Current Leadership & Management Structure

- Head of Economic Growth & Housing
- Secretary/PA
- Chief Planning Officer
  - Service Manager Housing & Investment
  - Service Manager Regeneration
  - Service Manager Tourism
  - Service Manager Employment & Learning
  - Service Manager Business Support & Investment
Housing & Investment services

- **Investment & Strategic Housing Team;** leading on the development and delivery of the council’s [Housing Strategy](#), funding statutory services with partners, working with partner agencies who can provide new affordable housing or special needs housing for vulnerable people. Working with developers to help them bring forward new housing on sites which require some intervention. The team also provides technical and mapping expertise to help support the council’s regeneration projects and priorities.

- **Housing Standards Team;** Vulnerable people tend to live in some of the worst housing conditions and much of this team’s work helps people to be able to live in safe and better housing conditions, sometimes through enforcement. Implementing the Councils Housing [licensing schemes](#) in Bootle, Waterloo and Southport. The team also co-ordinates the council’s response to any unauthorised Gypsy & Traveller encampments, and deal with empty homes.
Housing & Investment contacts

• Housing & Investment service manager – Neil Davies – Ext 4837 – neil.davies@sefton.gov.uk

• Housing Standards Team Manager - Clare Taylor – Ext. 3927/2273 clare.taylor@sefton.gov.uk

• Senior Housing Practitioner - Kevin O'Shaunghnessy - Ext 4214 kevin.o'shaunhnessy@sefton.gov.uk

• Senior Housing Practitioner - Dave Neale - Ext 2094 Dave.Neale@sefton.gov.uk

• Investment & Housing Strategy Team Manager - Nick Yates – Ext. 2767 nick.yates@sefton.gov.uk

• Strategic Housing Officer - Alistair Malpas - Ext 4842 alistair.Malpas@sefton.gov.uk

• Strategic Housing Officer - Graham Parry - Ext 3927 graham.parry@sefton.gov.uk
Planning & Building Control – Core Services
Planning & Building Control – Main Functions

- Building Control:
  - Building regulations
  - Dangerous structures and vacant insecure premises
  - Safety at Stadiums and Sporting Events
  - Demolitions

- Development Management
  - Determining Delegated Planning Applications
  - Recommendations to Planning Committee
  - Planning Appeals
  - Pre-Application Advice

- Local Plan:
  - Statutory Development Plan
  - Supplementary Planning Guidance
  - Neighbourhood Plans
  - Annual Monitoring Report
Planning & Building Control – Main Functions

• Enforcement:
  • Investigate reported breaches of Planning Control
  • Serve Enforcement Notices when required (and other Notices/Actions)
  • Defend Enforcement Appeals
  • Prosecutions

• Heritage:
  • Buildings at risk
  • Conservation Area Designation and Appraisal
  • Heritage Lottery Schemes
  • Advice on Planning Applications

• MEAS:
  • External advisory service (hosted by Sefton) supporting all ecology matters
Planning & Building Control – Main Functions

• Technical Support:
  • Validation of Planning Applications
  • Validation of Building Regulation Applications
  • Land Charges
  • Agent Liaison and Accreditation
  • Website Management
Lead Service Contacts

• Derek McKenzie – Chief Planning Officer  derek.mckenzie@sefton.gov.uk
• Steve Matthews – Planning Manager  steve.matthews@sefton.gov.uk
• Steve Faulkner – Development Management Team Leader (South)  steve.faulkner@sefton.gov.uk
• Kevin Baker – Development Management Team Leader (North)  kevin.baker@sefton.gov.uk
• Ian Berrington – Building Control Manager  ian.berrington@sefton.gov.uk
• Debbie Robinson – Technical Support Manager  debbie.robinson@sefton.gov.uk
• Dave Lawrenson – Enforcement Team Leader  david.lawrenson@sefton.gov.uk
• Daniel Byron – Senior Heritage Officer  daniel.byron@sefton.gov.uk

• CONTACT NUMBER - 0345 140 0845 (Option 4)
### Employment & Learning

<table>
<thead>
<tr>
<th>Sefton@work</th>
<th>Sefton Adult Community Learning</th>
<th>Additional Contracts &amp; Projects</th>
<th>NEET Reduction Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-house Job brokerage &amp; local recruitment service</td>
<td>Second chance learning opportunities for adults aged 19 and over</td>
<td>Individual Placement Support (IPS) contract delivered by Imagine Independence Ltd</td>
<td>Contracted –out Careers information advice and guidance service across Sefton for young people. Delivered by Career Connect Ltd</td>
</tr>
<tr>
<td>Captures jobs &amp; training gain from local growth</td>
<td>Broad curriculum with focus on basic skills and employability rated GOOD by Ofsted</td>
<td>IPS model governed by national standards devised by Centre for Mental health</td>
<td>New pilot for Risk of NEET young people from age 14 introduced 2019</td>
</tr>
<tr>
<td>Individual guidance with workless residents to prepare them for work</td>
<td>Key target groups are workless residents and those in low paid work</td>
<td>IPS Located with Community Mental health teams across Sefton</td>
<td>Focus on priority groups including SEND, LAC etc</td>
</tr>
<tr>
<td>Paid placements such as ILMs with host employers</td>
<td>Key target groups are workless residents and those in low paid work</td>
<td>Publication of Sefton Monthly Tracker</td>
<td>Co-located offer with Localities services</td>
</tr>
<tr>
<td>Intensive support for vulnerable people eg Care leavers, offenders, ill health high street drop-in &amp; outreach</td>
<td>Key target groups are workless residents and those in low paid work</td>
<td>Aspiring Instructors – entry to sports and leisure industry with Active Sefton</td>
<td>Sefton’s duties for tracking 16 and 17 year olds</td>
</tr>
<tr>
<td></td>
<td>Key target groups are workless residents and those in low paid work</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sefton@work

- Employer Liaison team dealing with employers
- Full recruitment, retention & Vacancy service for smaller employers
- Employment Charters negotiated and implemented with investors, Council providers to capture local economic benefit for residents
- Personal advice and guidance team supporting caseloads of workless residents
- Unpaid Routeways within council departments
- Pre-recruitment support co-designed and delivered with employers
- Holder of national Customer Service Excellence standard since 2010
- Paid wage subsidies to employers for recruitment of people with complex barriers
- Focus on workless residents with complex needs including disability, mental health, long term inactivity, substance misuse, Troubled Families or low skills.
- Pathway for young offenders and care leavers into employment
- Community outreach programme
- IAG support for Adult Community Learning Service
Sefton Adult Community Learning

- Emphasis on employability and basic skills across the curriculum
- Quality Assured learning programmes able to meet the needs of returning learners and offer progression to qualifications
- Main delivery base in Cambridge Road Centre, with 37 other delivery points across Sefton
- Small Sub-contracts to specialist organisations
- Targets learners from deprived neighbourhoods across Sefton, with many who are workless
- Significant proportion of learners have special needs or disabilities
- Able to design and deliver new learning programmes to reflect community needs
- Collaborations with Sefton@work to respond to employer needs
- Funded by Adult Education Budget, part of the LCR devolution deal on employment & skills
- Free service for people who are not working or earning under the LCR earnings thresholds of £17,500 per year
- All provision is Ofsted inspected and meets nationally agreed quality standards
- new “Test and Learn” pilots approved for 2019/20 on Digital Skills and Measuring Progression in Learning
NEET Reduction Service

- New Contract commencing June 2019 for 3 years
- Rate of NEET and Not Known for young people aged 16 and 17 in Sefton continues to be the best across the Liverpool City Region at 4.1% (as of March 2019)
- Contractor carries out data tracking for Sefton to meet our statutory duties to promote participation in education, training, and employment for young people aged 16 and 17.
- Introduction of Preventative element from 2019 will see support given to young people from year 9 who are deemed as being most at risk of becoming NEET by age 16.
- Co-located service offer across Sefton.
- Qualified and experienced guidance and support staff working with NEET young people and their families who have Special Educational Needs, those known to the Youth Justice system, looked after children, teenage parents, young carers, and other vulnerable groups.
- Annual activity survey and “September Guarantee” exercise for the Council to ensure every young person has a potential destination after year 11.
Lead Service Contacts

- Claire Maguire – Service Manager for Employment & Learning claire.maguire@sefton.gov.uk
- Andy Clayton – Community Learning Manager – andrew.clayton@sefton.gov.uk
- Linda Patterson – Sefton@work Operations Manager – Linda.Patterson@sefton.gov.uk
- Tracy Brennan for Sefton Monthly Tracker – tracy.brennan@sefton.gov.uk
Regeneration Team

The Council’s Framework for Change comprises four main pillars, one of which is Economic Growth. This essential programme of work will make a significant contribution to the growth potential of the Borough. This means that the Council will proactively target:

- Inward Investment
- Town Centre Regeneration
- Key sectoral expansion
- Redevelopment of Coastal Gateways
- One Public Estate Approaches
- Asset Maximisation
Main Areas of Work

• To provide support for the development and delivery of Sefton Council’s Economic Growth and Strategic Investment Programme.
• Programme Management (Growth & Investment Programme)
• Project Management - for the development and delivery of key projects.
• Commissioning role for delivery of key projects.
• Project Development – Manage full project lifecycle (development from concept through to delivery.)
• Risk Management for Programme and Projects.
• Stakeholder Management and Engagement for key projects.
Key Contacts

• Heather Jago – Strategic Commissioner – Regeneration. Ext 4619 heather.jago@sefton.gov.uk

• Garry Lewis – Programme Manager. garry.lewis@sefton.gov.uk Ext 3484

• Keith Molloy – Strategic Lead – Regeneration. Ext 2734 keith.molloy@sefton.gov.uk

Regeneration Team Contact no :- 0151 934 3352
Tourism

- The aim of the Tourism Team is to continue to develop a partnership between the private and public sector to create a tourism offer that will drive the long-term sustainability of our visitor economy and its contribution to Sefton’s overall economy and that of the wider city region. The team is also responsible for managing large events in Sefton.

- Destination Marketing
- Providing support for large scale conferences and events
- Management of Indoor and Outdoor Markets
- Open Golf Championship & other major golf events
- Management of Tourism concessions including operational and lease support.
- Business Improvement District first point of contact.
- Visitor Economy investment and strategic planning
Tourism contacts

• Mark Catherall – Service Manager, 0151 934 2315, mark.catherall@sefton.gov.uk

• Steve Irwin – Operations Manager, 0151 934 2446, steve.irwin@sefton.gov.uk

• Steve Christian - Destination Development Manager, 0151 934 2319, steve.christian@sefton.gov.uk
InvestSefton

• The enterprise, business support and inward investment service of Sefton Council

• A team of 10 with a wide range of backgrounds and specialist skills

• Two key areas:
  
  - Business Growth & Enterprise
  
  - Inward Investment, Development & Key sectors

• Deliver 3 EU & UK Government funded programmes worth over £650k to part fund delivery in Sefton until March 2021

• Help businesses deal with the council more easily & effectively
Key activities

• In depth business diagnostic and action plan & relationship management
• General business advice, guidance & managed referral to partner organisations & support providers
• Demand led events & workshops including Sefton Economic Forum
• Access to finance; grants/loans/Venture capital
• Finding premises for starting, growing or relocating businesses
• Access new markets & export
• Developing supply chain opportunities through fit to bid and meet the buyer events
• Support new business start ups in partnership with & through Enterprise Hub
• Key Account Management of Foreign Owned Businesses
• Relationship management with key developers, influencers and investors
Future Electrics-Bootle
Specialist Electrical contractors to national energy suppliers
Staff has grown from 10 to 24 staff in 4 years
Supported with £55k RGF Business Growth Grant towards
£225.4k investment

Radwraps-Birkdale
Manufacture & sale of magnetic radiator covers
Sell to trade, schools, football clubs
Concept developed by family and supported by InvestSefton
Product tested at LJMU Innovation hub to energy saving
Inkjet manufacturer; New 170,000 sq ft factory safeguarding 75 jobs

Santander reveal fantastic £75m investment plan for Bootle
The new complex will represent a £75 million investment in the area and be home to over 2,500 staff. It will see Bootle become the contact centre and operations hub for Santander UK.

• K U R A
Up to 200 new jobs for the area and adding 400 seats to their portfolio; Kura’s first contact centre in England will cover over 34,000 sq ft of office space in Atlantic Park, Bootle
Contact details:
Mike Mullin-Service Manager: Business Support & Investment
Tel: 0151 934 3442 Mobile: 07970 197609 Fax: 0151 934 3449
Email: mike.mullin@sefton.gov.uk

• Gavin Quinn (Business Development Manager – Inward Investment, Key Sectors and Development) 0151 934 3444 gavin.quinn@sefton.gov.uk

• Kristina Swift (Business Development Manager – Business & Enterprise Growth)
0151 934 3472 kristina.swift@sefton.gov.uk

General: 0151 934 3452 e.info@investsefton.com

www.investsefton.com