

REPORT TO: Cabinet Member Regeneration
Cabinet Member Technical Services
Cabinet

DATE: 17th February 2010
24th February 2010
4th March 2010

SUBJECT: Sefton Business Village Partnership Reports
(20th January 2010 Meeting)

**WARDS
AFFECTED:** All

REPORT OF: Andy Wallis – Planning and Economic Regeneration
Director

**CONTACT
OFFICER:** Mo Kundi
0151 934 3447

**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:

To inform Members of the activities undertaken by Sefton Business Village Partnerships

REASON WHY DECISION REQUIRED:

To comply with standard portfolio reporting procedures.

RECOMMENDATION(S):

It is recommended that:-

1. The content of report be noted, and that
2. When appropriate further reports on activities undertaken by Sefton Business Village Partnerships be presented.

KEY DECISION:

No

FORWARD PLAN:

No

IMPLEMENTATION DATE:

N/A

ALTERNATIVE OPTIONS:

Sefton Business Village Partnerships have been operating since 2002, with funding from the Regional Development Agency, Sefton Council, relevant Parish Councils, and the private sector, and have proved to be very successful vehicle for partnership working between the public sector, the local business community, and

the voluntary sector for developing and delivering projects that benefit the business community and the public realm. The alternative option of not continuing Sefton Business Village Partnerships, would lead to loss of business engagement, the loss of valuable and free expertise that the business and the voluntary sectors bring to the table, and critically Sefton Council's ability to demonstrate business sector involvement as part of the Comprehensive Area Assessment regulations.

IMPLICATIONS:

Budget/Policy Framework:

Financial: There are no financial implications as a result of this report.

| <u>CAPITAL EXPENDITURE</u> | 2009/ 2010 £ | 2010/ 2011 £ | 2011/ 2012 £ | 2012/ 2013 £ |
|--|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| Gross Increase in Capital Expenditure | | | | |
| Funded by: | | | | |
| Sefton Capital Resources | | | | |
| Specific Capital Resources | | | | |
| <u>REVENUE IMPLICATIONS</u> | | | | |
| Gross Increase in Revenue Expenditure | | | | |
| Funded by: | | | | |
| Sefton funded Resources | | | | |
| Funded from External Resources | | | | |
| Does the External Funding have an expiry date? Y/N | When? | | | |
| How will the service be funded post expiry? | | | | |

Legal: N/A

Risk Assessment: N/A

Asset Management: N/A

CONSULTATION UNDERTAKEN/VIEWS:-

Legal
FD 317
Technical Services

CORPORATE OBJECTIVE MONITORING:

| <u>Corporate Objective</u> | | <u>Positive Impact</u> | <u>Neutral Impact</u> | <u>Negative Impact</u> |
|-----------------------------------|---|-------------------------------|------------------------------|-------------------------------|
| 1 | Creating a Learning Community | / | | |
| 2 | Creating Safe Communities | / | | |
| 3 | Jobs and Prosperity | / | | |
| 4 | Improving Health and Well-Being | / | | |
| 5 | Environmental Sustainability | / | | |
| 6 | Creating Inclusive Communities | / | | |
| 7 | Improving the Quality of Council Services and Strengthening local Democracy | / | | |
| 8 | Children and Young People | / | | |

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

Report to Cabinet Member (Regeneration) 23rd November 2009, and the Cabinet 25th November 2009 entitled 'Sefton Business Village Partnership Reports (27th October 2009 Meeting)'.

1.0 Background

- 1.1 The Cabinet Member for Regeneration at his meeting on 23rd November 2009, and the Cabinet at its meeting on 25th November 2009 considered a report entitled 'Sefton Business Village Partnership Reports, (27th October 2009 Meeting)'. The report provided an update on the current projects and activities being developed and delivered by Business Village Partnerships in Southport, Birkdale, Formby, Crosby, Waterloo, Bootle, and Altside, which covers the four Town/Parish Councils of Maghull, Aintree, Lydiate and Melling.
- 1.2 The Report also provided information on the work of Sefton Business Against Crime Partnerships operating in Southport, and Bootle.
- 1.3 Members consider the Report and requested that when appropriate further reports on activities undertaken by Sefton Business Village Partnerships be presented.

2.0 Further Update

- 2.1 The overarching Sefton Business Village Partnership Board met on 20th January 2010 to consider the latest reports submitted by each of the local partnerships, copies of which are attached as Annex A to this report.

3.0 Proposal

- 3.1 It is proposed that:-
 - The content of the report be noted, and
 - Further reports on activities undertaken by Sefton Business Village Partnerships be presented.

Sefton Business Village Partnership

20th January 2010

Bootle Town Hall (Committee Room 1)

Starting at 3.00pm



Agenda

1. Introductions & Apologies

2. Reports

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3. Any Other Business

4. Dates and Venues of future meetings:

- 21st April 2010 Southport Town Hall (Birkdale Room) @ 3.00pm
- 21st July 2010 Bootle Town Hall (Committee Room 1) @ 3.00pm
- 20th October 2010 Southport Town Hall (Birkdale Room) @ 3.00pm

Sefton Business Village Partnership

Notes of meeting held on 27th October 2009 at

Southport Town Hall

Present:

| | |
|-------------------|-------------------------------------|
| Mo Kundi | Manager, Sefton BVP, Sefton MBC |
| Stuart Roberts | Chair, SBE/Specsavers |
| Jim Breen | Manager, SBE |
| Catherine Caddick | Chair, Crosby BVP/Caddick Jewellers |
| Derek Sarath | Manager, Waterloo BVP |
| Bob Greenhalgh | Chair, BTCM/Strand Shopping Centre |
| Steve Booth | Manager, SBAC and Birkdale BVP |
| John Keogh | Manager, Altside BVP |
| Valaina Bowker | Representing the Chair of SBE |

Apologies:

| | |
|----------------------|-------------------------------------|
| Margaret Carney | Chair, CEO Sefton MBC |
| Councillor Robertson | Sefton MBC |
| Rob Uffendell | Chair, Birkdale BVP |
| Nicky Owen | Manager, Formby and Crosby BVPs |
| Gill Fell | Chair, Formby Partnership |
| Sue Dare | Chair, SBE |
| Les French | Chair, Altside BVP |
| Janet Barnet | Chair, Waterloo Traders Association |
| Chris White | Manager, BTCM |
| Steve Dickson | Sefton Chamber of Commerce |

1. Minutes of meeting held on 27th October 2009

1.1 Southport Business Enterprise

SBE Meeting

At its expanded SBE Board meeting in August, the Board considered the adverse impact of the recession on the town centre and agreed to focus on the following core activities to address this:-

- Marketing activity for the retail sector – “get customers into shops”
- Fill empty shops with quality retailers
- Attract new shops to Southport
- Share trading information, sales statistics, and other relevant data amongst retailers via a quarterly newsletter
- Expand SBE board to include more retailers

A newsletter capturing the above information will be issued in the 3rd quarter.

Business and Retail Strategy

Retail consultant White Young Green has been appointed to undertake a detailed Study of the current retail position and to assess future need, including the identification of potential sites. This study is expected to be completed in April/May 2010.

The former Woolworth site is to be occupied by H&M and New Look in early 2010. H&M is a welcome new addition to the Southport retail offer, and New Look is moving from Marble Place to larger premises.

Marketing

SBE conducted a survey of the 40 retailers who participated in the “**I Love Southport**” promotion in Spring 2009. The results show that whilst there was no significant increase in the customer numbers, the impact of the £1,000 prize draw was generally positive. Similarly, whilst the impact of free weekend Park and Ride was marginal in terms of new customers using the facility, however the impact of having the facility free was considered to be very positive.

As a result of the above the “I Love Southport” Campaign will now continue throughout the year with the aim of keeping shoppers royal and

attracting new customers from within the 30 mile radius. Discussions are also underway with Technical Services to provide some form of incentives for motorists leading up to Christmas period.

Action – Jim Breen

1.2 Birkdale Business Village Partnership

Britain in Bloom

The Partnership has been instrumental in Birkdale Village being in the finalist in the Britain in Bloom competition, with a decision regarding awards being declared in late October 2009. This is a significant achievement, which has led to increased footfall and increased local pride in the village.

Events

The Partnership held a successful Arts and Crafts Day on Saturday 19th September, which attracted some 12 traders, and led to local businesses deciding to stay open for the afternoon because of a significant number of additional customers in the village.

The Partnership will be undertaking the Christmas Lights event on Thursday 3rd December, which will feature Children's Rides, Christmas related stalls, and live entertainment.

Action – Steve Booth

1.3 Formby Partnership

The Formby Partnership held its first "Formby Live!" event, and was considered an enormous success. All bars in the village participated in the Saturday night live entertainment, and the Sunday live music show featuring local performers attracted some 800 people. The Partnership having evaluated the event has agreed to repeat this event in 2010, and to make it even bigger and better.

Action – Nicky Owen

1.4 Crosby Business Village Partnership

Events

The Crosby Summer Food and Fun Festival, comprising Farmer's Market, Children's Rides, Musical acts, and other activities took place on Saturday 22nd August. The event was very successful attracting increased footfall, and trade.

The Partnership will be holding its annual Christmas event on Friday 27th November 2009, with Christmas lights being switched on by Marina Dagleish and Dunes FM providing live entertainment.

A "Winter Classic" event is also being considered by the Partnership for March 2010, with classical music, classic winter food and drink, and art and craft activities.

Parking

An evaluation of the 12 week long free Saturday parking scheme in Sefton Council operated car parks in Crosby was considered a major success, and the Partnership is exploring possible similar incentives leading up to Christmas.

Action – Nicky Owen

1.5 Waterloo Business Village Partnership

Shopwaterloo.co.uk website

The website has details of some 160 businesses on the site, but because of the limited number of hits the Partnership is looking at promoting the site by linking it with other websites, including Crosby Herald, and Sefton Council

Car Parking Survey

The business community feels that car-parking problems as experienced by their customers is a significant factor in deterring trade. Consequently a detailed car parking survey will be undertaken, the results of which will be used to explore possible solutions via the Church Ward Forum. The Partnership has also agreed to send a representative to this Forum.

Business Rates

There are concerns amongst local businesses regarding business rates. The business community feels that these are too high when compared with other areas in Sefton and Merseyside. A sub-group has been set up to explore this issue further, and information is also being sought from Federation of Small Businesses.

Event

Local businesses are very supportive of the proposed Christmas event, lead by Crosby Housing Association, and are expected to contribute to a fund which would allow the area to purchase and retain its own lights.

Action – Derek Sarath

1.6 Bootle Town Centre Management Partnership

Shopbootle.com website

Businesses have signed up to use the pilot website to promote their goods and offer potential customers discounts and downloadable vouchers. Proposals are to go live in time for Christmas.

Events

The Partnership is planning for the Bootle Festival, based around the Strand. Activities will include, A Tea Dance, and Dance Extravaganza, a Treasure Hunt, A Wii Sports competition, and rocket building competition, and live music and comedy acts.

Christmas Lights switch is also planned, with Jospice Santa Dash in the North Park. In addition 15m Ski Slope in the Strand for three days from 26th November is also being planned, together with Bluetooth treasure hunt around the Strand.

The Partnership is proposing to undertake a Spring event in the Town, which will include a Market, Rides and related activities.

Action – Chris White

1.7 Altside BVP

Tourism

After lengthy negotiations with the interested land owner the developer is having difficulties securing the site for the Camping and Caravanning Club, and is now exploring alternative sites.

Further public consultation exercise took place with regard to the proposed Marina, with a majority expressing support for it.

An online pre-application has been lodged with Heritage Lottery Fund for funding for fit out works for the Hornby Centre, and discussions have also been held with an officer from the Heritage Lottery Fund.

Business & Retail

The Partnership, together with Sefton Officers have held discussions with owners of Central Square, to explore ways to make this key shopping area more viable.

With the opening of the Next and Marks & Spencer stores at the Racecourse Retail Park, traffic congestion has become a major issue on the A59 leading into/out of the two retail parks. A traffic survey has been carried out and further meetings are planned to explore possible solutions.

Action –John Keogh

1.8 Sefton Business Against Crime Partnership (SBAC)

Since July 2009, the Southport BAC scheme has increased its membership by six, and the Bootle BAC scheme by three. The Merseyside's Police Anti-terrorism Unit will be giving a presentation at the next meeting of Southport BAC (3rd November) and the Bootle BAC (4th November) with the aim of raising awareness of terrorism in shopping and retail centres.

The passageway between 275 and 281 Lord Street has now been gated, which has helped to remove anti-social activities. A similar gating order is now being considered for a passageway between Hulme Street and West Street, Southport.

The Partnership has secured 19 radios for use within the night-time economy to combat night-time disorder and anti-social behaviour.

Action – Steve Booth

1.9 Sefton BVP

Supporting Town Centres

Sefton Council along with 57 other local authorities has been allocated £52,631.58 by DCLG to help town centres address the adverse impact of the current economic climate. In addition Arts Council England is also inviting bids from those authorities in receipt of the above funding to support artists and arts organisation that wish to develop projects, which animate spaces in town centres. In order to help market and promote themselves leading up to the Christmas period, £500 is being made available to the following centres:-

- Southport,
- Birkdale
- Ainsdale
- Formby
- Crosby
- Waterloo
- Seaforth
- Bootle
- Maghull

Rural Development Programme for England and Rural Economy

Action Plan

The consultants, 'Rural Innovation' have now completed their second draft of the Merseyside Rural Strategy. This lengthy report is available on request.

Funding Opportunities

The report also provided a detailed breakdown of the current funding opportunities from the various European Programmes as well as national funding sources such as the Regional development Agency and the Lottery.

Action – Mo Kundi

2. Southport Business Enterprise

20th January 2010

Title of Report:

Southport Business Enterprise - Progress Report No. 33

Author of Report:

Jim Breen - Southport Business Enterprise Manager

Purpose of Report:

The purpose of this report is to advise the Sefton Business Village Partnership of the progress made to date by Southport Business Enterprise.

Recommendations:

It is recommended that the Partnership:-

Note the content of the report.

Note the current progress of projects

Note the proposals in the Delivery Plan for year 2009/10

CURRENT ACTIVE PROJECTS FOR 2009/10

2.1 Current Active Projects for 2009/2010

Southport Business Enterprise Working Groups meet regularly. SBE outputs are to increase numbers of businesses, jobs, visitors, visitor spend, and enhance the environment and safety of Southport's town centre.

SBE Working Groups contain members from the public and private sectors and are focused on achieving the above outputs through the project activities described in this report.

2.2 Management and Admin

As previously reported, stakeholder feedback to SBE was that it should concentrate on its core activities of retail support and to provide a newsletter to retailers and also to expand the SBE board to include more retailers.

SBE is currently developing its work focus to reflect the above aims and will issue the above mentioned newsletter in early January. The release date of the

newsletter was delayed in order to reflect Christmas season sales statistics, which are not available until January. The newsletter will be available at the Sefton BVP meeting.

SBE has added two new retail board members. They are the store managers of Lakeland and Edinburgh Woollen Mill.

2.3 BUSINESS AND RETAIL STRATEGY WORKING GROUP

Southport Investment Strategy (SIS)

Retail consultants White Young Green have been appointed to identify potential sites for retail expansion and development and determine their suitability for meeting the demand for future floor space. SBE is a member of the steering group along with representatives of Planning, Southport Partnership, Transport Strategy, Regeneration, and Tourism.

An inception meeting was held in November 2009 and the next phase will be for WYG to deliver a draft report. The aims of the report are to:

- 1) help identify an appropriate strategy to meet the demand for additional comparison retail floor space in Southport Town Centre.
- 2) Identify suitable potential sites and strategic advice to bring them forward.

A draft report will be produced in about three months and SBE will provide further updates at that time.

Other Retail Developments

Overall, vacant retail floorspace in Southport is being let and returning to use. While there are some sites that remain vacant, most of these are smaller sites. It is encouraging to note the following:

- Former Woolworths, 41-45 Chapel Street, is currently being renovated for new tenants, New Look and H&M, who are expected to occupy the site in March 2010.
- Old Bank Building, 253-254 Lord Street is now an ASK Italian Restaurant.
- Cambridge Walks will shortly be rebranded and relaunched by owners Threadneedle Asset Management, as part of a programme to recruit new retailers.

- Former Yorkshire Bank property on Eastbank Street is very close to having new tenants, however the identity of the tenants is confidential at this stage.

2.4 MARKETING WORKING GROUP

Christmas Marketing Campaign

Almost all SBE activity and resources over the previous quarter was directed at delivering the Christmas Marketing campaign, as the Christmas season is critically important to retailers.

The key elements of the campaign were;

Marketing activity in local media targeted towns in the region, e.g. Ormskirk, Chorley, St Helens, Warrington, specifically areas without large shopping centres. This was supported by over £1000 worth of shopping vouchers from Southport's retailers.

The "I Love Southport at Christmas" prize draw, which encouraged residents to shop locally, support local retailers, and sustain the retail offer in Southport. The campaign is supported by local press and radio, and over £1,000 cash prize donated by the retailers. Of the 39 retailers and restaurants participating in the prize draw promotion, 61% were locally owned and operated businesses.

For the first time, a Christmas Festival was held on Chapel Street for the three weekends prior to Christmas. This featured a range of traditional and modern musical entertainment, childrens' rides and six food stalls, each featuring a different local restaurant's specialty dishes in small, snack-sized portions. The aim was to provide a vibrant and entertaining street scene for shoppers of all ages. It also aimed at promoting the restaurant offer to shoppers who may not be aware of the range and diversity of the food offer available in Southport's town centre from locally owned and operated businesses. This festival received very positive feedback from both shoppers and retailers on Chapel Street. The SBE Marketing Group is now working with Tourism and Events to determine the feasibility of a larger Christmas Festival for 2010, which would take place in appropriate locations throughout the town centre.

The Christmas Street Market on Lord Street, 10th to 13th December, featured a number of northwest food products among the international range on offer.

A Parking promotion permitted parking after 3 00 pm on the Southport Park and Ride Scheme on Thursdays and Fridays in December 2009.

Parking permits were issued, from specific outlets (local newspaper offices/retailers, libraries etc. that permitted free parking for Southport residents after 3.00 pm on Thursdays and Fridays in December 2009.

The actual usage of the Parking promotion is difficult to assess. There were about 150 permits issued across the various outlets. However, a town centre survey by SBE on one of the promotion days (Thursday, 11th December, approx. 4:00 pm) did not record any permits in use at that time. While that is not a conclusive survey, the promotion created strong interest among residents, based on enquiries and requests for permits.

SBE is planning to work with Technical Services to enhance and improve this year's Christmas promotion.

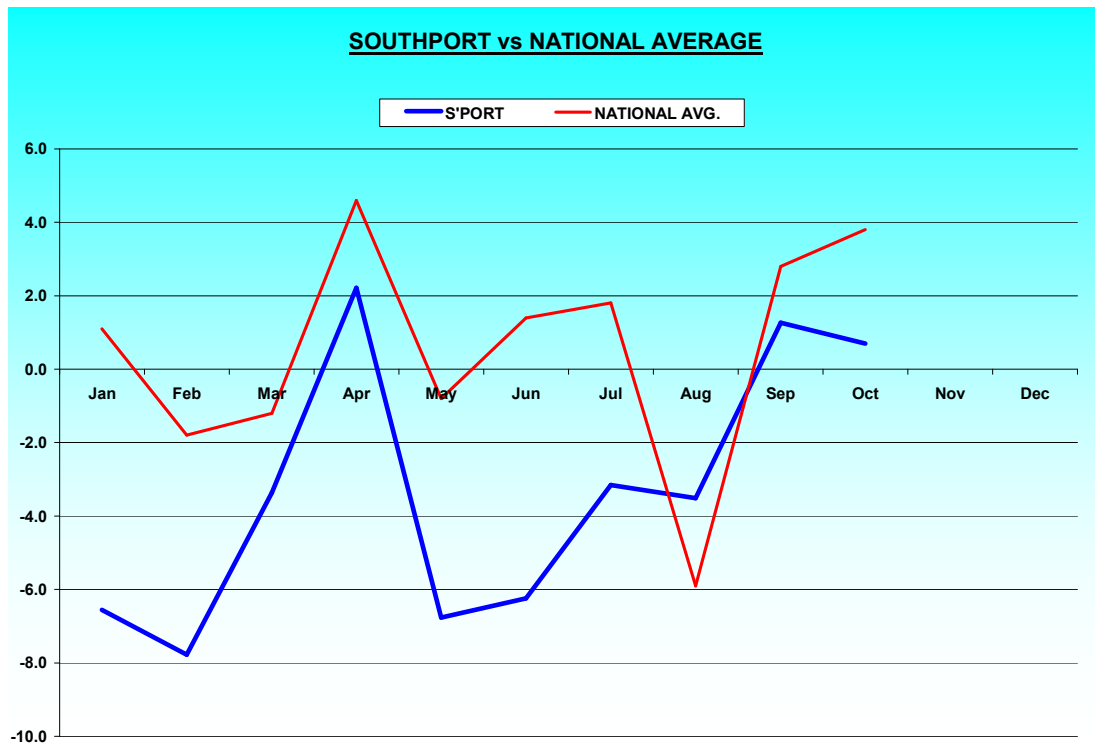
SBE Newsletter

The SBE Newsletter contains information relevant to the town's retailers, such as sales performance, new store openings, marketing activity and events, environment and safety issues, etc. As mentioned earlier the newsletter is being finalised to include November and December sales figures and will be available for distribution at the Sefton BVP meeting.

At the time of writing this report we have the Southport monthly sales percentage increase/decrease compared to the national average shows figures up to October 2009. Up to October 2009, Southport fell below the national average except during August.

- Sales figures are the monthly percentage increase or decrease from the same month the previous year.
- SBE has collected monthly sales data from 12 small, medium and large town centre retailers. This data represents about 10% of the retail square footage in Southport's Town Centre.
- UK figures are provided by BRC-KPMG Retail Sales Monitor, and highlight Southport's performance in relation to the rest of the UK.

Retail Sales Monitoring Report: Southport January – October 2009



Southport Farmers Market relocation

As previously reported, SBE has relocated the Farmers Market to Chapel Street, where it is now enjoying higher footfall levels than its previous location. As a result SBE has been able to expand the market to 19 stallholders, which is an increase of over 70% from its previous location in Town Hall Gardens. Several of these stallholders are local businesses and at least one is a recent start-up.

3. Birkdale Business Village Partnership

20th January 2010

Title of Report:

Birkdale Business Village Partnership - Progress Report

Author of Report:

Steve Booth - Birkdale Business Village Manager

Purpose of Report:

The purpose of this report is to advise the Sefton Business Village Partnership of the progress made to date by Birkdale Business Village Partnership.

Recommendations:

It is recommended that the Partnership:-

Note the content of the report.

Note the current progress of projects

Note the proposals in the Delivery Plan for year 2009/10

3.1 Current Status

Birkdale Business Village held it's annual Xmas Light Switch on 3rd December with local businesses participating. This event was attended by approximately 1000 persons during the course of the event. The lights were switched on by two school children who won a painting competition organised by the partnership and who were also presented with a prize at the time.

A raffle was held with prizes donated by the businesses. This raffle has raised £569 in total. Arts and Crafts traders were encouraged to participate by renting stalls. These stalls proved to be a welcome addition to the evening and complimented the retail offer of the village. A full breakdown of income and expenditure relating to the event is enclosed in 2.2

The event was well attended, in spite of the weather and most of the food sellers sold out on the night and the restaurants reported a brisk trade. There were no major problems or issues with regard to road closures, diversions etc: and the overall feedback has been positive.

A detailed post event consultation carried out show that 84% of that responded were happy with the event, with 89% saying that they were aware of the event, and 74% of their customers also being aware of the event taking place. When asked if their customers enjoyed the event 84% of the traders responded positively, and 50% of the traders indicating that their customer numbers increased as a result of this event. Whilst there were some suggestions about making changes to the event, however 100% of those that responded would like to see more events in the village. The attached questionnaire below provides more information on traders' responses and comments.

Birkdale Business Village Questionnaire

Christmas Event

| | | | | |
|---|--|--|----------------------------|-----------------------|
| 1 | Did you think that the Christmas Event went well? | Yes 16 No 2 N/K 1 | | |
| 2 | If not what were the issues? 1. "Didn't seem to be as busy as previous ones mainly due to the weather" 2. Not enough attractions outside shop, Bad weather, Late shopping in Town 3. Bad weather – did not stay open as trade is non existent 4. Bad weather 5. Road Closed too early 6. Weather Not Good 7. Far less people came to the event and far less people making purchases | | | |
| 3 | Were you aware of the Christmas Event | Yes 17 | No 1 | |
| 4 | Were your customers aware of the Event? | Yes 14 | No 3 N/K 1 | |
| 5 | Did your customers enjoy the Christmas Event? | Yes 16 | No 0 N/K 1 | |
| 6 | If no, did your customers say why not? 1. Wrong time of day 2. Customers didn't stop long especially those with Youngsters due to the cold 3. Not ideal as it was a school night would prefer Sat P.M. | | | |
| 7 | As a result of the Christmas Event would you say that your customer numbers: - | Increased 9 | Remained the same 3 | Decreased 6 |
| 8 | If increased, would you say these customers were from:- | Birkdale 6 | Merseyside 3 | Other areas |
| 9 | If possible would you like to see more events in the Village? | Yes 18 | | No |
| 10 | Are there any other comments that you would like to make about the event? 1. More on the other side of the Railway 2. Re- vamp the Victorian Evening 3. Depends on type of event and whether Road closure is needed 4. Bad for trade, had to arrange delivery to next day, bad access for cars 5. Space out attractions – more pro shopping than just entertainment 6. Move to Saturday – <i>(This suggestion was mentioned 3 times)</i> 7. Road closure led to slow afternoon 8. Having a stall makes a big impact 9. More car parking, more advertising | | | |
| Would you be interested in joining the Birkdale Business Village: | | Yes 4 | No 4 | Not sure 4 |
| | | | | |

3.2

CHRISTMAS FESTIVAL INCOME & EXPENDITURE

| | |
|--|-----------------|
| SURPLUS B/F | 927.00 |
| INCOME:- | |
| Additional Contribution From Local Wards | 500.00 |
| Neil Pont Amusement Rides | 400.00 |
| Stall Holders | 100.00 |
| Raffle Ticket Income | 569.00 |
| | 1,569.00 |
| | ----- |
| | 2,496.00 |
| LESS EXPENSES:- | |
| Temporary Events Licence | 21.00 |
| Road Closure | 350.00 |
| St John's Ambulance | 75.00 |
| "Xmas Belles" | 123.00 |
| "Elfina the Elf" | 75.00 |
| Steve Wright – Sound/Lighting | 300.00 |
| Dowhigh – Road Closure Signs | 375.00 |
| Hire of Tables | 45.00 |
| Christmas Banners | 189.00 |
| Advertising – Champion | 50.00 |
| Raffle Ticket Books | 20.51 |
| | 1,923.51 |
| | ----- |
| SURPLUS C/F | 572.49 |

3.3 Hillside/ Birkdale

Over the Christmas period there were 18 solar powered Xmas trees erected in Birkdale/Hillside around the Hillside Bridge area and the Birkdale Library area. These trees were erected on 3rd December and removed by 7th January. This is the first time that solar trees have been placed in these locations and they were well received. There were one or two minor teething problems, however, these were resolved within 48 hours.

3.4 Future Events

There is to be an Arts and Craft fair in the spring and another summer event, similar to the successful one held last year. The provisional date for this event is 17th July 2010.

4. Formby Business Village Partnership

20th January 2010

Title of Report:

Formby Business Village Partnership - Progress Report No. 4

Author of Report:

Nicky Owen - Formby Business Village Manager

Purpose of Report:

The purpose of this report is to advise the Sefton Business Village Partnership of the progress made to date by Formby Business Village partnership.

Recommendations:

It is recommended that the Partnership:-

Note the content of the report.

Note the current progress of projects

4.1 Partnership

This Group consists of local Traders, the Parish Council, the Police and Sefton Council. The Group currently meets bi-monthly. The current Chair, Gill Fell, has expressed a wish to resign from the position due to work commitments, so a new Chair is currently being sought. Gill will continue in the role until a new Chair is found.

4.2 Events

Christmas Event: the Partnership has agreed to take over the organisation of the Formby Christmas event from 2011. Key members of the Partnership will be involved in the 2010 event to learn the ropes and will then takeover the event for 2011.

Formby Live: the 2010 Music Festival will take place on 19th/20th June. The Working Group is now chaired by Pat Wordsley from Café D'Art. The Group is currently meeting on a monthly basis to organise the event.

4.3 Communications

Festive Activities: posters and fliers listing festive activities in bars and restaurants were produced and distributed in December.

Press Advert: a 'Visit Formby' advert will appear in Trinity Group newspapers in mid-January.

Branding: a logo and strapline for the Partnership have been developed.

Formby First: the formbyfirst.info community blog has been developed and is being accessed by a range of people. The Partnership are currently looking at the costs for the design and construction of a website. This website will link into the existing blog.

Networking: Partnership members attend both the Range Forum and the Formby Business Forum. Links with the Christmas event committee have been strengthened.

Email: Partners use their own contact lists to distribute information electronically. A new database of pubs and restaurants is being collated to share further information.

4.4 Other Issues

Low Carbon Pilot: Formby Parish Council, together with Sefton MBC, have applied for funding to reduce carbon emissions across the area. 2 members of the Partnership are involved with this project. The result of the application will be known by 25th January

5. Crosby Business Village Partnership

January 2010

Title of Report:

Crosby Business Village Partnership - Progress Report No. 33

Author of Report:

Nicky Owen - Crosby Business Village Manager

Purpose of Report:

The purpose of this report is to advise the Sefton Business Village Partnership of the progress made to date by Crosby Business Village Partnership.

Recommendations:

It is recommended that the Partnership:-

Note the content of the report.

Note the current progress of projects

5.1 Partnership

There is a range of traders involved in the Partnership, along with Officers and Councillors from Sefton MBC. The Traders Association meets bi-monthly.

5.2 Events

Christmas Event: the Christmas event took place on 27th November. Despite some minor hiccups the event went very well. An evaluation meeting will take place later this month to look at changes that need implementing for the 2010 event.

Winter Classics: the traders had considered an event in early February. However, they have decided to hold an event in the Spring instead.

5.3 Parking

After complaints from Traders the 'Free after 3' scheme for Crosby Village in December was cancelled. Instead there was free parking after 10.30am on Saturday 12th and Saturday 19th December. Feedback from this scheme has not yet been collected.

5.4 Other Activity

Hoardings: Cllr Jones arranged for an art competition for locals schools to be displayed on the boards in the run-up to Christmas.

Sainsbury's: the second round of consultation took place in November 2009. No further consultation is planned before a planning application is submitted.

6. Waterloo Traders Association

20th January 2010

Title of Report:

Waterloo Traders Association - Progress Report

Author of Report:

Derek Sarath – Waterloo Traders Association Manager

Purpose of Report:

The purpose of this report is to advise the Sefton Business Village Partnership of the progress made to date by Waterloo Traders Association.

Recommendations:

It is recommended that the Partnership:-

Note the content of the report.

Note the current progress of projects

Note the proposals in the Delivery Plan for year 2009/10

6.1 Car Parking Survey

Two car-parking surveys have been undertaken which highlight the need for changes in the local car parking arrangements for shoppers. The first survey, copy attached as Appendix A, was of local traders and their views of local shopper car parking arrangements.

This survey showed that most traders had not been consulted about car parking in the area locally, that most traders rely on on-street car parking for their business and believe that there is a lack of spaces. This means it's recognised as a problem most of the day for almost every trading day. This is compounded by the parking restrictions and the enforcement. Traders feel there should be more on-street parking spaces. A significant proportion of traders also feel that the residents parking scheme causes problems for customers wishing to park. The single item most suggested as a means to provide additional parking was to make use of the terminus.

The second survey (Appendix B) was of the Hougoumont Car Park, which traders' felt it was difficult for shoppers to find a space in. The survey confirmed this and that the spaces appear to be taken by commuters who arrive early and stay all day.

The intention was to discuss the conclusions with the Traffic Services Manager of Sefton MBC and then to take the recommendations to the Area Committee. However, the Area Committee is to consider a recommendation on 20 January 2010 to introduce a charge for parking, without discussing this with the Traders in advance.

6.2 Rateable Values

The traders have been concerned for some time that the business rates they are too high, both in comparison to other areas and within the area. As a result of this the traders' group was considering making an appeal to the Valuation Office contending that their valuations are too high. However, work has been done to provide an analysis of rateable values in Waterloo and for comparable areas. This has been supplemented by a "hot mapping" exercise of the South Road and St Johns Road areas. The outcome of this appears to be that the traders who are aware of the presentation recognise that rateable values overall in South Road and St Johns' Road are reasonable. However, the detailed information suggests that there are outstanding queries that relate to one or two properties only. Contact has been made with the Valuation Office and we have agreed to meet to clarify these.

At the end of this there may be an appeal made. But it will not be a large, blanket appeal. It would be a small, targeted appeal based upon sound information.

6.3 Action Plan

The Waterloo Traders' Partnership has been running for a few years and while attendance can be good, it seems likely that the group would be better off if it was able to agree an Action Plan for the year, which set out the priorities and encouraged members of the Partnership to become more actively involved. A draft action plan has been prepared (Appendix C) to be discussed with the Traders at their next meeting. It is hoped that this will form the basis of the Actions of the Partnership in 2010.

The South Road,
Waterloo
Car Parking Survey
2009

The South Road, Waterloo Car Parking Survey 2009

Background

The survey was commissioned by the Waterloo Traders' Partnership because of concerns expressed by members of the Partnership at meetings in the summer of 2009, that the lack of suitable car parking spaces for shoppers was proving to be a hindrance to trade.

The traders formed a small working group that discussed how to address the concerns and agreed to undertake a survey of traders on South Road in October 2009. The survey was undertaken on behalf of the group and the purpose was to establish what problems were being experienced and to use this as a basis for identifying possible solutions.

In addition to the survey, a search was conducted to establish what other surveys had been undertaken to determine the car parking problems faced by traders in the area and this produced no materials.

The Conduct of the Survey

The survey was conducted in the week commencing 26 October 2009. It involved a survey form hand-delivered to almost every business premise on South Road and Lorne Road. A small number did not have a letterbox and forms therefore could not be left. The larger stores (Boots, Iceland, Home and Bargain and Post Office) were sent a survey form and a pre paid envelope. All the others received a minimum of two daytime return visits to collect their survey form.

The Findings of the Survey

i) The Response Rate

A total of 64 survey forms were issued. 27 were returned. This produced a response rate of 42%.

ii) The Responses

A percentages summary of the responses to the survey is set out on Appendix A.

iii) Key Findings

96 percent of traders who responded advised that they have never been consulted about car parking. (Q1)

81% of traders believe that the current car parking arrangements are having a negative impact on their business. Only 4% disagreed.

iv) On-Street Parking

Most traders feel that on-street parking is the preferred choice from local shoppers. Over 90% believe that it's very difficult to find an on-street space every day of the week. The most difficult times identified were lunchtime and afternoon. The main problem identified is the lack of on-street parking spaces (40%). When traders were asked for their suggestion as to how to improve car parking the most popular suggestion (5 suggestions from a total of 15) was to turn the terminus into a car park.

v) Hougoumont Avenue Car Park

44% believe that the car park is difficult or very difficult to find. 63% of traders think it is difficult or very difficult to find a parking space. 48% think the car park is conveniently placed. 67% of traders think it's poor or very poorly maintained. When asked which single item should be addressed the main issues appear to be concerns for security (29%), the lack of spaces (25%) with a further 14% feeling that commuter parking should be reduced. 21% felt that signage needed to be improved.

vi) Civic Hall Car Park

44% believe that the car park is difficult or very difficult to find. Most traders have no opinion on how easy it is to find a space in the car park. 48% of traders felt that the car park was a poor or very poor location relative to their business. Only 15% thought it was conveniently located. 52% of the traders had no opinion as to the comfort of the car park although 34% thought it was good or very good. Only 4% of traders thought commuter parking needed to be reduced. The single improvement most requested was to improve signage (37%).

vii) Public Transport.

55% of traders feel that the public transport is either very good or good. 63% of businesses recognise that either some or all of their customers already use public transport to access South Road businesses.

Conclusions

Lack of Consultation

Traders on South Road have not been consulted about car parking. The Traffic Services Manager, Sefton MBC has been asked for details of previous consultation with traders in South Road and has not been able to confirm what consultation, if any, has taken place in the past.

On-Street Parking

Most traders rely on on-street car parking for their business and believe that there is a lack of spaces. The lunchtimes and afternoons Monday to Saturday are the worst times. This means it's recognised as a problem most of the day for almost every trading day. This is compounded by the parking restrictions and the enforcement. Traders feel there should be more on-street parking spaces. A significant proportion of traders also feel that the residents parking scheme causes problems for customers wishing to park. The single item most suggested as a means to provide additional parking was to make use of the terminus.

Hougoumont Avenue Car Park

Hougoumont Car Park is regarded as difficult to find and most traders think it is difficult to find a space there. Commuter parking is recognised as one of the causes of poor space availability. Almost half the traders think the car park is conveniently located but most believe it is poorly maintained with a need for extra security and signage.

Civic Hall Car Park

Civic Hall Car Park is regarded as difficult to find but a significant proportion have no opinion as to how easy it is to find a space. Almost half the traders think that the Civic Hall Car Park is not conveniently located for their business. While over half the traders had no opinion on the security of the car park a third rated it good or very good. The one improvement most requested was to improve signage. Commuter parking was not regarded as a problem.

Suggested Actions for the Waterloo Traders' Group

These are draft solutions, to be discussed further by the Waterloo Traders' Group

Consultation

The Traders should seek to get the agreement of the Area Committee that there should be no further changes to car parking in the South Road area without consulting with traders, due to the importance of car parking to the prosperity of businesses in the area. This should also apply to changes to the residents' car parking scheme.

On-Street Car Parking

While the importance of on-street parking is recognised and valued by the traders, there is only a finite amount of space available to provide parking spaces.

It is suggested that the traders identify a list of possible sites in the South Road area where additional spaces could be provided and discuss these being made available with the Traffic Services Manager at Sefton MBC. However this will be difficult as South Road is already built up and local authority budgets are already tight.

The terminus is not the property of Sefton MBC and therefore cannot be used to provide further parking. Mersey Travel owns the terminus site.

The residents' parking scheme is recognised as a problem for traders in that it restricts the area in which customers can park on-street. The traders should undertake discussions with Sefton MBC to determine if there is scope to modify the residents' parking scheme (without a negative impact upon residents) to make further spaces available for customer car parking.

Hougoumont Avenue Car Park

The traders should focus on improving this car park as it is recognised by traders as being the car park best located for their businesses.

The traders should explore with Sefton MBC how to increase drivers' awareness of the car park. This may be based upon improved signage. However, there is no point in increasing the awareness of the car park if there are no spaces in the car park and if the concerns over safety remain. The car park occupies a site which

cannot be increased in size, therefore the car park cannot be made any larger. Therefore the traders should work with Sefton MBC to determine if actions can be taken to increase the turnover of spaces in the car park, this may reduce the amount of commuter parking. Further action would also be needed to improve the condition of the car park. There currently exists a programme of community improvements that could be used to clean up the car park. The different options for improving the car park should be explored.

Civic Hall Car Park

The traders think that the Civic Hall Car Park is not conveniently located for their business. The strongest opinion appears to be that there is a lack of signage and this should be addressed with Sefton MBC.

The Way Ahead

The Crosby Area Committee is the committee of Sefton Council which has most influence on the local car parking facilities and implementation. Once the traders have discussed their ideas and suggestions with the officers of Sefton MBC including the Traffic Services Manager, with a view to developing the most effective suggestions, these proposals should be discussed with local councillors to seek their support. The final proposals need the support of the Crosby Area Committee and therefore need to be raised there.



The Hougoumont Avenue Car Park Survey

December 2009

**Waterloo Traders Partnership is a partnership between Sefton MBC and
the traders of Waterloo**

The Hougoumont Avenue Car Park Survey

Date and Time of the Survey

The survey was conducted between 7.30 am and 3pm on Tuesday 8 December 2009 by Derek Sarath of the Planning and Economic Regeneration Department, Sefton MBC.

Aim of the Survey

The overall aim of the survey was to respond to the concerns of the Waterloo Traders Partnership. It was their concern that it is difficult for shoppers to find a car park space in the Hougoumont Avenue Car Park, and that this is in part caused by commuters. Recommendations as to how to make improvements would then be considered.

The survey had three different elements to it.

- A) To determine if there were sufficient spaces;
- B) To identify any patterns of usage; and
- C) To monitor the two disabled bays to determine if patterns of usage could be identified.

Key Conclusions

- i) The Hougoumont Car park is very busy. There are only 119 identified spaces, but at its busiest there were 139 cars parked. Occupancy of the identified spaces was at 99% for long periods.
- ii) Early arrivals in the car park tend to be long-stay car parking staying on average for more than 8 hours each. This form of parking is blocking use of most parking spaces. Two thirds of the 15 sampled spaces were occupied by just one car each. This form of parking is consistent with commuter usage.
- iii) The two disabled parking spaces are being misused. A total of 4 cars occupied the two spaces on the day, but only one of these displayed a blue badge.

The key conclusions confirm the concerns of traders.

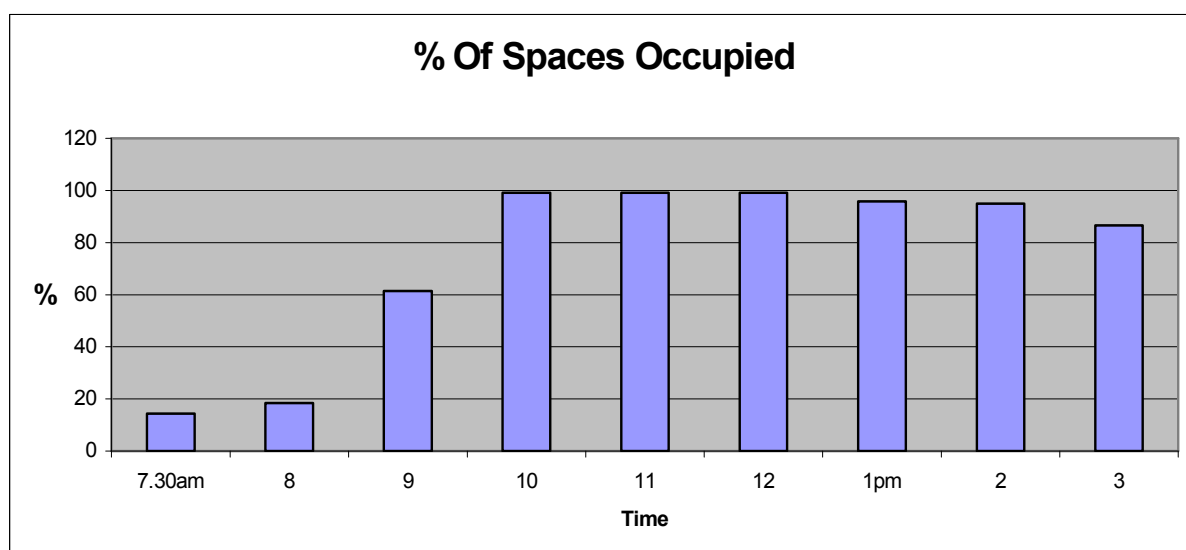
The Total Number of Spaces

There are 119 identified spaces in Hougomont Car Park. This is made up of 27 spaces immediately behind Home and Bargain on South Road. In addition, there are a further 92 marked out spaces in three rows. Finally, there is room for parking in unmarked spaces at the back of the houses on Hougomont Road. The number of spaces this provides is not known.

Identified Spaces

As part of the survey the 119 identified spaces were monitored from 7.30am and on the hour until 3pm on 8 December 2009. The total number of these spaces occupied is recorded on the attached chart (Appendix A). From this it can be seen that at 7.30am (the start of the survey), 17 (14%) identified spaces were already in use. Usage continued to rise so that by 8am 18% of identified spaces were occupied. By 9am occupancy had reached 61%. Between 9 and 10am occupancy reached its highest level with 118 of the 119 spaces (99%) being occupied. This very high level of occupancy (99%) continued until at least 12 noon. It was only after 1pm that the occupancy rates started to come down a little to 96% (between 1 and 2pm) and 95% between (2 and 3pm). After 3pm the occupancy rate, although lower, was still very high at 87%. Chart 1 below summarises the occupancy rates of the car park.

Chart 1 – Percentage of Spaces Occupied



Additional Parking (Not in an Identified Space)

As well as the 119 identified spaces; there was additional parking in unmarked spaces in the car park. The total number of the additional cars parked is recorded on the attached chart (Appendix A). From this it can be seen that from 7.30am at the start of the survey, there was already 1 additional car. This form of usage continued to rise to 10 cars by 9am. Between 11am and 1pm this form of parking reached its peak with 21 additional cars present. It was only after 1pm that this form of parking started to come down. Additional parking decreased to 15 cars (between 1 and 2pm) and 10 cars (between 2 and 3pm). After 3pm this form of usage was at 8 cars.

This meant at times that a car park with 119 identified spaces contained 139 cars.

The additional cars that could not find a space, had to park:

- at the rear of the houses in Hougomont Avenue
- at the end of the car park, half on the pavement and half on the road.
- in between the bays.

Conclusion

The number of spaces in the car park appears to be insufficient to meet demand with more cars parked than spaces, occupancy rates at 99% for identified spaces, With up to 21 additional cars parked including on the pavement. However, it is recognised that there is no further space available to provide more parking spaces. Therefore it will be impossible to increase parking opportunities on site, increased parking will only be able to be facilitated through better management of the existing spaces.

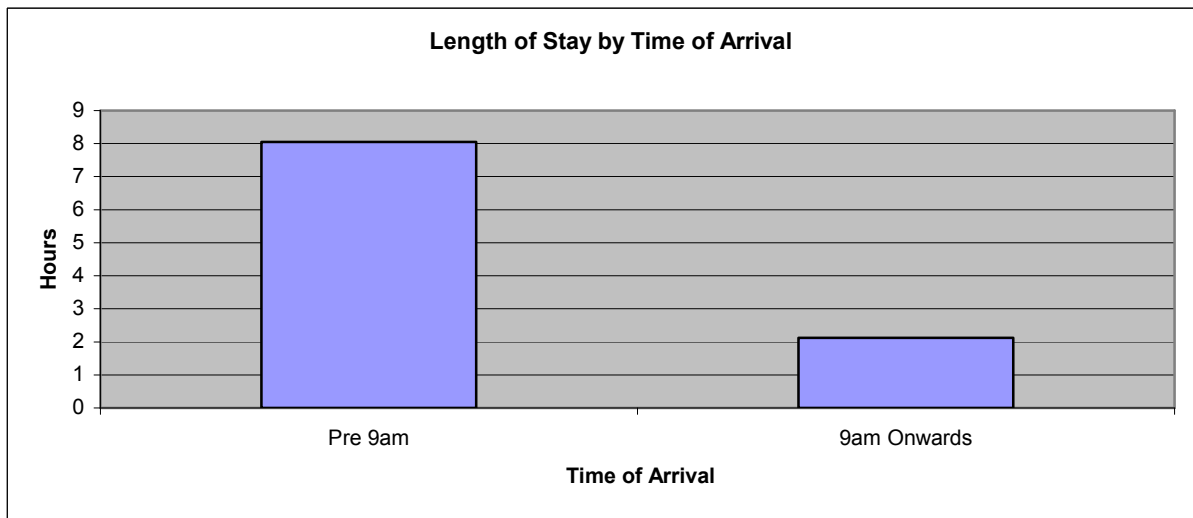
The Way the Car Parking Spaces are used

Of the 119 identified spaces in the car park, 15 spaces were selected in advance of the survey date to be monitored more closely. These spaces were chosen from across the whole car park, all rows, the middle and all ends. How car parkers used these spaces is represented on Appendix B.

These spaces were monitored continuously from 7.30am to 3pm and the usage is recorded on Appendix B. Several observations can be made.

- i) Of the 15 monitored spaces, 9 (60%) were occupied by one car only until 3pm.
- ii) Of the 9 all were occupied by no later than 9.08am.
- iii) Of the 9, 5 of these spaces were occupied before 7.30am.
- iv) The average length of stay of these 9 spaces was 8 hrs 5 minutes. (This would have been longer but the survey ended at 3pm) Of the 9, only one was occupied after 9am (9.08am).
- v) Of the 6 spaces not occupied by just one car, all of these were occupied for the first time after 9am. Some of these spaces were occupied by as many as four cars.
- vi) The average length of stay for these spaces was 2hours 12 minutes.

Chart 2 – Average Length of Stay



Conclusions

People who park early (before 9am) occupy a substantial proportion (60%), of the parking spaces sampled. These people stay all day. These are more likely to be workers or commuters rather than shoppers.

The average length of stay for the early arrival (8 hours 5 minutes) is almost four times longer than the person who arrives after 9am (2 hours 12 minutes).

The Use of Disabled Spaces

The Hougoumont Car Park has two disabled spaces. How these spaces were used is represented on Appendix B. From this some observations can be made:

- a. A total of 4 cars parked in the 2 spaces
- b. Of the 4 cars, only one displayed a blue badge.
- c. The first car in each space arrived pre 7.30am and stayed until at least 1pm.
- d. The average length of stay was 3.75 hours.

Conclusions

Like the other spaces, the disabled spaces do not appear to be used by shoppers. Instead they appear to be used mainly by people who are commuting.

75% of the users of these spaces do not display a blue badge.

Recommendations

The car park is clearly very popular and attracts more cars than identified spaces for much of the day. Spaces are hard to find and there is no space for new spaces to be provided. Early parkers (occupying 60% of the spaces) bring about this situation and stay on average 8 hours and five minutes. The disabled spaces appear to be misused with only 1 in 4 users displaying a blue badge. These spaces also appear to be used by workers or commuters.

Based upon this the recommendations are as follows:

- i) The Council needs to explore a way of restricting the long stay car parking. As this originates with the early morning car parking this might be achievable through the introduction of restriction limiting the maximum length of stay on cars parked before 10am.

- ii) More disabled spaces need to be provided, and these need to be enforced. Traffic wardens patrol South Road and they could extend their remit to include the disabled spaces.

Further Information

Further information is available from Derek Sarath, Sefton MBC 0151 934 4094

Appendix A

Hougoumont Avenue Car Park Survey - 8 December 2009

Spaces Taken

| | 7.30am | 8 | 9 | 10 | 11 | 12 | 1pm | 2 | 3 |
|--------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|
| Total No of spaces | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| Spaces Taken | 17 | 22 | 73 | 118 | 118 | 118 | 114 | 113 | 103 |
| Spaces Available | 102 | 97 | 46 | 1 | 1 | 1 | 5 | 6 | 16 |
| Additional Parking | 1 | 1 | 10 | 12 | 21 | 21 | 15 | 10 | 8 |
| Total Cars Parked | 18 | 23 | 83 | 130 | 139 | 139 | 129 | 123 | 111 |

Appendix C

Waterloo Traders' Action Plan 2010

| | Key Issue | What Needs to Be Done | Date | Lead |
|---|--|--|------------------|-----------------|
| 1 | Car Parking Target: To get an improvement in the shopper parking availability and conditions for South Road. | Agree what the Partnership wants. Discuss it with the Traffic Services Manager. Draw up a plan/list of priorities. Discuss these with the Church Ward Forum. Agree these with the Crosby Area Committee. | March 2010 | Derek Sarath |
| 2 | Improved Environment Target: To improve the shopping environment in the South Road., St Johns Road and Crosby Road North. | Identify issues of concern (Possibly Trees/cleansing/derelict & empty properties) Agree a plan of action to achieve these Agree priorities Cost this plan Identify sources of funding | | |
| 3 | Increase Attendance at Meetings Target: To make the Waterloo Traders' Partnership a more relevant group for Traders. | Set a target for increased attendance by December 2010. Agree a set of activities to be undertaken to achieve this. (Invite neighbouring shops, check it's a convenient time/place/etc) Improve the website | December 2010 | |

| | | | | |
|---|--|--|------------|----|
| 4 | <p>Christmas Event</p> <p>Target: To make the Waterloo Shopping Experience better in 2010.</p> | <p>Agree to attend the Waterloo Christmas Group.</p> <p>Decide by May 2010 whether traders want to contribute to Xmas lights in St Johns Road/South Road.</p> <p>Decide what other actions could be taken.</p> <p>Link to the Liverpool Biennial project.</p> | | |
| 5 | <p>Improve the Usage Rate of the Website</p> <p>Target: To increase the number of hits on the WaterlooShopping website.</p> | <p>To agree a strategy for increasing hits on the website (Publicity/links/etc)</p> <p>Implement the strategy</p> | | |
| 6 | <p>Events</p> <p>Target: To provide events in South Road, St Johns Road and Crosby Road North to provide a better shopping atmosphere.</p> | <p>To link to the Liverpool Biennial project.</p> <p>To support the Christmas event</p> <p>To examine what can be done to support Waterloo 2015</p> <p>To consider what other activities could be provided/supported</p> | | |
| 7 | <p>Rates</p> <p>Target: To provide quality information to allow traders to determine if they wish to making a Valuation Appeal, and if so to do so on an informed basis.</p> | <p>To provide presentations on the rates of shops in Waterloo, to groups of Waterloo Traders</p> <p>To meet with the Valuation Office to discuss with them selected South Road properties, to allow the businesses to determine whether an appeal is viable.</p> | March 2010 | DS |

7. Bootle Town Centre Management

January 2010

Title of Report:

Bootle Town Centre Management - Progress Report No. 6

Author of Report:

Chris White - Bootle Town Centre Manager

Purpose of Report:

The purpose of this report is to advise the Sefton Business Village Partnership of the progress made to date by Bootle Town Centre Management.

Recommendations:

It is recommended that the Partnership:-

Note the content of the report.

Note the current progress of projects

Note the proposals in the Delivery Plan for year 2009/10

7.1 Events in Last Quarter

The Bootle Festival Events on Friday 23rd and Saturday 24th October were a great success. The T Dance, Sponsored by Sayers, saw over 100 people dancing and Sayers saw an increase in Sales despite giving away free tea and coffee.

Saturday's Family day was also well attended and crowds drew to watch the talented dancers from Central dancing school and other performers throughout the day. Footfall was up in the Strand 2% on the previous week.

It was decided that for the Festival to continue it would have to adopt a new format, similar to this years, and that sponsorship from local companies would be sought to finance the event in the future.

The Christmas Event on 26th November was packed with activities. The junior Ski slope was erected in the Strand. It ran for two full days and saw over 100 people take advantage of the facility. The Ski Slope generated a great amount of publicity across the local media including the Bootle Times, Crosby Herald and the Liverpool Echo and Real Radio North West.

The Christmas Tree Lights were switched on by Real Radio's Breakfast presenters Ditchy and Salty, who had been talking about the event for two weeks on their radio programme, supported by "Another Place" Gospel Choir.

The evening was rounded off with the launch of the new Bootle shopping website, www.shopbootle.com and two chances to win bicycles given from Wilkinson's, via a Bluetooth treasure hunt and a raffle at The Bike Shed.

There was a much better attendance this year at the event thanks to the heightened publicity.

The first Bootle Santa Dash, in association with The Jospice, took place in North Park and had 40 entrants, final sponsorship figures are still being collected but funds in the region of £1000 are expected to be raised.

There is still disappointment at the number of retailers who take part in the event, to stay open after 5.30pm and for members of the public to attend.

Planning for next year will look at moving the event into daylight hours and be focused in the Shopping centre itself.

7.2 Current Activity

Planning is underway to deliver three events in the next quarter.

These will be: -

1. A focus on Fitness promotion at the end of January
2. A Valentines promotion across the Shops In the Town Centre
3. A spring Festival/ Market on Stanley Road in March
4. The Altogether Better Bootle Awards planned for July.

Work is continuing with the Vacant Premises working party.

Planning has commenced for a joint respect/ business community event in the Town.

I continue to support businesses in the town offering business advice, signposting services and funding from the local authority and marketing via both visitbootle.com and shopbootle.com websites.

7.3 Other Activity

The current term of Stepclever funding comes to an end in March 2010. Sefton Chamber of Commerce has expressed 100% commitment to continue the programme and awaits a response from Stepclever/ Business Neighbourhoods.

8. Altside Business Village Partnership

20th January 2010

Title of Report:

Altside Business Village Partnership - Progress Report No.33

Author of Report:

John Keogh - Altside Business Village Manager

Purpose of Report:

The purpose of this report is to advise the Sefton Business Village Partnership of the progress made to date by Altside Business Village Partnership.

Recommendations:

It is recommended that the Partnership:-

Note the content of the report.

Note the current progress of projects

Note the proposals in the Delivery Plan for year 2009/10

8.1 Tourism

Camping & Caravanning Club site – Following the breakdown in negotiations with the owners of Berrys Farm an approach was made to the agents for the Leverhulme Trust who own Lydiate Hall Farm. Initial talks appeared very positive and the site benefited from being well screened, having good access and its close proximity to a farm shop, café and site of historical interest. Unfortunately neither the agent nor the tenant who is close to retirement appear very interested in progressing further. Rather than waste time on a project which is unlikely to bear fruit the committee have decided instead to identify all plots of land which fit within the C&CC requirements, shortlist those plots which fit within planning policy & guidance and only then approach the landowners to determine whether there is a genuine interest in taking matters to the next stage.

Marina – A verbal update will be provided at the meeting.

Hornby Visitor Centre – Preparations are in hand for a Stage one HLF bid to be submitted by the end of February. To meet the criteria for a successful bid the trust have begun to develop a collection with donations from collectors, ex-employees and other individuals, letters are being sent to various experts and

academics asking for written support to demonstrate that a Hornby collection is worth conserving, and the manager is meeting with local schools and history societies for their view on how the Heritage centre should develop.

It was originally hoped that someone would take on the role of curator, however this role has been split amongst three trustees who will each take on separate responsibility for Meccano, Hornby Trains and Dinky.

Hornby Experience exhibition – A third exhibition was held on 14th & 15th November which once again proved very popular and successful, previous exhibitions focussed purely on products produced while Frank Hornby was alive and running the company, however to add more interest this years event featured exhibits of Bayko and Scalextric which were bought by the company following Hornbys' death.

The purpose of these events was to raise awareness of Frank Hornbys' link with Maghull and to gauge interest for a permanent Hornby Heritage Centre. As this goal has been achieved, and because the events are not self funding and need to be subsidised, it has been decided to hold future events that focus on building a collection, raise funds and encourage community participation. It has been suggested that for November 2010 we hold some sort of Meccano Challenge involving all 16 local schools with local business sponsoring a team each. The manager is speaking with local school heads of department and Meccano for ideas and support. (*event budget – see appendix B*)

Maghull Music Festival – A verbal update will be provided at the meeting

8.2 Community & Environment

Britain in Bloom – The manager is in discussion with Maghull in Bloom chairman George Baker about building on last years successful Britain in Bloom entry.

Central Square & Aintree Village Christmas Illuminations – Additional Christmas illuminations were installed at Maghull Central Square this year to further extend the lighting first installed for Christmas 2008. The lights were funded three ways by the Maghull Group, Sefton Tourism and Sefton East Parishes Area Committee and have received a very positive response from local residents. The success of last years illuminations led to similar lights being installed at the three shopping parades in Aintree Village with funding from, Sefton Tourism, the Bleasdale Group and Aintree Village Parish Council who contributed £3600.

8.3 Business & Retail Support

Central Square – A meeting between Sefton MBC officers and the Maghull Group management will be taking place late January/early February to discuss the Maghull Groups proposals for Central Square. Their plans are well progressed and they intend to submit a full planning application by the beginning of March. At the same meeting it is intended to discuss other developments taking place around Morrisons store, the Health Centre and the vacant library building as this will impact on changes to Central Square.

Altside Business Club – Update following meeting of 15th January

8.4 Marketing

Information Card & Website - The websites and marketing material produced to promote Altside Business Village and the area are now several years old and largely out of date. Estimates are being sort to redesign a single Altside BVP website and small colour information card prior to a campaign to recruit more members.

Ringmaster - The ringmaster database is regularly updated when new members wish to join and is provided as a tangible benefit to Altside BVP membership.

Greenpages - The Greenpages document is regularly updated as and when new members join the Business Village and is sent out to all members every three months.

Appendix B

Frank Hornby Experience 2009 - Budget minus cases and leaflets

Income:

| | | |
|-----------------------------------|-------------|-------------|
| Rental of tables | 485 | |
| Sponsorship | 0 | |
| Express Sefton Grant | 1000 | |
| Maghull Town Council contribution | 3209 | |
| Total income | <u>4694</u> | <u>4694</u> |

Expenses:

| | | |
|--------------------------------------|----------------|-----------------------|
| Poster design | 80 | |
| Storyboards 2 @ £72ea | 0 | |
| Barriers (MMRC loan) | 0 | |
| Display cases - 1 6x3' & 3 600 x 600 | 0 | |
| Insurance - see note 1 | 410 | |
| Exhibitor expenses | 621.27 | |
| Lunches 29 x 2 days - see note 2 | 189 | |
| Scalextric Roadshow | 750 | |
| Bayko expenses | 500 | |
| Overnight accomodation - see note 3 | 272 | |
| Hire of Town Hall - see note 4 | 2610 | |
| Total expenses | <u>5432.27</u> | <u>5432.27</u> |
| Net Profit/ Loss | | <u><u>-738.27</u></u> |

Note 1

Door to door insurance for exhibitors

Note 2

£3.50 x 27 people x 2 days

Note 3

Premier Travel Inn at Aintree 1 single for 1 nights & 1 double for 3 nights
(Thurs, Fri & Sat) @ £56 per room per night + plus breakfast @ £7.50

Note 4

Activities room - 8 hours @ £20/hr x 4 days
Function room - 8 hours @ £35/hr x 4 days
Security and extra staffing @ £850.00

9. Sefton Business Against Crime Partnership

20th January 2010

Title of Report:

Sefton Business Against Crime Partnership - Progress Report No. 5

Author of Report:

Steve Booth - Sefton Business Against Crime Manager

Purpose of Report:

The purpose of this report is to advise the Sefton Business Village Partnership of the progress made to date by Sefton Business Against Crime Partnership.

Recommendations:

It is recommended that the Partnership:-

Note the content of the report.

Note the current progress of projects

Note the proposals in the Delivery Plan for year 2009/10

9.1 Current Position

Since the last report there have been meetings for the Southport and Bootle Shopwatch and the Southport Pubwatch group.

Both Shopwatch meetings have involved a presentation by the Anti Terrorist team of Merseyside Police who delivered a video outlining the outcome of a terrorist attack in a crowded area and the preventative measures than can be taken by both public and private sector workers.

This presentation has been well received by the attendees and has proved beneficial in raising awareness. The same presentation has been organised for the Bootle Town Centre partnership group on Jan 20th

New target files of current offenders were produced for both the Southport and Bootle areas and have been distributed to all member businesses. Both Southport and Bootle police have reported a decrease in store related crime.

9.2 Graffiti

A Southport wide graffiti audit was carried out in November in partnership with Environmental Protection and Community Safety Departments. This audit revealed many areas of concern which have since been fed into the Community payback team for action it is envisaged that this will be an ongoing program

Fly tipping at the rear of Mc Donald's on Eastbank st has also been raised as an issue; again this was referred to Environmental Protection as the refuse was originating from the flats above Superdrug (North House) Notices have been served on the residents and the rubbish has now been removed but will be monitored to prevent large scale build up.

9.3 Alley gates

The gating process for the passageway between West Street and Hulme has been given the go –ahead and funding secured.

This has been an area of concern, in relation to night time anti social behaviour issues for some time and it is envisaged that this problem will cease once the alleyway is gated. The community payback team will remove graffiti from the sides of the two buildings that adjoin the alleyway, once the gate is erected

The costs associated with the gates are as follows

| | |
|----------------------|---------------|
| Cost of gates | = £1,525 +VAT |
| Cost of Gating Order | = £1,105 |
| Planning Application | =£170 |
| Total | = £2,800 |

9.4 Nightsafe Radios

Additional funding to provide radios to the pubs and clubs in Waterloo and Crosby areas has been obtained and radios have been purchased and are awaiting rollout. This will help these areas to combat crime and anti social behaviour associated with the night-time economy, particularly along South Road, Waterloo.

9.5 Bogus Charity Collectors

There was an incident on Chapel Street Southport shortly before Christmas when two males were selling leaflets and claiming that the money was going to a charity to purchase incubators for sick babies.

When questioned the males admitted that none of the money raised would be given to any charity and that all monies raised was for personal use only. The males also admitted that the contact number, relating to the charities on the leaflets, was fictitious

With the assistance of Sefton Security and Trading Standards, the males were moved off Chapel Street and told not to return and Trading Standards will liaise with Blackpool Trading Standards (where the males originated from) to inform them about their scam.

This has been an ongoing problem throughout the North West during 2009, with tourist orientated areas being particularly affected.

9.6 Street Traders

During December there had been an increase in the number of Street Traders setting up in Southport during the Christmas period and offering goods for sale. Two of these traders were moved on during December and issued with warning notices and this practice seems to have ceased.

9.7 Police Training

SBAC has been approached by Merseyside Police to assist in the training of its new recruits. This will involve 2 or 3 recruits being assigned to SBAC for one day during their training process.

This will help new recruits gain a greater understanding of problems faced by businesses and will also allow the recruits to establish relationships within the businesses.

10.Sefton Business Village Partnership

20th January 2010

Title of Report:

Sefton Business Village Partnership - Progress Report No. 33

Author of Report:

Mo Kundi - Sefton Business Village Manager

Purpose of Report:

The purpose of this report is to advise members of the current position with regard to Sefton Business Village related issues.

Recommendations:

It is recommended that the Partnership:-

Note the content of the report.

Note the current progress of projects

Note the proposals in the Delivery Plan for year 2009/10

10.1 Lydiate Village Centre

The contractor is currently reporting that the project will be completed 6 weeks behind programme, in late February.

The contractor has submitted a prolongation claim of 4 weeks due to higher than expected ground water levels and the impact that this has had on the sub-structure construction works. A site investigation was carried out prior to the works but this indicated water would be at a lower level. The changed circumstances is perceived to have been due to the higher than normal Spring /Summer rainfall.

The higher than normal rainfall and other adverse weather conditions has continued throughout the course of the works has delayed the contractor in their general progress and is the reason for the further 2 week delay.

It is anticipated that costs will be contained within the original contract sum.

The proposed wind turbine installation is the subject of ongoing discussions with Planning.

10.2 Low Carbon Communities Challenge 2010-2012

Under the Low Carbon Communities Challenge Programme the Government is making available financial support of up to £500,000 for mainly capital expenditure. As part of the programme the Government will introduce successful bidders to partners who are offering free training, advice or support, and then evaluate the progress by gathering data and perspectives of what is and what is not successful.

The Government is looking to work with 20 'test-bed' communities already facing change in the area as a result of green or low carbon infrastructure or behavioural measures, with an interest in using this to spur the development of broader plans for cutting carbon emissions in their area.

The Challenge is about involving a broad section of people living and working in communities to develop plans for their area that integrate technology or infrastructure – such as wind farms, electric cars or home energy refurbishment – with financial and behavioural measures to create a broader low carbon area or zone.

Within Sefton only Formby stands out as an area where there are currently some 'low carbon infrastructures', and these include wind turbines at Range High School, and St. Jerome's School. The latter also features photovoltaic panels, grey water systems etc.

Discussions have been held with Formby Parish Councillors, and at their meeting on 3rd November 2009, Formby Parish Council formally agreed to submit a bid under the Low Carbon Communities Challenge Programme, and requested Sefton Council's assistance.

In order to progress the development of the bid a small working group was established, consisting of two Formby Parish Councillors, a Sefton Ward Councillor and two officers from the Planning and Economic Regeneration. In addition, Sefton Council's retained energy efficiency specialist consultant also assisted with the development of the bid.

One of the main requirements of this Challenge is the engagement and active involvement of community groups, as well as the wider local community. The Parish Council is keen to ensure that it has the full support of all interested groups, and are willing to participate in developing and delivering the project.

Initial indications are that over 200 interests have lodged with the Department of Energy and Climate Change, who are managing this programme, suggesting that competition for these funds is going to be very strong. This is recognised by the working group, and every effort has been made to ensure that Formby bid stands out both in terms of added value, and community backing.

A successful Formby bid offers the opportunity to progress the Climate Reduction, and Low Carbon Economy agenda, particularly at community level, and the opportunity to replicate the project not only in other parts of the Borough, but also beyond. The outcome of the submitted bid is expected to be announced in late January 2010.

10.3 Energy Efficiency & Renewable Energies in Social & Low Income Housing

The UK Government is committed to reducing carbon emissions by 34% on 1990 levels by 2020, and 80% by 2050. In order to meet these targets the Government has already introduced a number of legislation and regulations that imposes statutory duties and obligations on local authorities to tackle climate change by introducing low carbon policies and practices in housing, transport, regeneration, environmental protection, planning and other key services. Local authorities are also expected to play an important role in raising awareness and influencing change more widely by working with its partners and stakeholders.

Any carbon reduction commitment must lead to a reduction in CO₂ from buildings within the Council, workplaces, and the domestic housing stock across social and private rented sectors plus owner occupied. Energy efficiency measures will be extremely important as they can account for up to 40% of the required CO₂ reduction targets.

Central Government has recognised this and is currently making available £7 billion between 2008-11 through the following energy efficiency programmes:-

- Energy supplier/generator obligations of the Carbon Emissions Reduction Target (£2.8 billion)
- Community Energy Saving Programme (CESP) (£350 million)
- Additional Energy Efficiency Obligation (£560 million)
- Warm Front (£874 million)
- Decent Homes (£2.2 billion)
- Social Housing Energy Saving Programme (£84 million)
- Winter Fuel Payments for older people (£2.7 billion per year).

In addition to the above, and as part of the European Economic Recovery Plan, the European Commission has also agreed to allow up to 4% (£29 million) of ERDF Programme resources to be devoted to domestic energy efficiency and renewable actions. In August 2009, the Department for Communities and Local Government issued the guidance that measures should be directed at existing social housing as defined in Articles 68 – 70 of the Housing and Regeneration Act 2008.

In response to the above, the Regional Development Agency, had issued a call for the submission of a sub-regional bid that seeks to directly stimulate the market for low carbon and environmental technologies and renewable energies via their application within existing social and low income housing. As the deadline for the submission of Expression of Interest was 9th November 2009, officers from the five local authorities, plus Halton, and representatives from local universities, RSLs, and Utilities have submitted a proposal, which intends to address the following:-

1. Physical housing improvement works to reduce CO2 emissions:
 - ◆ Partners will be commissioned to deliver elements of the targets to ensure complementarity and reduced risk on programme delivery
 - ◆ Large scale innovative programmes of work to tackle hard to treat properties all across Merseyside will be funded (e.g. external wall insulation and ground or air source heat pumps as appropriate to upgrade “No fines Wimpey” housing stock)

- Diversity of tenures will be tackled although most will be targeted at reaching the private rented and social landlord sector
- Diversity of measures (including all appropriate microgeneration technologies, upgrading low carbon emission heating technologies and a variety of solid wall insulation technologies). Particular consideration will be given here to measures that have the best chance of success in the North West given the current or potential regional strengths, e.g. high efficiency lighting, solar thermal or biomass as evidenced by the NWDA and Envirolink Northwest.

2. Developing small-to-medium sized enterprises (SMEs) and the local supply chain:

- ◆ Development programmes for upskilling existing trades people to future-proof them to changing markets for safeguarding jobs
- ◆ Developing capacity of existing SMEs through awareness and guidance of required public sector standards. Additionally opportunity will be through greater markets and generating opportunities for long-term employment and business growth.
- ◆ Integration with other schemes with particular reference to Future Jobs Fund

3. Growing the market for a low carbon economy through renewables and energy efficiency:

- ◆ Raising awareness of and demand for technologies among the public, commissioners and designers will raise demand for Low Carbon and Environmental Goods and Services (LCEGS)
- ◆ Pump priming the market with these hard to treat technologies will create a local industry base and legislature in the sub-region ready to deliver forthcoming agendas such a Home Energy Saving Strategy (due to start in 2013)
- ◆ Stimulating the existing low carbon economy will attract more investment and interest in this area for new and emerging SMEs as this funding will attract an estimated £15 million of which up to a possible £11 million will be submitted as match funding from the utilities such as that proposed in the partnership between British Gas and Knowsley Council under the CESP

4. Evaluation and local learning:
 - ◆ Use of local universities and local enterprises for both new research and evaluation of programmes
5. Engage with the private landlord sector to complement the ongoing work on a sub-regional accreditation scheme.

I am pleased to report that on 1st October 2009, the Regional Development Agency approved the Expression of Interest, and requested that completed Concept Form be submitted by 29th January 2010 deadline. Whilst the Agency has indicated that at this stage it cannot guarantee that the project will ultimately be awarded funding, however subject to addressing the issues raised by the Agency we should stand a reasonable chance of being successful.

If successful, Sefton Council will be the accountable body for this sub-regional project. Being the accountable body would allow the authority to develop expertise and experience in areas, which are likely to offer significant economic and social benefits as well as address the climate change, and low carbon economy agenda.

9.4 Merseyside Rural Economy Strategy and Action Plan

The external Consultants, 'Rural Innovation' undertaking the Merseyside Rural Economy Strategy presented their final findings on 3rd December 2009 at Bootle Town Hall. A copy of the final report is available on request. The Consultants will now be holding a number of meetings with interested organisations, and stakeholders with the aim of developing Action Plans for each of the Boroughs within the Merseyside region. The Regional Development Agency has given an undertaking that some funding will be made available to deliver these Action Plans.

9.5 Supporting Town Centres

At the last meeting members were informed that £500 was being made available to each of the nine centres to help them market and promote their retail areas leading up to the Christmas period in order to retain local customers, and to increase footfall. In addition officers were exploring a number of potential ideas that could be implemented using the balance of the £52,631.58 DCLG money.

Discussions have been held with a number of empty shop owners with the aim of using them to showcase activities that could attract shoppers and visitors to retail centres. Unfortunately the cost of using empty shops is such that it becomes financially unsustainable. Officers are therefore exploring the possibility of entering into a partnership with Liverpool Biennial, who is amongst the most successful art commissioning agencies in the UK, and best known for presenting the UK's largest festival of contemporary art.

The intention is to submit a bid to Arts Council England in partnership with Liverpool Biennial, and assuming we are successful, use this additional funding of £10,000 to £30,000 in conjunction with the balance of the DCLG money to build on the arts for places work in Sefton and use creative approaches to stimulate activity within retail centres.

9.6 Scarisbrick Avenue Building, Southport

Members may recall that Blythe's Development, who were responsible for refurbishing this building with funding from the Southport Action Plan, went into liquidation. Sefton Council has been working with new owner Thomas Barnes, and agreement has been reached to use the ground floor for an Independent Living Centre, which would also house the Shopmobility facility currently operating from Tulketh Street Car Park. The top floors of the building would be used for social housing operated by Cosmopolitan Housing Association.

I am pleased to report that Thomas Barnes has given an undertaking that work will restart on site later this month, and will be completed in June/July 2010.

9.7 New Funding Opportunity

The attached Annexes A and B below provide an update on the various funding streams, and for which Expressions of Interest have either been submitted or are pending.

CURRENT FUNDNG OPPORTUNTIES

| Funding Name | Funding Body | Amount Available | Deadline for EOI Submission | Date by which project must start | Date by which project must finish | Key Criteria |
|-----------------------------|------------------------------|-------------------------------------|-----------------------------|----------------------------------|-----------------------------------|---|
| Rural Development Programme | National/European Grant | Total Budget for the sub-region £2m | On going | ASAP | | <ul style="list-style-type: none"> A range Interventions, including Farm diversification, Rural tourism, supporting rural economy, access etc. |
| Heritage Grants | Big Lottery | £50,000 to over £5m | Any time | N/A | N/A | <ul style="list-style-type: none"> To conserve and enhance nation's diverse heritage To encourage more people to be involved in their heritage |
| Future Jobs Fund | Dept. for Works and Pensions | £1.0 billion | Any time | N/A | N/A | <ul style="list-style-type: none"> To create 150,000 new jobs Looking for Partnership bids Must be linked to locally agreed work and skills strategies |

| | | | | | | |
|--|----------------------|---|---|------------|-------------|---|
| Access To Nature | Big Lottery | Total Budget £25m, and grants available between £50,000, and £500,000 | Stage 1 closes 1 st February 2010, and stage 2 closes 4 th May 2010 | N/A | N/A | Access to Nature aims to encourage more people to enjoy the outdoors, particularly those who face social exclusion or those that currently have little or no contact with the natural environment - perhaps because they lack the confidence to get out and enjoy natural places or have few opportunities to do so. |
| Arts in Empty Spaces | Arts Council England | Total Budget £500,000 | Starts from 1 st April 2010 | N/A | N/A | Priority given to those local authorities in receipt of Empty Shops Revival Fund, which Sefton is. |
| Contaminated Land Capital Projects Programme 2010/11 | DEFRA | Yet to be determined | | April 2010 | March 2011. | fund intrusive investigation projects on land which is potentially contaminated, and remediation projects on sites which are contaminated. Money paid under the Programme is for capital expenditure. The Programme exists to help authorities carry out duties under contaminated land legislation (Part 2A of the Environmental Protection Act 1990). |

| | | | | | | |
|------------------------------------|------|---------|----------|-----|-----|---|
| E.ON Sustainable Energy Fund | E.ON | £20,000 | Any time | N/A | N/A | <p>Grants of up to £20,000 to community groups and not for profit for:-</p> <ul style="list-style-type: none"> <input type="checkbox"/> the purchase and installation of one or more renewable energy technologies (e.g. wind, solar thermal, PV, wood etc) <input type="checkbox"/> the renovation of existing facilities to incorporate micro-generation technology (e.g. the reinstatement of a watermill and the purchase of a turbine to produce hydro-electricity) <input type="checkbox"/> an energy efficiency makeover for building that could demonstrate significant energy savings and also behavioural change amongst users <input type="checkbox"/> the use of new or innovative technology to deliver either energy savings or micro-generation capacity. <p>To be eligible for support from the Sustainable Energy Fund, organisations must benefit specific groups namely: Education, vulnerable people; and people in fuel poverty.</p> |
|------------------------------------|------|---------|----------|-----|-----|---|

| | | | | | | |
|--|--|------------------------------|-----------------|--|--|--|
| <p>European Commission and European Investment Bank launch European Local Energy Assistance (ELENA) facility</p> | <p>European Local Energy Assistance Grant (UK)</p> | <p>€15 million grant aid</p> | <p>Any time</p> | | | <p>The European Commission and the European Investment Bank (EIB), the bank of the EU Member States, have launched a grant aid initiative to help local and regional authorities make investments in energy efficiency and renewable energy.</p> <p>The ELENA facility aims at helping cities and regions implement viable investment projects in the areas of energy efficiency; renewable energy sources and sustainable urban transport</p> |
| | | | | | | |