GROWTH PROJECT UPDATES

The Regeneration Team are continuing to develop a range of growth projects identified across the borough and included within the Bootle, Crosby and Southport areas. This includes exploring potential funding sources that might be available to assist with delivery and partnership development opportunities.

1. SOUTHPORT

Work continues between the Regeneration, Tourism, 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.

The FHSF application submitted in March 2019 was not successful and no detailed feedback was given why this was not successful. Southport has, however, been successful in being shortlisted for the Government’s recently announced "Stronger Towns" fund on 6th September 2019. A prospectus is yet to be issued by Government regarding the process for securing this funding, however it is understood that this will allow up to £25M potentially to be allocated to Southport Centre.

Southport Market

Proposals for a new operating model and refurbishment of this Council owned facility are progressing. Work has now progressed on the detail and technical design stage of this project and the potential operating model for Southport Market which is exploring a much stronger role for food and drink. The proposals will help improve the attraction of the market to both local residents and visitors. It is anticipated that this business model will, contrary to national trend in retail, help to generate and driving additional footfall in town centres and help diversify the current offer in line with the investment strategy. A consultation has commenced on the proposals and is due for completion on 24th October on the proposals and is accessible on line and at libraries, the two One Stop Shops in Sefton and in Southport Market itself.

A submission was made to the Combined Authority Town Centre Commission for Southport Market as part of the wider Southport Town centre Investment Framework delivery. This funding was approved and will provide additional resource for diversifying and improving the town centre offer. Southport was one of several bids from across the region.
Southport Townscape Heritage Initiative – A Townscape Heritage Bid submitted in June 2019 was approved in September 2019 for just under £1.7m. The project focuses on the properties between Lord Street and the Promenade and enhance the quality and strength of the linkages between the town centre and the Seafront and will aim to increasing the levels of economic activity within the target area.

2. CROSBY VILLAGE

St Modwen Property Ownership
St Modwen are disposing of their interest in Moor Lane, Crosby Village (excluding Telegraph House site). This sale is almost complete and relates to the blocks on Moor Lane that have been refurbished and let on short term leases. Sefton are continuing dialogue regarding Telegraph House with St Modwen’s who are in discussion with a discount food retailer.

Future High Street Fund - CROSBY
An application for Crosby was submitted earlier this year for FHSF but was not successful. Officers are continuing to explore other possible funding sources for town centre regeneration including the second round of FHSF and any further “Stronger Towns” fund allocations. The Council are also exploring emerging retail, commercial and town centre research and best practice to help inform implementation of the town centre including how to broaden out the range of retail and non-retail uses on offer as well as access/parking arrangements.

3. BOOTLE TOWN CENTRE

Bootle Strand – The Strand Shopping Centre feeds directly into the key priority of ensuring retail remains a core function of Bootle Town Centre, despite the current challenging retail market. The Council is driving development for a re-invigorated Strand Shopping Centre, that looks outward and has a diversified leisure and retail offer whilst maximising its location on the Leeds Liverpool Canal. In line with the Investment Framework long term plan, work is progressing to broaden out the offer in terms of non-retail services, leisure, food and the evening economy - exploring the commercial operation and find the right solution for this key asset for Bootle and Sefton and ensuring its contribution to the Council’s Growth Programme.
Work is also ongoing on the repair and maintenance work to the Strand Shopping Centre and the Council are continuing to explore opportunities for attracting further investment into the centre, particularly given the decline of the high street retailing in favour of online retailing and continued competition from out-of-centre locations.

**Bootle Town Centre** – A submission has been made to the Combined Authority Town Centre Commission for Bootle Town Centre. This funding was approved and will provide additional resource for progressing the Bootle Town Centre Investment Framework. Bootle was one of several bids from across the region and the fund is supporting a range of activities in different centres including diversifying the town centre offer, improving public realm, art Installations, community engagement, masterplanning and other activities aimed at revitalising our town centres.

**Bootle Town Hall** – The Council are progressing maintenance work to the existing operational town hall building to ensure it is fit for purpose. The wider town hall complex is proving challenging and officers are exploring options for achieving a viable financial solution that fits with the Council’s asset management strategy. Exploratory discussions of potential Heritage Lottery funds are being investigated to try and address the wider complex.

**INVESTSEFTON UPDATE**

**InvestSefton outward engagement**

InvestSefton has now moved its Business Clinics in the Atkinson to a monthly basis, underpinned by themed events run by business experts. The clinics are for anyone thinking of starting or growing their business covering a range of topics such as accessing finance, business ideas, sales and marketing. InvestSefton’s Advisers and a mix of volunteer mentors including accountants, and local entrepreneurs are on hand to offer advice and guidance. To-date the clinic has hosted over 100 businesses and potential business start-ups through either 1:1’s or events.

InvestSefton’s most recent events were:

- **3rd October** - Hugh Baird; “Machines need not apply” delivered by the Extraordinary Club with Facebook, the workshop covered Cyber Security, Artificial Intelligence and Data. The event was attended by 11 businesses and some of the comments received included:
  
  “Good workshop, keep it up”

  “thank you for your support”

  “would like more lessons on cyber security”

**Hugh Baird IT event**
10th October - Bold Hotel; Financial and Professional Services Forum
“The Only Way is Ethics”, presentations included:

-Aquamarine Holistic Health Ltd - Stuart Jewell talked about the impacts of stress on business and how a good stress management programme can improve performance and output, along with other aspects of well-being.

Leading Town and Country Planning Consultant Ian Butter talked about Business Property and what you can and can’t do with it.

The Forum was chaired by David Inman, a Chartered Environmental Surveyor and Director of DIEM Ltd.

The event was attended by 31 businesses and feedback included;

“Very informative event, will attend again”

“very informative and well presented”

The team structures feedback from events in a way to elicit information on immediate or future business needs so Advisers can plan support accordingly. 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.

InvestSefton was part of the ERDF Business Growth Programme’s city region team at the Merseyside Expo on 11th October. Over 2,000 delegates attended this annual event at the Exhibition Centre on the Arena complex. The team picked up 5 leads from Sefton businesses and will be following these up.
InvestSefton’s management team recently met with The Women’s Organisation who deliver the ERDF Enterprise Hub. They have established start-up clinics at both the Atkinson and Formby Pool and are working in close collaboration with Invest Sefton.

InvestSefton met with a new initiative - Be the Business Mentoring Programme which is being delivered nationally by the Growth Company in Manchester. A LCR team has been recruited and established through UK Government and Private Sector funding as a business led response to the UK’s Productivity challenge. The programme will be delivered through the LCR Growth Hub and an Adviser has been recruited to cover the area. The LCR is looking to identify a cohort of 100 businesses across the city region by March 2020. Sefton has issued a press release in support.

The programme is restricted to businesses on at least 10 or more people with a turnover of £2m+. The following national companies have been recruited to support the programme and provide mentors:

Where possible InvestSefton will seek referrals into the programme. The following range of support is available from Mentors:

- Improving performance management
- Supporting long term business planning
- Communication and resistance to change
- Improving awareness/understanding of available business support
- Building management skills and capabilities.

Business engagement

Since the start of the original Growth Hub contract (April 2016) to 14 October 2019 InvestSefton has;

- Engaged with 2,691 individual businesses
- Provided triage (light touch diagnostic) to 2,451 individual businesses
- Initiated over 2,809 brokerages and 366 intensive diagnostics with businesses

Diagram 1 illustrates the key areas of engagement recorded through Sefton’s Growth Hub on a cumulative basis. Outward engagement in the form of events/social media remains the highest source of engagements with businesses which requires a more proactive approach from the team particularly, through its ‘one to many’ approach. This is intense ongoing work and the fruits of this are shown in the increased demand for and attendance at workshops and events including Sefton Economic Forum.
Diagram 1 (Up to 14 October 2019)

This CRM system is subject to fluctuations and is currently under revision:

- General advice and information relates to a wide range of business enquiries through the Sefton Growth Hub=154

- Business Clinic relates to individual mentoring at the Atkinson but does NOT include numbers attending events which are captured separately in outward engagement=42

- Finance Hub is managed by Merseyside Special Investment Fund and includes managed referrals to their various funds by the team=27

- Outward Engagement generates the most significant number of business leads and enquiries and are based on InvestSefton’s one to many approach including events/workshops/social media campaigns=1,494

- New Markets is a specific ERDF programme offering subsidised commercial support to businesses=44

- There have been 27 specific sites and premises enquiries

- Skills for Growth Fund and employment refer to general enquiries to LCR wide funding=25. It should be noted that InvestSefton and Sefton@Work already work closely on local referrals not included here.

- Referrals to the ERDF Enterprise Hub remains strong and the team works closely with the Women’s Organisation and their consortium partners which includes Bootle based SAFE. This work includes initial capture of start-up enquiries, someone to one to work and specific enterprise events=173

- The ERDF Business Growth Programme is InvestSefton’s prime ERDF assisted initiative for Sefton SMEs=382
• Other ERDF projects include LCR 4.0; LCR Activate, LCR Manufacturing and the Eco-Innovatory providing support for key sectors and low carbon activities=17

• Other brokerage (64) and Other referrals (44) refer to enquiries not specified in other support programmes and include Trade/export, Growth Service and Chamber of Commerce activities

5.4 In all cases enquiries from businesses result in an initial diagnostic from Business Growth Officers with details recorded onto the CRM system.

EU Exit

The Council’s EU Exit group continues to meet on a weekly basis as the 31 October deadline looms. Much work is being carried out on a LCR basis already and from a business perspective InvestSefton has been providing regular updates at Sefton Economic Forum briefings from EU Exit experts and ensuring businesses are kept up to date with weekly bulletins from the Department of Business Energy and Industrial Strategy (BEIS). The bulletins are well summarised and offer a range of links for businesses across all sectors.

InvestSefton attended the Government Business Roadshow at Liverpool Football Club on 14 October. Business attendance was low for the morning session and there was a very short lead in time to it being delivered which will have impacted on numbers. InvestSefton is looking to arrange a December post EU Exit Sefton Economic Forum in December which will have an EU Exit theme.

All businesses who contact InvestSefton (phone, website or email) approximately 40 per month - will now be asked how EU Exit is currently affecting their business and how they a deal or no deal exit may impact in the future. In addition to this:

• InvestSefton has a dedicated EU Exit page with links to Growth Hub and UK Government advice and support
• Business advisers within the InvestSefton team will also be asking this question in all 1:1 to meetings - which will allow businesses a greater opportunity to explore and discuss potential impacts.
• Event evaluation forms now include a question relating to EU Exit impact – The team used the recent digital training event with 15 businesses,
• The amount of information received from businesses should start mounting up quite quickly, this information is being collated by InvestSefton Growth Officers.
• The team is also tweeting regularly with EU Exit information and advice – mainly signposting to websites and publicising local events
• We will be sending out a mailshot to the full InvestSefton mailing list this week – approx. 2100 businesses, the purpose of the mailshot is to identify the following;

-Explain why InvestSefton/Sefton is asking for information
-Explain what we will use this information for
-Ask businesses if they would like to part of separate mailing group who will receive frequent EU Exit updates.
-Notify businesses of suitable websites that provide information and advice
-If suitable refer businesses to an InvestSefton adviser or third-party agency
Business Friendly Sefton

The Sefton Business Friendly Sefton group collaborated on the second Business Post one page insert with the October issue focusing on Tourism. Mark Catherall and Chris Owen developed an excellent summary of events and activities in the borough and a copy can be viewed at https://edition.pagesuite-professional.co.uk//launch.aspx?eid=bf232263-66cf-46d2-93fc-a16a143a90cd

A Business Friendly Sefton workshop for 30 Council business facing staff took place on 19th September to look at four key topics identified by the steering group: Sharing business information; social value; business communications and maximising local employment.

Some of the actions to be taken forward include:

- **Developing a shared Business Customer Relationship Management system; ensuring existing systems compatible**
- **Developing a business welcome pack to all new businesses to Sefton, issued via Business Rates to new occupiers**
- **Update Council tent cards-business card providing key contacts within the Council**
- **Ensuring Council work on Social Value is joined up and includes support for local employment and suppliers; development of Policy Action Plan and virtual team**
- **Developing more good news stories**

Inward Investment update

Mersey Reach - Remediation and site preparation works are now complete, with the bund and acoustic fencing in situ. The main contractor has been selected and start on site will commence mid November 2019. Practical Completion for phase 1 is scheduled for August 2020.

There is interest in the site from a number of local businesses ranging from 20,000 - 30,000 sq. ft and the team will continue to support attracting new tenants. These include businesses from South Sefton and two from the north. There is a risk that the two businesses currently located in Southport would be lost to the borough given the chronic shortage of supply in industrial stock across the borough, but more acutely in Southport. Mersey Reach provides a critical opportunity to retain and grow these businesses. Enquiries from outside of the region have also been received.

InvestSefton recently updated Chancery Gate and their property agents on the funding programme recently announced by the CA and how this could support new inward investment enquiries.

InvestSefton are engaged with Chancery Gate and will develop PR opportunities, especially in relation to commencement of works on site and the announcement of several end users. InvestSefton have introduced Chancery Gate to Sefton@Work to agree the terms of the Employment Charter. Completion of an Employment Charter is necessary to discharge one of their planning conditions. In addition, introductions will be made to known end users for recruitment support via Sefton@Work.

Enquiry for modular housing manufacturing facility-Requirement has grown from c.110,000 sq. ft to c.140,000 sq. ft manufacturing facility and associated office space with extensive external storage and parking.
This project is still live with the enquirer re-affirming their interest, but EU Exit is having a negative impact on the decision making process. Meetings with Officers are ongoing including the Chief Executive. Invest Sefton are also active in arranging meetings with other housing and development companies in the region to discuss future pipeline and has also updated the CA on progress.

Support to develop their local supply chain has also been offered. The scheme will create between 200 initially, rising to 400 new jobs and with the potential for 600 to be created by year 5 through a third working shift. Recruitment support has been offered via Sefton@Work, with coordinated engagement with colleges and training providers to meet needs.

Santander had its planning application approved for its £75m investment at the site in Bootle. The BDM has been working with the organisation to help bring about this investment for a number of years and together with the Head of Service, is continuing the dialogue with Santander to maximise the opportunity. InvestSefton have engaged with Santander’s ‘Breakthrough Incubator Manager, who is tasked with supporting the development of co-working/incubator space in the new building, and the University Partnership Director about long term skill development requirements. A meeting was held with the University of Liverpool’s Pro-Vice Chancellor for Education regarding this, with the development of the opportunity ongoing.

InvestSefton met with Next Big Thing Developments regarding their proposed development at 113 Liverpool Road in Crosby. InvestSefton will continue to liaise with the developer to support its investment intentions, and has provided an introduction to the regeneration team to link in to wider Crosby initiatives. Invest Sefton has now provided supportive comments in respect of a pre-application submission for planning.

Invest Sefton is also engaged with Amber Infrastructure who own St John’s House which is currently occupied by HMRC. HMRC want to re-open discussions with Amber with a view to staying in the building for a further three years and/or alternatively agree a plan to stay in the building on a longer-term basis and deliver an expansion to St John’s House on surrounding land.

**TOURISM UPDATE**

**Business Tourism**

- Part way through the third quarter of the 2019-2020 financial year there have been five confirmations so far worth approximately £4.7m to the local economy and bringing approximately 12,100 bed nights. These include the National Pensioners Convention for 2020 (Approx. 800 delegates over 3 days), the World Snooker Players Championships 2020 and The Oddfellows Conference 2021.

- 15 enquiries have been generated so far in this financial year, worth a potential £5.4m to the area.

- 14 events will take place over 2019/20 worth around £10.09m and generating 21,900 bed nights to the destination.
• The Business Tourism Single Investment Fund is about to commence that will see a new subvention model designed to support conference growth along with increased grants an extra resource in the conference team.

Destination Marketing

• Autumn destination promotional campaign underway. Campaign consists of radio (Smooth FM and Gaydio), digital and PR.

• Ongoing work on Visit Southport website continues to ensure it is a highly visible site on search engines. General updating and maintenance ongoing.

• The 2020 Visitor guide design is underway, style and content broadly agreed and advertising sales are well underway.

• PR campaign for autumn underway with news release and two journalist visits confirmed.

• Marketing Southport current membership stands at 116, (Ra Bar & Restaurant and Churrasco have joined since the last report).

• A group of travel trade operators (GTO's and coach operators) was hosted in the town on Sunday 14 October.

• Targeted ads (with complimentary editorial) have been booked with coach and group travel publications including; Coach Tours UK, Group Travel World and Group Travel Today.

• Design has commenced on the 2020 Eating out Guide, initial concepts signed off by SRA, restaurant updates being chased. Due to go to print early December.

Events

Southport Air Show – 6th – 8th September

• The Air Show went ahead with no issues.

• Attendance was down on the Friday Night Flying event which may be down to the bad weather during the day and the lack of Red Arrows. The Saturday & Sunday figures have been consistent over the last 3 years with attendance of 30k over the 2 days.

• Planning is now taking place for next year’s event.

British Musical Fireworks Championship – 27th – 29th September

• The Friday night of this year’s competition had to be cancelled due to high winds.

• Saturday and Sunday took place and the competitors from Friday were fitted in on these days so all companies could compete.

• The winner of the competition was Distant Thunder.
**Borough of Culture**

- The launch event will take place on Crosby Coastal Park on the 8\(^{th}\), 9\(^{th}\) & 10\(^{th}\) November

- This will feature a lighting installation called ‘Parabolic Light Cloud’ as part of the Liverpool City Region ‘Constellations’

**2020 Major Events Dates**

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Drink Festival</td>
<td>29(^{th}) – 31(^{st}) May</td>
</tr>
<tr>
<td>Southport Flower Show</td>
<td>15(^{th}) – 18(^{th}) August</td>
</tr>
<tr>
<td>Southport Air Show</td>
<td>11(^{th}) – 13(^{th}) September</td>
</tr>
<tr>
<td>British Musical Fireworks Championship</td>
<td>25(^{th}) – 27(^{th}) September</td>
</tr>
</tbody>
</table>

**Tourism Operations**

**Southport Market**

- We are currently carrying out a detailed consultation exercise with all stakeholders to shape any future proposals for the Market.

- The existing Market continues to trade poorly, it has now become difficult to attract any new traders even on a licence agreement.

**Outdoor Markets**

- The Outdoor Markets have enjoyed another successful year with traders’ keen to trade in Southport and Formby.

- We’re on target to achieve circa £55,000.00 for the 2019 season.

- The last outdoor market for the 2019 season, will be Friday 25\(^{th}\) October unless the weather allows us to continue.

**Seafront**

- With phase two of the Pier works completed, the concessionaire has enjoyed a successful season despite challenging weather conditions.

- 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.

- Working closely with Southport Police, we have seen a significant reduction in vandalism crime within the Kings Gardens, during the school summer holidays.
EMPLOYMENT AND LEARNING UPDATE

Sefton@Work General Performance Data to August 19

<table>
<thead>
<tr>
<th>Data Description</th>
<th>Range</th>
<th>Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Clients accessing service</td>
<td>Since 01/01/2016</td>
<td>3,725</td>
</tr>
<tr>
<td>Footfall (instances of people using Sefton@Work facilities &amp; premises)</td>
<td>Since 01/01/2016 June – August 2019</td>
<td>32,731 1,743</td>
</tr>
<tr>
<td>New Clients accessing service</td>
<td>June – August 2019</td>
<td>316</td>
</tr>
<tr>
<td>New clients registering by age</td>
<td>June – August 2019</td>
<td>16-24 129 25-49 125 50+ 62</td>
</tr>
<tr>
<td>New Registrations – NEET</td>
<td>June – August 2019</td>
<td>163</td>
</tr>
<tr>
<td>W2W contracts Male</td>
<td>Since 01/01/16 June – August 2019</td>
<td>57.8% 52.4%</td>
</tr>
<tr>
<td>W2W contracts Female</td>
<td>Since 01/01/16 June – August 2019</td>
<td>42.1% 47.6%</td>
</tr>
<tr>
<td>W2W with Disabilities/Health Conditions</td>
<td>Since 01/01/2016 June – August 2019</td>
<td>929 88</td>
</tr>
<tr>
<td>W2W without basic skills</td>
<td>Since 01/01/2016 June – August 2019</td>
<td>1,021 48</td>
</tr>
<tr>
<td>L30 million clients</td>
<td>All months</td>
<td>155</td>
</tr>
<tr>
<td>Turnaround clients</td>
<td>All months</td>
<td>141</td>
</tr>
<tr>
<td>People leaving the programme (into jobs/self-emp/training)</td>
<td>All months</td>
<td>907</td>
</tr>
<tr>
<td>No. of interviews with clients</td>
<td>Since 01/01/2016 June – August 2019</td>
<td>12,297 644</td>
</tr>
<tr>
<td>Training booked</td>
<td>Since 01/01/2016 June – August 2019</td>
<td>408 17</td>
</tr>
<tr>
<td>Training attended</td>
<td>Since 01/01/2016 June – August 2019</td>
<td>824 45</td>
</tr>
</tbody>
</table>

Complex Needs ILM Cohort under 1.3 Esf funding

In order to avoid underspend and meet increased demand from internal teams across the Council for supportive employment, we have opened a small cohort of ILM places for clients with complex needs. These have been entirely designed around the needs of the individual and have relied upon the goodwill and experience of tried and tested employers. The YOT referral pathway has raised significant challenges for the service to work with, since many of the young people coming forward have restrictions placed on them in relation to their potential travel to work area and their personal safety resulting from criminal exploitation and gang related activity. These placements require highly intensive support, above and beyond the requirements of other clients both before during and after the ILM period.

Those selected for ILM placements have completed Accredited Training with SCL, 2 who could not attend the training but have since completed an on-line qualification.

<table>
<thead>
<tr>
<th>Client age and postcode</th>
<th>Barriers</th>
<th>Referral From</th>
<th>ILM Employer &amp; Job Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male age 19, L23</td>
<td>NEET, No work history, low confidence and anxiety</td>
<td>Self-referral</td>
<td>King Construction Labourer (using digital technology to find and repair)</td>
</tr>
<tr>
<td>Male age</td>
<td>NEET, Skills, Long Term Unemployment, Low Self Esteem, Moderate Learning Difficulties</td>
<td>Self-Referral</td>
<td>SMBC Cleansing/Operative</td>
</tr>
<tr>
<td>----------</td>
<td>----------------------------------------------------------------------------------</td>
<td>---------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>26 L20</td>
<td>NEET, Substance Misuse, Ex-Offender, Basic Skills, SEN, ADHD.</td>
<td>Sefton YOT</td>
<td>SMBC Cleansing/Operative</td>
</tr>
<tr>
<td>17 L9</td>
<td>NEET, Low Skills, Asperger’s, Social Anxiety</td>
<td>External partner - Remploy</td>
<td>Autism Initiatives - We Grow/ Gardening &amp; Maintenance</td>
</tr>
<tr>
<td>21 PR8</td>
<td>NEET, Long Term Unemployed, Low Confidence/Self Esteem, Anxiety</td>
<td>Partner – JCP Crosby</td>
<td>Immersive Interactive Ltd – Digital assistant</td>
</tr>
<tr>
<td>19 L23</td>
<td>NEET, Ex-Offender, Spinal Injury</td>
<td>Self-Referral – Word of Mouth</td>
<td>Sefton Carers – Admin</td>
</tr>
</tbody>
</table>

**Sefton@Work – working with employers**

Employer Engagement has continued in this period, with the main outcomes of this activity delivering the following:

- 98 new employment opportunities managed in the period with 6 of these being 6 Apprenticeships or entry level trainee roles.
- Youth and Community sectors and SMBC cleansing roles have proven extremely popular.
- 15 recruitments for Social Care and childcare opportunities have been supported.
- A "Meet the Employer" session is planned to be held with Santander in Sefton@Work, to promote their traineeships to our clients. These include a 3-week placement in the company with a view to a permanent job for those who successfully complete the training.

Sefton@Work has also contributed to a series of pre-recruitment events in partnership with providers, including:

- Training for Construction with CSC cards.
- Warehousing and Storage Level 2 - for Jacobs recruitment.
- Warehousing and forklift truck licenses -
- Security and SIA licenses.
- Real training – for Railtrack opportunities
Open Your Doors to More Diverse Candidates" was also supported as a means to promote discussions on methods to promote neuro-diverse recruitment and selection to employers, encouraging them to become "Disability Confident" employer.

Introductory meetings with Construction Hub / Liverpool Waters -. Funded by CITB and Liverpool City College they currently offer courses for construction, moreover they are attached to what is anticipated as the new Construction Village. This is in its infancy, but is where all the large building contractors like Balfour Beatty etc will be situated in one place for the construction of the Everton Stadium and surrounding projects.

A cohort of Voluntary, unpaid work experience placement for workless clients have been arranged, all of which are due to commence w/c 23 September. These include:

- 6 Routeway placements based within various departments of Sefton MBC
- 3 Routeways with Citizens Advice Sefton
- A2 Routeways with HMPO in Southport

Those selected for voluntary work placements have attended a Customer Service Accredited course delivered by SCL hosted at the Sefton@Work offices

**Capturing Social Value opportunities**

Agilisys - Regular meetings are held chaired by the Council’s Head of ICT. The recruitment of local Apprenticeships (prioritising Care Leavers wherever possible) has been further postponed and is now due for recruitment before the end of September 19.

Sainsburys

There has been ongoing dialogue related to the S106 agreement for the local recruitment and training plans for Sainsburys at Meol’s Cop. Sefton@Work has been collaborating with Legal and Planning colleagues to progress this, and if accepted will deliver local recruitment arrangements, apprenticeships, work experience placements etc and will require the employer to supply ongoing workforce data on the outcomes of the new recruitment exercise. These proposals are intended to cover both the construction and end-user employment phases.

Sefton Council Domiciliary Care contractors

Work continues with the three providers (I-Care, Local Solutions and Castle Rock) to encourage Sefton@Work clients to take up the opportunities provided in these contracts. The flow of Sefton moving into these roles has been steady but not at the pace anticipated. Filling these places has been very challenging, even with the contractually required adjustments made to pay, terms and conditions. The possibility of contracted providers being unable to respond to care packages under these contract terms frequently results in higher costs to the Council from other suppliers in the market.

King Construction
King Construction, have been engaged by the Council to undertake a utilities contract. Following the award of the contract, King Construction have been in contact and they have so far proven to be very amenable.

They have already made a number of offers for our Complex Needs ILM programme but negotiations are being pursued to deliver a range of other opportunities for Sefton residents across their utilities and civils teams.

**ERSA Awards**

Sefton@Work nominated Fun4Kidz for an employer award from the Employment Related Services Association (ERSA). The organisation won the award at a prestigious national ceremony and have since been visited by Cabinet Member and local MP Peter Dowd to congratulate them on this achievement. A press release is in preparation to highlight this visit.

**Customer Service Excellence Award assessment 2019**

Sefton@Work retained its Customer Service Excellence Award for the tenth year running. The assessor was particularly complimentary and reflected this in the following commendation:

“The assessor spoke to a large group of clients, who provided excellent insight into the service, a staff group, senior staff, partners and employers. Evidence presented demonstrates a huge commitment to clients, their needs and the care and attention necessary to secure and develop their confidence. “Once again, this assessment been professionally organised and managed. The quality of work is often better than some of the evidence provided suggests. The overall result is an excellent one and is a tribute to the efforts of staff at Sefton@Work”

**Joint Working between Sefton@Work and SACL**

A service Level Agreement to identify levels of support provided between the services will be developed once the new Community Learning Manager is appointed:

- Employer account management principles are being worked through to address the possibility of duplicating efforts in contacting employers
- Continued effort has been placed on joint marketing and communications in this period, including social media promotion of key messages
- An Employment and Learning Leadership team has been established to oversee these collaborations

**Adult Community Learning**

**SACL General Service Update**

Initial payments from the Devolved AEB funding has been received and the LCR CA relationship manager has met with SACL managers to ensure any new requirements are understood. The Service is currently closing down the 18/19 budgets and it is our aim to maximize this resource.

The key achievements to date are:

- 1950 learners enrolled during 2018/19
- 400 qualifications were gained by learners 2018/19
• 433 Learners on the system since August 2019/20,
• All funding returns sent and service up to speed with changes and requirements for CA
• 1 organisation (Career Connect Ltd) renting space at Cambridge Road and further expression of interest from another (Voices for Change) to ease building and maintenance costs
• Phase 3 IT upgrade in planning. Phase 1 is completed, Phase 2 now timetabled
• IT improvements to the building are continuing with improved wi-fi connectivity

Recruitment of New Posts
The Service is currently undergoing recruitment for a number of key posts. These are:
• Community Learning Manager – following the departure of Andy Clayton to another position
• The Assistant Manager has agreed to provide interim management cover until a new appointment is made
• Site Supervisor – a newly designed job intended to free the management team from a number of buildings related duties
• Test and Learn – English and Maths project officer (fixed term)
• Test and Learn – Business Ready Digital project officer (fixed term)
• Recruitment of Post 19 tutors is ongoing throughout the year. Qualified English and Maths tutors continue to be in short supply and competition is increasing.

Sub-contracting
The Service has followed the Council’s procurement process and has made an offer to a local agency specializing in digital inclusion for enrolment of learners under the devolved arrangements for the academic year 2019/20.

Cambridge Road SIF Skills Capital Bid
Meetings were held over the summer with regeneration and building services teams and following an endorsement to proceed by SLB, a bid was devised to apply for funding for the refurbishment of Cambridge Road site using LCR SIF Skills Capital funding. The scope of the bid reflected a desire to make significant improvements across the entire building and included the following:

At least 10 refurbished modern classrooms, new entrance atrium, new arrangements for the bistro to trade outside of SACL opening hours, total refresh of digital connectivity for the building, relocation of staff rooms, multi-use exhibition and breakout space and a new reception office for the whole building. The scheme also incorporates refurbished space for tenants unclouding Career Connect.

The bid was delivered on time to the CA and was endorsed by 9 stakeholders providing letters of support. The LCR CA is currently evaluating bids.
reflects an element of match funding from Sefton Council which will be identified if the outline submission is successful and a full bid is requested.

**Aspiring Instructors 2019**

The programme has now completed with great success and employment outcomes are being tracked.

A final report will need to be prepared for DWP since they provided some funding towards the project and information on lessons learned will be disseminated.

The 2019 course was nominated as a finalist in an APSE national award in September.

**Corporate Mental Health and Employment Task Group**

This cross-sectoral grouping, chaired by Cllr Paul Cummins as Mental Health champion for cabinet met recently and agreed that its scope could be widened to encompass issues related to the employment of people living with a range of Learning difficulties and related conditions. This new expanded focus will need to be reflected in amended terms and conditions and potentially an expanded membership.

This expanded focus raises some challenges for our employment and learning programme. Despite working with a number of clients with LLDD with success over the years, there are no specific, customised resources available at present to deliver the intensity of support that may be required to increase the scale of clients moving to independent, sustainable employment.

**NEET Reduction and Early Intervention Service**

**NEET Performance data**

**Academic Age 16-17 Combined NEET and Not Known Indicator for August 2019**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-17 Yr Old Combined NEET and Not Known %</td>
<td>5.91%</td>
<td>4.88%</td>
<td>&lt;1.03%</td>
</tr>
<tr>
<td>16-17 Yr Old Combined NEET and Not Known Figure</td>
<td>331</td>
<td>269</td>
<td>62</td>
</tr>
<tr>
<td>NEET Young People 16/17 year olds</td>
<td>250</td>
<td>202</td>
<td>48</td>
</tr>
</tbody>
</table>

At 4.88%, the Sefton NEET and Not Known combined indicator has decreased by -1.03% in comparison to August 2018. That’s 48 16/17 less NEET compared to August 2018.

An overall reduction in the NEET rate, for the first quarter shows a total reduction of -0.55%

While NEET and NK performance is good similarly the percentage of 17 years olds in RPA has increased by 2.05% contributing to the achievement of 17 year olds
participating in education and work based learning. This increases the likelihood of sustainability.

**September Guarantee Performance**

Work on ensuring the September guarantee requirement is ongoing and depends on a large-scale exercise to track destinations of all young people into learning, verifying information on intended destinations with actual starts from the end of the previous academic year to the beginning of the new academic year. Performance on September guarantee at the time of writing is reflected below:

<table>
<thead>
<tr>
<th>August 18</th>
<th>August 19</th>
</tr>
</thead>
<tbody>
<tr>
<td>94.4%</td>
<td>95.1%</td>
</tr>
<tr>
<td>87.3%</td>
<td>87.6%</td>
</tr>
</tbody>
</table>

**Pre-16 Early Intervention and Prevention Element of Contract**

Despite the contractor commencing at a challenging time within the academic year, significant developments have been made in this arena resulting in the following:

- 200 young people were identified by schools as RONI (Risk of NEET indicator).
- 909 interventions were in the first quarter with these young people. (Moving forward this group will be targeted earlier in this academic year.
- All schools responded and shared information and the provision has been very positively received.

The following cohorts of vulnerable groups have also been identified from year 9 and these will form the group to benefit from interventions as the contract progresses and staff are working with partners on engagement plans for each group:

- Elected Home Education – 70
- Looked After Children – 120
- SEN cohort – 377
- YOS (wider remit) – 20
- RONI Year 11 leavers - 200

Career Connect has reviewed the PEP (Personal Education Plan) documentation used by schools to identify support and plan transition for looked after children. They have also met with Sefton’s Virtual head and her team to plan targeted support for this cohort and map how early intervention can be delivered in a more integrated way.