Service review November 2019

Mark Shaw – Green Sefton Service Manager
Green Sefton

Green Sefton provides a one stop shop for all issues associated with our landscape – from design and development, to management and maintenance and user engagement and community development.

The service manages circa 6,500ha of the landscape of the borough (32% of the borough, equivalent to 7,800 football pitches!) – its beautiful coast with protected sites, to a range of parks, greenspaces, outdoor sports and recreational sites, allotments, street trees etc.

This landscape defines Sefton, and is treasured by our communities and visitors – as the 2030 vision highlights…
What our communities value about Sefton
Land Green Sefton Manages
Together a stronger community

In 2030, Sefton residents look out for each other. We focus on our similarities and differences but never at our differences, working together to live a fruitful life.

We are supportive communities, asked by a vision of the future, where everyone has the opportunity to live an independent and productive life. We know our neighbour and we help each other in any way we can, from teaching a dog to walk to developing coding sites.

Our communities are strong, knowledgeable and informed.

Living, working and having fun

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

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

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

We enjoy shopping on Sefton’s vibrant high streets and being part of one of the many fest, fairs and residencies, plus a wide variety of sports facilities, clubs and events help inspire residents to keep active and enjoy sport.

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

A borough for everyone

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

From the moment we are born we are part of the community, with parent and baby groups, outstanding nurseries and schools. Quality apprenticeships, vocational training and university access mean we can follow our dream career path.

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

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

A clean, green and beautiful borough

In 2030, Sefton is internationally recognised for its outstanding natural beauty and commitment to sustainability.

We are a borough celebrated for its fantastic coast line and respected green spaces. Together, we work hard to preserve our streets, such as the means, woodlands, parks and streets and ensure that all future generations can enjoy them.

Through eco-friendly and green solutions, we hope to live our way. Everybody works together to keep Sefton clean and green, which commitment to reducing, reusing and recycling.

On the move

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

Night buses, better train links and new metro link public transport is safe and easy to get to everyone. We can also enjoy the use of the many bicycle and walking friendly routes, meaning we can keep active.

Investments into the borough’s public transport system and road networks have helped residents to travel more easily how make it even easier for students and visitors to reach Nereus, businesses and attractions.

Visit, explore and enjoy

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

We enjoy activities on our beaches and forest pathways, while the idea of excellent in Sefton for 50s, 60s and 70s, Sefton is home to a number of great events and festivals, whilst international sporting events which your year can.

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

Ready for the future

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

Investment in technology means that the borough is headed by organisations from the local, state, national and international scene. By working across, we are ready to seize any opportunity and Sefton is now Sefton across the whole world to ensure for advancement and research.

We are well connected for the rest of the world and we are always looking to the future. Sefton is a borough connected by people, supported by technology.

Open for business

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

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

Sefton is also a leading creative tourist destination with businesses flourishing thanks to our strong visitor economy. While a strong respect for SMEs end start-ups, coupled with the creative use of commercial spaces, has resulted in vibrant high streets.

With strong public sector partnerships, an entrepreneurial culture and a strong work force, Sefton is the perfect home for any business and we are flourishing.
Sefton 2030 – a Sustainable Sefton

Sustainable: Meeting the needs and aspirations of the present without compromising the ability of future generations to meet their own needs.
In 2030 Sefton’s special cultural, natural and heritage features make our landscape a “must-visit” destination for visitors and a highly valued asset by our local community.

In 2030 people can easily access our landscape using public transport and enjoy a range of walking and cycling routes.

In 2030 our landscape boosts the growth of local businesses and the local economy.

In 2030 Green Sefton is cost neutral to the council and surplus generated is reinvested into the landscape.

In 2030 we will be using the latest technology to understand and protect our landscape in a changing climate, for monitoring and managing our assets and for engaging with our communities.

In 2030 Sefton’s communities and partners play a key role in caring for our landscape and we all benefit from the opportunities of learning and working in our unique environment.

In 2030 our landscape is accessible to all in our community - everyone enjoys using it, and the landscape helps people live happy and healthy lives.

In 2030 our landscape is recognised as a reason to live and work in the area, with superb leisure facilities for both residents and visitors to enjoy.

In 2030 Sefton is internationally recognised for its outstanding natural beauty and commitment to becoming a green and sustainable borough.
Green Sefton Values

- Put people at the heart of what we do
- Listen, value and respect each other’s views
- Develop a culture of challenge, ownership, innovation and improvement
- Be ambassadors and champions for Green Sefton, and the wider borough
- Seek alternative funding sources and methods of delivery where possible
- Be responsive and efficient
- Be clear about what we can and cannot do
The Good

Working as one flexible team with a new service culture

Fully populated structure, 4 apprentices in full time roles, 10 ongoing

Innovating, such as insourcing Cems and Crems grounds maintenance, social investment proposals (eg Coronation Park) etc
The Good – income and growth

Developing our Golf offer

Making use of our assets

Expansion of Natural Alternatives

Commercialisation

5 approved growth proposals (£339k 19/20) another 43 in the pipeline
The Bad

Since 2010 service reduced by 75%

122 less staff: Limited capacity and resilience in the team

Key challenges

Climate Change

Resources

Succession Planning
### The Ugly

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Looking forward:

Delivering our service plan and vision which is directly linked to Sefton 2030

Working smarter and increasing capacity within the team, with volunteers and partners

Ultimately be a self funding service by 2030, generating a surplus that can be reinvested into our landscape

Place based, strategic, approach (Linacre ward pilot) and changes to how we manage our landscape and fund our work
Total projected cumulative value by 2030:

Green - £9.421 million
Amber - £8.063 million
Red - £3.350 million
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