

**CABINET MEMBER UPDATE REPORT**  
**Overview and Scrutiny Committee (Regeneration and Skills) – 6 November 2018**

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

**Tourism Update**

**Business Tourism**

- In the second quarter of the 2018-19 financial year, two conferences were confirmed worth around £500,000 to the local economy. These events will bring approx. 1000 bed nights to the destination. Six provisional bookings were added to the system in the same period, which if confirmed, would provide an economic impact IRO £6.1 million and 13,300 bed nights.
- Seven new enquiries were generated in the 2<sup>nd</sup> quarter worth a potential £3.9m to the area.
- 15 Conferences will take place over 2018/19 worth around £6.7m generating 14,615 bed nights to the destination
- Bliss, the new operators of The Southport Theatre and Convention Centre are continuing to implement improvements to the venue. The quality of performances secured have increased thus having an overall positive effect on the Borough.

**Destination Marketing**

- Autumn destination promotional campaign is underway – consisting of radio, digital, outdoor and press. This will run until mid-November.
- 2019 Visitor Guide is nearing completion and will go to print in November. Advertising sales are on par with last year. Distribution plan is being finalised
- Marketing Southport current membership stands at 113, with two new members since the last report and two members leaving.
- PR agency has sent out the autumn news release, highlighting the borough offer for half term week and autumn in general. Coverage has started to appear.
- Group Leisure & Travel Show (NEC Birmingham) was attended on 11 October. We had a stand there and continued to promote the 'Southport Pick 'n' Mix product. Fifty leads were secured.

- Travel Trade familiarisation trip took place, key tour planners and coach companies spent 2 days in Southport looking at the town's offer for visiting groups. They were also taken to attractions / locations in Crosby to Formby to Martin Mere.
- Golf figures show a 52% increase on accommodation booked via England's Golf Coast for their directly sold packages.
- Christmas advertising campaign about to commence – it will include radio, digital and press. It will major on the new tree, ice rink and a general 'shop, dine and stay' message.
- Design of 2019 'Eating Out Guide' underway. This supports the independent restaurant sector. It will go to print December and be in circulation in the new year.
- Work has started on the Visitor Passport, this is a self-funding passport sized information / voucher book. It is given to coach groups, conference delegates and stocked by hotels & guesthouses.

## **Events**

### British Musical Firework Championship

- The event was very busy, attracting over 30,000 visitors over the 3 evenings. As always there was an extremely high standard of displays. Illusion Fireworks who fired last on Saturday night were crowned champions.
- The event was cancelled on the Sunday night only (30<sup>th</sup> September) due to high winds. Refunds are currently being processed.

### Southport Christmas Ice Rink

- An ice rink will be installed on Southport Town Hall Gardens from the 7<sup>th</sup> December to the 5<sup>th</sup> January
- There will also be a selection of Christmas chalets around the rink, all supported by a comprehensive Christmas marketing campaign
- The Ice Rink is a joint initiative between Sefton Council and Southport BID, Sefton have secured external funding to cover the financial contribution

### 2019 Events

Planning and procurement has started for the 2019 event season, confirmed dates are as follows.

Southport Festival – 10<sup>th</sup> – 12<sup>th</sup> May

Southport Food & Drink Festival – 31<sup>st</sup> May – 2<sup>nd</sup> June

Southport Air Show – 6<sup>th</sup> – 8<sup>th</sup> September

British Musical Fireworks Championship – 27<sup>th</sup> – 29<sup>th</sup> September

## 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
- We have discussed bringing outdoor traders into the indoor market, Outdoor traders have shown an interest, discussions continue.

### Outdoor Markets

- The Outdoor Markets have enjoyed another successful year with traders' keen to trade in Southport and Formby.
- The last outdoor market for the 2018 season will be: 02<sup>nd</sup> November.

### Seafront

- Phase two work started 1<sup>st</sup> October 2018 and will be completed by 21<sup>st</sup> December 2018 ready for the Pier Concessionaire to fit-out the new food and drink retail kiosk and improvements to the end pavilion.
- Phase three will then see improved access to the Pier with the installation of new steps onto Southport Beach.
- The Pier works are part of the £2.9m Coastal Community Fund project
- **24 Hour Yacht Race** 7<sup>th</sup> September had over 70 teams taking up the challenge, with excellent weather and a large crowd the event was deemed a huge success.
- **Play Area Victoria Park** The fence surrounding the Play area in Victoria Park is to be replaced, giving the Play area a new lease on life, and bollards will be installed at the entrance to the park protecting it from unauthorised encampments.

### 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

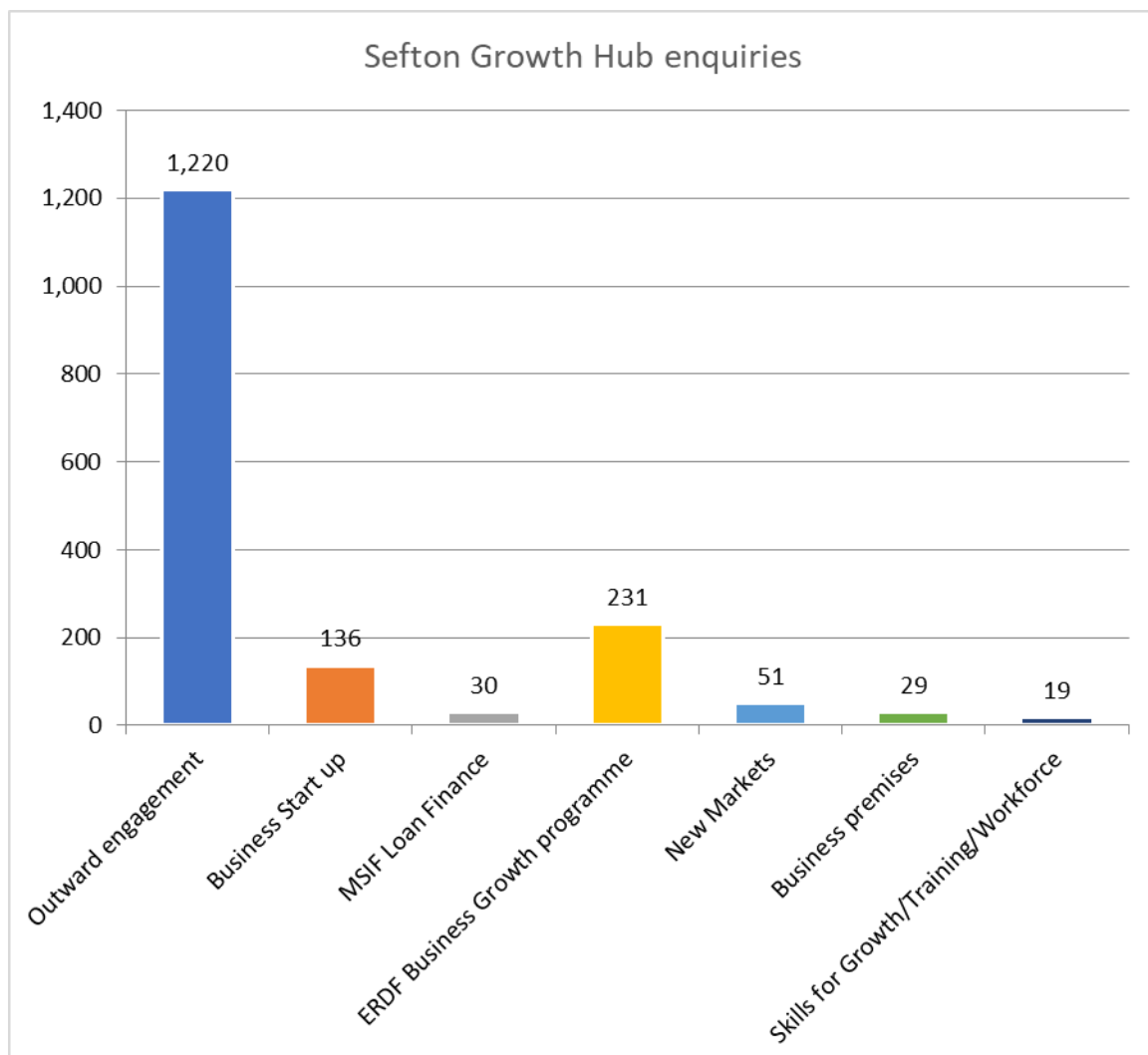
merged with the ERDF Business Growth Programme to help provide a more cohesive service to businesses. InvestSefton has been awarded a further 12 month contract until 31 March 2019 to deliver.

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.

**As at 8<sup>th</sup> October 2018 InvestSefton has engaged with 2,014 businesses, carried out 1,711 diagnostics and brokered 2,014 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. The team is currently looking further into enquiry type and will provide a more detailed breakdown and explanation in a future update.



Cabinet Member visits businesses assisted by InvestSefton on a quarterly basis. Corporate Communications have assisted through press releases and uploading short talking head videos from company owner/managers such as the following taken at Morgan Hope industries and Immersive Creative in Southport; links copied below:

<https://drive.google.com/open?id=1EOsLsVxbmlgoD6Zsz1KXCqJu-KwkeE3n>

[https://drive.google.com/open?id=12TcQaRRqLkJGN-\\_KVGw2i4aMW\\_xQLA7b](https://drive.google.com/open?id=12TcQaRRqLkJGN-_KVGw2i4aMW_xQLA7b)

## **Business Clinics**

InvestSefton as part of the Growth Hub and Business Growth Programme and in partnership with the Enterprise Hub have set a weekly 'drop in' Business Clinic 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 volunteer Business Mentors offering their services for free.

Cabinet Member officially opened the clinic on 18<sup>th</sup> September . Corporate Communications were on hand to produce a video of the opening which has been uploaded onto Youtube. The video can viewed at <https://youtu.be/kWWZ-rVCVak>



*“Sefton’s business clinics are taking place every Tuesday at The Atkinson, Southport from 10am-1pm. They are a chance to meet movers and shakers in the world of business to ask any burning questions and gain insights to help you start up your business or take it to the next level.*

*Officially opened by Cllr. Marion Atkinson, Sefton Council’s Labour Cabinet Member for Regeneration and Skills on September 18, the clinics are Organised by Invest Sefton, Sefton Council’s enterprise, business support and inward investment service. Sessions cover all business themes, from accessing funding to starting your business to employing the right people to make it a success and everything in between”*

## 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. The most recent event took place over two days focusing on Digital support for businesses which are proving really popular.

- 19<sup>th</sup> September Ainsdale - attended 13 Sefton businesses.
- 20<sup>th</sup> September Bootle - attended by 17 Sefton businesses

A selection of feedback received is shown below:

- **Hylift Access** – “Thanks Guys! Great advice and helped to chase up website domain issues.
- **L’s Kitchen** – “Carry on with workshops. Great for business to meet, learn and explore all aspects of business”.
- **Tik Tok Invents Ltd** – “I am looking for support with a new product that is patent pending I am trying to develop. I need a working prototype and manufacturing contacts. Thank you Tom.
- **Home from Home** – I think the guys & support are so valuable & I doubt I’d have been able to start my business without them. Long may this support continue. Excellent ”
- **JBA Video** – “Good venue, good size of audience, good atmosphere. Useful content”.

## Inward Investment update

- Mersey Reach project (Chancerygate) is awaiting final sign off for Chrysalis, with this expected soon. Developer is keen to progress asap, intending to start within a month. There is interest in the site from many local businesses ranging from 20,000 – 30,000 sq ft.
- Atlantic Park- SIF enquiry. conditional funding in place. Planning application conditions agreed but request made to change consent from B8 (Special industrial) to B2 (General industrial) as a result of a live enquiry
- Enquiry for facility for modular housing manufacturer. Requirement for c. 110,000 sq ft manufacturing facility and associated office space. Strong interest in Atlantic Park with ongoing dialogue regarding the deliverability of a suitable scheme within the company’s timeframe. Support has been offered to the business relating to recruitment of local staff and apprenticeships, including engagement with Hugh Baird on long term training support. In addition, support to develop local supply chain has been offered. The scheme will create between 200 and 400 new jobs.

- 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 lead's 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. A revised submission was sent to MHCLG on Monday 8<sup>th</sup> October. Progress will be heavily linked to One Front Door, the proposed formal coordination of inward of investment for the city region
- The Business Development Manager is continuing work with 'The Extraordinary Club' and Bruntwood to create a new Creative and Digital Incubator in St Hugh's, Bootle Town Centre. An initial proposal has been submitted to the Combined Authority with feedback provided. Currently working with 'The Extraordinary Club' to develop the business model and scale of ambition as well as aligning with wider InvestSefton business engagement activities.

### **Growth Project Updates**

The Regeneration Team are in the process of developing a range of growth projects identified across the borough and included within the Bootle, Crosby and Southport Town Centre Action Plans. This includes exploring potential funding sources that might be available to assist with delivery and partnership development opportunities.

#### **Crosby Village Town Centre**

Environmental Improvements of Crosby town centre including the repair of festoon lighting and provision of benches are complete. This completes the works associated with the S106 contribution received for environmental improvements to the village centre.

Following the by St Modwen of refurbishment to Glenn Buildings north and Glenn Buildings south earlier this year the following occupiers are in place or have received the necessary consents;

- Peacocks clothing shop
- The Card Factory
- Extension to The Blues Bar
- Bottega – Italian Restaurant
- 'Aesthetics Hub' a beauty clinic
- Vets - above Peacocks
- Betfred Betting Shop
- Bar at 8D Moor Lane

Discussions are also ongoing between the Regeneration Team Council and St Modwen regarding proposals for Telegraph house following the decision by M&S Food not to look any further at Crosby as a possible location as Aintree and Formby serve most of their existing need.

The Regeneration Team are also exploring potential options for use of Council owned assets within Crosby Centre to broadening out the range of uses on offer as well as improving the associated access and parking arrangements to support the centre's role.

### **Crosby Coastal Area**

Work is continuing to explore options for the coastal area where the Council currently has a number of assets.

### **Bootle Town Centre**

**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. Stage 1 of these reports is almost complete and further work to take forward the next stage of detailed work is being planned out.

**Coffee House Bridge** - Although this is a key development site for the Council, currently the delivery model is considered challenging and alternative delivery models are currently being discussed and evaluated with the site occupants.

**Bootle Town Hall Complex** - The commercial appraisal remains incomplete, partly due to the challenge with finding a viable financial solution that will ensure this key asset's future development potential is fully realised.

**Southport Town Centre** - Work continues between the Regeneration, Toursim, Planning, Asset Management and Transport Teams to explore a number of investment opportunities including use of council owned and other key partner assets that would help deliver the Southport Town Centre Investment Framework and Action Plan.

**Southport Townscape Heritage** - Work is progressing on this second-round funding bid and recruitment of a Townscape Heritage Project Officer. Work continues developing further partnerships and drafting a Conservation Area Management and Maintenance Plan which will be in place for the next 15 years.

**Southport Pier** – Pier Refurbishment and enhancement programme will be complete by April 2019.

### **Employment & Learning Programme**

#### **Sefton@work Quarterly performance – demand and outcomes**

Demand for service from residents has been very strong over the last quarter. In comparison with the same point last year, the number of clients starting on the Ways to Work programme seeking assistance has doubled, moving up from 105 to 210 new entrants. This is particularly remarkable, given the quarter includes the month of August which has historically been very slow.



Outcomes for the quarter from July to end September 2018 have been particularly positive. The number of job starts made by clients has been the highest ever achieved since the Ways to Work project commenced, with **95** local residents entering employment, as follows:

<b>Status at registration</b>	<b>Number into employment</b>	<b>%</b>
Unemployed – actively job-seeking	53	55.8
NEET – (1.1 clients) Inactive	21	22.1
NEET – (1.3 clients) Inactive	21	22.1
<b>Total</b>	<b>95</b>	<b>100.0</b>

<b>Status at registration</b>	<b>Number into employment</b>	<b>%</b>
1.1 Contract (age 30+)	48	50.5
1.3 Contract (aged 16 – 29)	47	49.5
<b>Total</b>	<b>95</b>	<b>100.0</b>

<b>Gender</b>	<b>Number into employment</b>	<b>%</b>
Male	63	66.3
Female	32	33.6
<b>Total</b>	<b>95</b>	<b>100.0</b>

<b>Types of Jobs</b>	<b>Number into employment</b>	<b>%</b>
Admin/Customer Service	13	13.7
Automotive	2	2.1
Childcare	4	4.2
Cleaning	9	9.5
Construction	10	10.5
Finance	1	1.1
Food/Drink	8	8.4
Gardening	1	1.1
Health & Care Sector	5	5.3
Leisure	3	3.2
Local/Central Sector	5	5.3
Production	16	16.8
Retail	3	3.2
Security	2	2.1
Self-Employment	1	1.1
Warehouse	12	12.6
<b>Total</b>	<b>95</b>	<b>100.0</b>

<b>Hours Worked</b>	<b>Number into employment</b>	<b>%</b>
Full Time	69	72.6
Part Time	26	27.4
<b>Total</b>	<b>95</b>	<b>100.0</b>

<b>Already has Basic Skills</b>	<b>Number into employment</b>	<b>%</b>
Yes	67	70.5
No	28	29.5
Total	95	100.0
<b>Have a Disability/Health Condition</b>	<b>Number into employment</b>	<b>%</b>
Yes	20	21.0
No	74	77.9
Chose not to say	1	1.1
Total	95	100.0
<b>Living in a Workless Household</b>	<b>Number into employment</b>	<b>%</b>
Yes	56	58.9
No	39	41.1
Total	95	100.0
<b>Living in Workless Household with Dependent Children</b>	<b>Number into employment</b>	<b>%</b>
Yes	20	21.1
No	75	78.9
Total	95	100.0
<b>Lone Parent</b>	<b>Number into employment</b>	<b>%</b>
Yes	14	14.7
No	81	85.3
Total	95	100.0

A number of observations may be made from this quarterly analysis of outcomes:

- Sefton@Work is effective in not only attracting those clients who are furthest away from the labour market but actually placing them into work at a rate that exceeds most nationally commissioned employment contracts. This is evidenced by the number of lone parents and people from workless households moving into employment.
- Job outcome rates for clients with health conditions and disabilities is also very positive.
- There is an emerging outcome gap between male and female customers moving into work, with more than 66% of positive outcome being achieved by men. This trend has been evident for three quarters and is being closely observed, particularly regarding the outcomes of younger women. Some proposals are currently being designed to rebalance this, including seeking out relationships with employers in new sectors.
- Sefton@work is committed to helping people enter employment that is sustainable and with sufficient pay to increase self-reliance. This is evidenced by the fact that more than 70% of the outcomes are into full time employment, in contrast with the drift towards temporary and sessional work being seen in the wider labour market.

## **Sefton@work - working with employers**

The achievement of the outcomes recorded in September have been supported by the ongoing work of the Employer engagement team, capturing opportunities for our workless clients. This pre-recruitment and employer programme work has included the following sessions which have been hosted at the Sefton@work premises on Stanley Road:

- Carlisle Security open day to promote opportunities for Security work. 10 clients attended and 6 jobs have been offered for those that completed the pre-recruitment offer so far.
- Stafforce Ltd – a new partnership for Dock employment including Port operative positions. 12 clients attended with an additional 6 other Sefton residents to complete an induction process and undertake the necessary drugs and alcohol tests. The success rate of this cohort in relation to drug and alcohol testing has been much higher than previous experience with other third party labour suppliers would predict. More information on job offers and starts for these jobs will be available for the next report.
- The Strand Shopping Centre – 16 clients attended a jobs partnership to register for jobs in Retail, mostly for the Christmas period.
- Crystal fires have started 3 of workless Sefton@work clients in the last month, one of whom had previously been homeless.
- Flip Out opening has been further delayed. Sefton@work is awaiting details from the employer about their plans. Advisers will make contact with clients who have progressed through this pre-recruitment exercise in the current month.
- Fumecare a new employer being supported in Formby has recruited for an Electrical Apprenticeship. Young male NEET client has now commenced this opportunity, accessing travel support.
- Sefton@work has continued collaboration with Antrec Ltd, offering employability support and individual guidance and advocacy. 2 inactive clients have been employed through this route in this month.
- An additional open day was hosted for KURA (introduced by Invest Sefton as an investor) to fill vacancies in customer care. 10 pre-filtered clients attended this opportunity which was attended by the employer and which incorporated job interviews. 4 clients have now started employment from 1 October. The employer has also held additional job interview sessions with Sefton@work, in the Stanley Road offices and more job offers are expected with starts for mid-October.

## Sefton Adult Learning Service Update

### Overview of Performance for 2017/18

At the end of the 17/18 contracted period, the Service delivered learning to **2053** unique community learners. This was in excess of the ESFA target by 53 learners. In addition, **560** learners progressed onto a further community learning programme at a higher level than their original course. **426** learners who started a community learning programme later progressed onto a qualification, drawing down £157,035 of funding. This rate of qualification has significantly overachieved the contracted level by £84,458.

The following analysis of the outcomes for the academic year show that the Service has made year on year improvements on the majority of indicators:

Area	2016/17	2017/18	Variance
Attendance	87.6%	86.1%	-1.5%
Areas of Deprivation	33.2%	34.4%	+ 1.2%
BME	11.4%	14.6%	+3.2%
Disability	24.6%	25.0%	+0.4%
Male Participants	31.8%	37.8%	+6.0%
Female Participants	68.2%	62.2%	-6.0%
CL Retention	91.2%	93.7%	+2.5%
Adult Skills Retention	95%	95.8%	+0.8%
CL Pass Rate	95.9%	98.5%	+2.6%
Adult Skills Pass Rate	94.7%	99.7%	+5.0%

### Subcontractor performance

SACL procured 2 sub-contracts during the year in order to achieve targets in particular curriculum areas and meet the needs of learners in disadvantaged neighbourhoods in the North of the borough.

The Rotunda delivered to **185** unique learners in the wards in the north of the borough in and around Kew as per their contract. The Rotunda's delivery focused predominantly on employability programmes to learners referred by Southport JCP. 3TC delivered to **237** unique learners in the South of the borough.

The sub-contracts pass on all the ESFA and Ofsted criteria to their suppliers. The method of payment is based on the achievement of targets and results, so contractors receive no recompense for any underperformance.

A procurement exercise has been undertaken for the delivery of provision in 2018/19 year. 3TC and Asset Training have been successful in securing contracts to deliver Community Learning and a small number of qualifications in the current year.

**Households into Work project**

The Combined Authority project is being hosted through Sefton@work. The latest available data from this project indicates the following position at end July 2018:

	Primary House-holds	Primary Starts to Date	% starts to date	Variance	Secondary Households target	Secondary starts to date	% starts to date	Variance
Sefton	95	36	38%	-59	95	19	20%	-76
LCR	800	285	231%	-515	800	124	108	-676