 21st December, 2018 ready for the Pier Concessionaire to fit-out the new food and drink retail kiosk and improvements to the end pavilion.
- **24 Hour Yacht Race** starts on Friday 7th September with over 70 teams taking up the challenge, this will result in a large contingent of onlookers, Sefton have supported this event by delivering skips to the three clubs involved to aid in the recovery of litter from the event while ensuring The Marine Lake is of a standard to hold such a race.

Visitor Economy

- The 2017 Sefton visitor economy figures have been released;
 - Visitor Numbers - 9.1m - 4.2% increase
 - Staying visitors - 755,000 - 4.6% increase
 - Economic Impact - £555m - 7% increase
 - Total Employment - 6,755 - 4.8% increase
- These figures are published by the STEAM (Scarborough Tourism Economic Activity) model, which is used throughout the UK tourism industry to measure economic impact of the visitor economy, and International Passenger Survey.

Employment and Skills Programme

Sefton@work

ESF funding extension.

Reports have been prepared for the September Cabinet meeting to ensure that a process is agreed for the timely acceptance of extensions for European Social Fund. Sefton@work attracts European grant to sustain its services to workless residents through these means and an extension will allow the continuation of delivery through to end March 2020.

Employer Engagement

Sefton continues to engage with employers to capture vacancies to be targeted at workless people and to develop pre-recruitment arrangements that can enable clients seeking assistance to apply on a level playing field with the wider labour market. Recent activity on this reporting period has included:

- Pre-recruitment training and open days in collaboration with security companies for local people seeking to gain appropriate accreditation for work in this sector. This has included guaranteed job interviews for those who complete the programme.

- Ongoing partnership working with new local Food Manufacturing and processing company producing sushi and other snacks for large retailers. Training in this instance has been undertaken directly by the company. Sefton@work has provided premises for interviews and testing and has delivered a number of information sessions and interview preparation to interested clients, enabling the company to be presented with shortlists of prepared applicants. These jobs have proven very popular as the terms and conditions are attractive for this sector.
- Peel Ports Ltd has recently appointed a new third-party labour supply company. During the tenure of the last contractor, opportunities to work as Port operatives and other ancillary occupations connected with the Dock were difficult to access for our workless clients, or through Jobcentre plus. Fortunately, however, the new supplier has a long-standing relationship with local agencies and they have already entered into negotiations with Sefton@work about how they can collaborate during future recruitment rounds to encourage more local residents to apply.
- Pre-recruitment activity sessions have also been developed in partnership with Santander to be delivered throughout September.
- A recruitment scheme is ongoing for Docklands Logistics. This company provides essential services at the Freeport in terms of the monitoring of vehicles entering and leaving the port estate from the road network. They also transport cargo through their own vessels across the Eire. They have recruited through Sefton@work since their inception. The company has taken on more contracts and now needs new staff for additional stevedoring and Gatehouse roles. Cabinet Member for Regen and skills visited the company last year during her tour of employers hosting our ILM opportunities.
- Large scale recruitments have been undertaken with Flip Out, the Trampoline activity centre opening shortly. The company has commenced training with their new recruits in advance of their opening date and Sefton@work maintain relationships with the company for a potential second wave of local recruitment.

ILM Programme - paid employment contracts with local SME companies

There have been limited new starts during this reporting period whilst awaiting confirmation of ESF extension funding has been outstanding. However, some activity for people from vulnerable groups has been ongoing including the creation of a new ILM in a third sector special needs housing provider, which was able to offer a start to a resident of the L30's Million project. Members will recall from previous reports that more than 130 Sefton residents have benefited from ILMs so far using European Social Fund.

Summer Activity for School Leavers

Every Friday Afternoon over summer Sefton@work and Career Connect has undertaken marketing activity around The Strand shopping centre to attract promote the services for younger people and engage with them in an informal way about their next steps. This year, the aims has been to also promote Sefton@work's personalised budgets to ease the financial burden of starting College or training and also encouraging young people to consider apprenticeships. This is part of Sefton's commitment to the Liverpool City Region Apprenticeship Growth Action Plan.

Aspiring Instructors 2018

A Graduation afternoon was held in July to celebrate the achievement of the participants. This was the fifth iteration of a very successful collaboration between Active Sefton and Sefton@work. This is an innovative and intensive intervention conducted over 16 weeks aiming to give unemployed residents a high quality, vocational pathway into the leisure, sports and fitness industries. Discussions have since been held, led by Cabinet Member for Regen and Skills, to consider options for securing the delivery of this vocational route way into future years.

Social Value - Targeted Recruitment for Sefton's new Domiciliary Care Providers

Early dialogue between the Investment and Employment team and Social Care commissioners during the procurement exercise to secure new contractors to deliver these contracts has resulted in ongoing intervention and recruitment support to enable more local residents to enter employment with the incoming providers. Introductions to the new providers were made via Commissioners and dialogue with Sefton@work has resulted in a number of mitigations to the employment practices of the suppliers which have improved the quality of the terms and conditions being offered in terms of hours, arrangements for clearance vetting, uniforms, travel times etc. Sefton @work have held information sessions across Sefton offered in conjunction with the contractors which have improved take-up and interest in a sector which frequently faces recruitment problems. Sefton@work has agreed to maintain regular contact with the suppliers to help them keep to their employment & training commitments throughout the contracting period. This exercise is an example of good practice in securing Social Value in allowing the Council to deliver maximum local economic impact with its own expenditure on essential services.

Sefton Adult Community Learning Service

- Progress on Devolution of Adult Education Budget

Consultation process has begun with the Combined Authority as the Adult Education Budget is to be devolved as part of the agreement with national government to the Liverpool City Region. The current delivery year 18/19 has been considered a transitional period with limited change but from 19/20 delivery will be much more flexible according to local priorities. The commissioning of the Adult Education budget undertaken through devolution will be driven by the 5 year LCR Skills Strategy. Annual Skills Investment Statements will be developed and agreed through the LCR Employment and Skills Board to provide insight into annual planning and commissioning. It is essential that Sefton ensures it is fully engaged with these processes in order to ensure we have access to a level of funding for adult learning that will enable us to continue to achieve our ambitions.

- SACL Delivery Summary

This year has proven to be a most successful one for our adult community learning service. At end of the delivery year in July 2018, the contractual target for the number of learners have been met and the anticipated level of delivery of qualifications has been exceeded.

The service has enrolled 2100 learners, with 2990 enrolments, (as certain learners choose to undertake more than one course). 94.1% of all learners were retained to complete their chosen course and 98.6% of these were able to be claimed as an achievement, where learners completed their agreed outcomes and qualifications. Over recent years there has been a concerted effort to re-focus the service on meeting the introductory skills needs of unemployed residents to help them access the world of work. This has been successful this year, as more than 39.8% of learners were unemployed.

The achievement rate for unemployed learners was also particularly positive, with 92.2% of these achieving their learning outcomes.

- SACL Awards Ceremony

SACL hosted an awards evening at the end of the summer term which was well attended by learners and staff. The event was attended by Cabinet Member Regen and Skill and it proved to be a successful tribute to the efforts and achievements of all the learners.

- Development of Curriculum offer and building improvements

The service has this year expanded its curriculum offer in a number of new directions, taking on responsibility for an allotment to deliver horticulture courses and also delivering preparation for retail at premises in The Strand in Bootle. Travel arrangements have been put in place to transport learners to these new facilities from the Cambridge Road site. Ongoing collaborations with Sefton@work and Jobcentreplus have meant that work preparation sessions have been delivered that have focused on the rollout of Universal Credit and Digital recruitment practices. Learning facilities at the building at Cambridge road have been upgraded with the provision of new kitchens and it is expected that a workshop for the delivery of woodwork/metalcraft will be available in the forthcoming academic year.

Information, Advice and Guidance (IAG) for young NEET residents

The contract with Career Connect Ltd for the provision of IAG to NEET young people has been extended through to end March 2019. In the intervening time, arrangements will be put in place for the re-procurement of a new service which will incorporate elements of outcomes based commissioning and will look to extend the scope of the current offer to younger people aged from 14 who are deemed to be at risk of becoming NEET. This is in keeping with the Council's wider drive towards early intervention and prevention and is also in line with its commitment to providing improved careers guidance for our younger residents to help them prepare for adulthood.

InvestSefton update

Sefton Growth Hub/ERDF Business Growth Programme

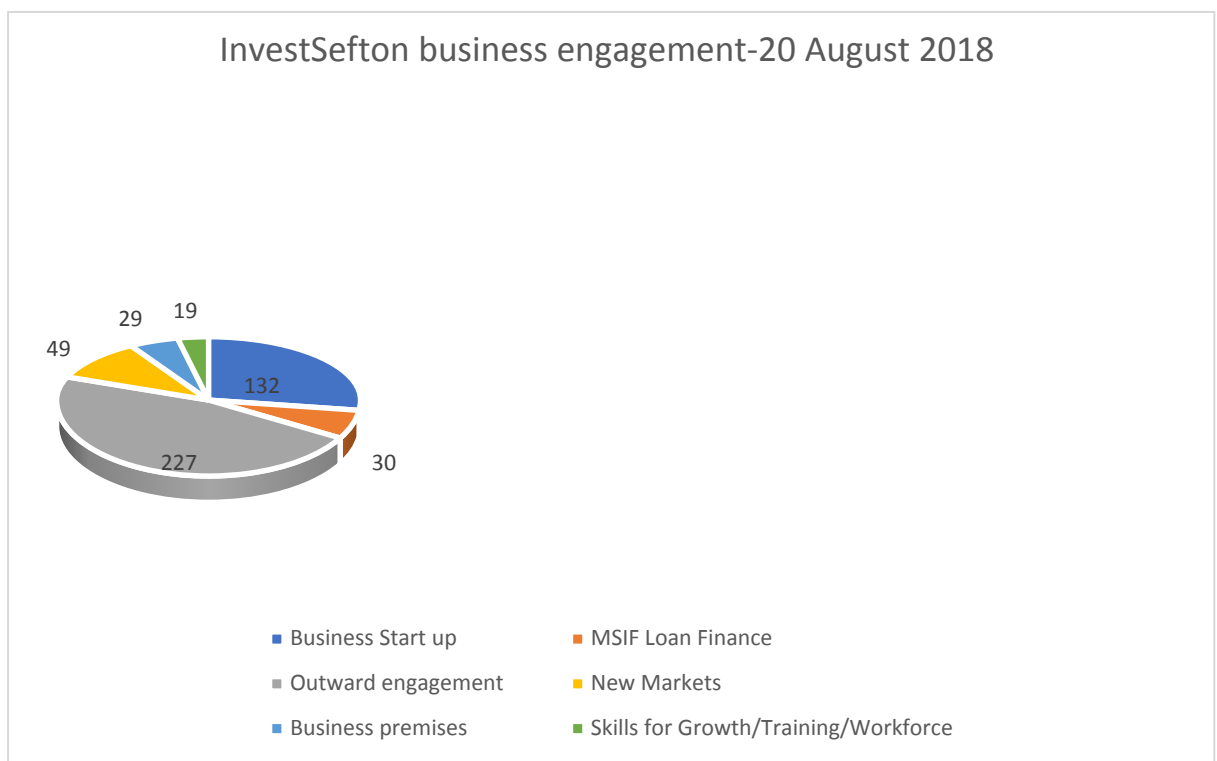
InvestSefton is one of the Liverpool City Region growth hubs working alongside the Local Enterprise Partnership, other local authorities, Chambers of Commerce and The Women's Organisation. This is part of current UK Government funded activities delivered locally by Local Enterprise Partnerships. In Sefton this activity has been merged with the ERDF Business Growth Programme to help provide a more cohesive service to businesses. InvestSefton has been awarded a further 12 month contract until 31 March 2019 to deliver.

The Ministry of Housing, Communities and Local Government has given in-principle approval to extend two ERDF projects of which Sefton Council is a partner. Subject to meeting final conditions both the aforementioned Business Growth Programme and Place Marketing for Investment will be extended until 31 December 2021. Place Marketing for Investment covers Liverpool City Region overseas promotion to attract new investment and forms a key part of InvestSefton's inward investment activities described later in this report. InvestSefton is also the strategic lead for both ERDF programmes.

As at 20 August 2018 InvestSefton has engaged with 1,949 businesses, carried out 1,624 diagnostics and brokered 1,919 businesses into other areas of support.

Business enquiries through Sefton Growth Hub continue to rise with the same mix of firms from a range of industry sectors seeking advice, guidance and more intensive support. Key trends emerging include diagnostic and managed referral support from the team in areas such as sales and marketing, including diversification, access to finance, business start-up, intellectual property, selling goods to and access to council services such as procurement and planning. More recently the introduction of the General Data Protection Regulation Act has caused some businesses to seek advice and the response to this is covered under 'Outward Engagement'.

Business enquiries by type are illustrated below:



Site visits-27 July 2018

Cabinet Member Regeneration and Skills visited two Southport based businesses supported by InvestSefton:

Morgan Hope Industries-An owner-managed business that manufactures supplies and installs lighting and electronic energy control systems which reduce energy consumption. The Company has a strong social ethos, and has participated in a UK prison manufacturing scheme for years, giving offenders the opportunity to learn a skill and earn money. They were assisted by InvestSefton in three ways, 1) tendering for public sector contracts, 2) engaging facilities managers and low carbon officers in Liverpool City Region Councils, and 3) using LCR Council planning portals to identify commercial developments, for targeted marketing purposes.

Immersive Interactive Limited - Company was established in October who was initially developing Interactive floors. In 2011 they were approached by a special needs school in Essex. The school had a pupil who refused to get a haircut at his local barbers, as he had a total phobia. A barbers shop was simulated in the school and in a very short time provided a solution to the problem. From that small beginning a company was formed, the directors have innovated and developed the products they market today. In December 2015 Enterprise Ventures (Part of NW Fund) made a further loan/equity advance to the Company taking a 22.5% shareholding. They offer futuristic interactive learning spaces in schools in both mainstream and special needs education, together with simulation training for the emergency services. The system can be used to simulate a burning building for fire rescue training, long lost locations such as roman amphitheatres for schools projects or to combat phobias such as the dentist in a controlled, gradual manner. Support provided - grant application paperwork submitted for appraisal/approval.

Business Clinics

InvestSefton have organised business clinics in the Atkinson, Southport every Tuesday from 10am-1pm. The clinics are for anyone thinking of starting or growing their business covering a range of topics such as accessing finance, sales, business ideas, sales and marketing. InvestSefton's Advisers will be joined by a range of Business Mentors offering their services for free.

Outward engagement

InvestSefton responds to spikes in demand by organising business workshops for groups of businesses. The events form a key part of delivery as it allows InvestSefton to reach a wider number of businesses on key topics relevant to their needs. These have recently included:

- **A Taste of Business-20th June** -Rent a Space, Dunnings Bridge Road; held in conjunction with the Enterprise Hub and Rent a Space; Promotional flyer below:

WE INVITE SEFTON RESIDENTS TO ...

A TASTE OF BUSINESS

rent a space

HAVE YOU EVER THOUGHT OF STARTING A BUSINESS?

Join us for the 3 p's of business (pizza, prosecco and peroni) to:

- FIND OUT MORE ABOUT SELF-EMPLOYMENT
- HEAR FROM LOCAL BUSINESS-OWNERS
- ENJOY A BEHIND THE SCENES TOUR OF THE ENTREPRENEURS BASED AT RENT A SPACE

Free event! book via Eventbrite, or contact us on 0151 706 8113 / enterprisehub@thewo.org.uk

**20TH JUNE, 6 - 7:30PM @ RENT A SPACE
9 DUNNINGS BRIDGE RD, LIVERPOOL L30 6UU**

European Union European Regional Development Fund

investsefton

Enterprise Hub

- Kevin Murphy, owner of Switch island based 'Rent a Space' opened the storage and business facility out of hours to welcome budding local entrepreneurs.

The evening offered talks from businesses who were between 7 weeks and 3 years into their business journey to give those attending an idea of what to expect from going self-employed. **More than 50 guests** were also treated to a tour of the facility to see the variety of local enterprise housed there, from a Gym to fashion design studio and the 'Scouse Bird' shop. Cabinet Member for Regen and Skills attended the tour.

- **Sefton Economic Forum-8th June** - The forum provided an eclectic mix of updates, business growth opportunities and business leadership through the principles of football management. Chaired by Kevin Murphy (Rent a Space) the panel comprised:
 - Tony Evans - Journalist, author and former football editor of the Times
 - Peter Moore - Head of Commissioning, Sefton Council
 - Rob Capleton - International Business Festival, Liverpool Vision
 - Robin Tudor - Liverpool John Lennon Airport

The event also had the usual marketplace of 20 providers of business support in place together with a range of council services providing 'a One Council' approach to support under the InvestSefton led 'Business Friendly Sefton' initiative. **Some 92 delegates from 41** businesses attended, including Peter Dowd MP and a selection of comments received are below:

- *Insite Technology Solutions – Would like opportunity to meet and network with not just Head of Commissioning but to network with people from different departments and understand what they want/how they function*
- *Egg Box Web Design – We are looking to expand our digital service offering video production and marketing that helps business build their brand story more effectively with a wider audience using video marketing films & content that can be utilised on websites all social media platforms and online adverts (Facebook ads, Instagram, linkedin, Twitter ads).*
- *Bliss Radio – Looking forward to future business networking events and to working with Sefton to promote local business and provide an outlet for news/information.*

Digital Workshop

InvestSefton is hosting a third digital workshop, Social Media and Web Site Content in partnership with Adaptive Comms Ltd and Eggbox Design. This involves two events in Defton CLC Ainsdale (19 September) and Hugh Baird L20 Centre, Bootle (20 September). The aim is to help businesses learn how to market themselves on social media platforms including Twitter, Facebook, Instagram and Google.

Inward Investment update

The Mersey Reach project's (Chancerygate) revised S73 application was approved on 4th July 2018. Funding is at final stages of contracting as planned with SIF application aligned with Chrysallis, with this likely to be finalised in September. The developer is intending to immediately commence contracting for remediation works upon signing of finance agreements. InvestSefton and Chancerygate are managing ongoing early interest in the scheme from local businesses that are looking for c. 20,000-30,000 sq ft units, both would result in job creation.

Atlantic Park - the SIF application was approved by the Combined Authority in July, with funding of over £700k agreed. The planning application for a 105,000 sq ft B8 building, plus a decked car park will be awaiting determination. A meeting will take place on 3rd September to resolve issues relating to utilities/drainage on the site.

There are two inward investment enquiries being managed by InvestSefton relating to Atlantic Park. The first of these would see occupation of the planned 105,000 sq ft new build unit for use by a manufacturing business. A site visit with the investor is scheduled to take place on 3rd September. The initial investment would result in c. 200 new jobs being created, opportunities for apprenticeships and supply chain opportunities for local businesses. A further phase of investment could take place which would lift the impact of this investment further.

A further requirement exists for the existing Big Ft 2 building for a recycling business, which could create up to 300 new jobs. This will be subject to environmental and planning scrutiny.

Domino UK Ltd's new 172,000 sq ft facility was officially opened in July at a ceremony attended by the Domino Board and a senior executive from the parent Brother Group. Senior dignitaries included the Leader of Sefton Council, Sefton Council's Cabinet Member for Regeneration and Skills and the Liverpool City Region Metro Mayor. They were joined by Sefton Council's Chief Executive and Invest Sefton. The initial investment will create a further 19 new jobs over the next 18 months, with Invest Sefton working with the leadership team at Domino to create further opportunities at the site.Sefton@work will be engaged in this process. There are opportunities to increase the number of shifts, a further 40% of the space available for expansion and the opportunity to bring high value Research and Development functions to the site.

InvestSefton continues to provide ongoing support for regeneration opportunities, including Bootle Town Centre, Crosby Town Centre, Southport Business Park, Southport Town Centre amongst others.

InvestSefton leads the operational single inward service for the city region (Chairing the Group), utilising ERDF funding through the Place Marketing Project and represents the group on the Internationalisation working group. The existing project is scheduled to end December 2018, however an application to extend the project for a 3 year period from January 2019 has been approved at the initial stage, with a Project Change Request to be submitted to MHCLG by 14th September 2018.

The Business Development Manager is a member of the International Business Festival Local Sounding Board. As part of the LCR role and in representing Sefton the BDM has been in attendance at the business festival. THE BDM has spoken at a Fintech conference, been part of the welcoming delegation for Prince William and supported staffing at the LCR stand at the festival. More widely the InvestSefton team has attended the IBF with a range of local businesses, providing support and introductions to supply chain and investment opportunities.

The BDM is continuing work with 'The Extraordinary Club' and Bruntwood to create a new Creative and Digital Incubator in St Hughs, Bootle Town Centre. Information was shared at the previous CM Briefing and an introduction made to Cabinet Member. The BDM is supporting the development of the proposal and looking at potential revenue streams to enable this to be delivered. The BDM has developed the opportunity for SIF with the CA and made several introductions to support the project. Currently working with 'The Extraordinary Club' to develop the business model and scale of ambition. An initial outline proposal was submitted to the Combined Authority for SIF funding on 20th August 2018.

Growth Project Updates

Regeneration Team

Recruitment has now been concluded and 4 appointments have been made to enhance the capacity and capability of the team. The new appointments are as follows:

- **Garry Lewis - Programme Manager:** Garry has a strong commercial background having originally worked for BT and Skanska before undertaking complex project and programme roles in the Middle East. In addition to his project management experience Garry has also extensive experience in delivering IT infrastructure projects and will support Gavin Quinn in the digital expansion project.
- **Heather Jago - Strategic Lead (Regeneration and Development):** Heather joins from Liverpool LEP and has extensive regeneration experience in a local authority environment. Her connections and understanding of Liverpool and the Combined Authority will enhance our ability to influence and engage across the wider region.
- **Keith Molloy - Strategic Lead (Regeneration and Development):** Keith joins from South Ribble Council where he held the role of Enterprise Manager and was responsible for supporting businesses including the delivery of the City Deal project. He has a career spanning 30 years in local government and has experience of running his own business.
- **Rebecca Johnstone - Regeneration Support Officer:** Rebecca is an internal transfer from Sefton Council's Energy Team, where she has been employed since 2009. In this role she was responsible for leading the Council's Carbon Management Plan, commissioning energy and water efficiency projects and managing the council's gas and electricity contracts. Her commercial experience and knowledge of the Council will provide key support alongside Joanne Doyle

Transport Access and Connectivity Studies

Through the Transport Framework Atkins have delivered to programme the scoping stage of the access and connectivity surveys for both Southport and Bootle. These reports are now being evaluated by the transport team within the Council and we envisage progressing to the next stage later this month.