 **Sefton Economic Strategy Action Plan**

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| |  |  | | --- | --- | | Strategic Objective | Business growth & investment | | Report Date | Apr-Jun 2024 | | Previous Status | Green | | |  |  | | --- | --- | | SES Lead | Stuart Barnes | | SES Project lead | Mike Mullin | | Overall Status | Green | |

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| **Key Performance Indicators (Please add more rows if necessary)** | **Target** | **Achieved** | **Current Status** | **Progress to date** |
| No of outward engagement campaigns targeted at Sefton businesses / No of Sefton businesses targeted | 5 | 8 | Green | Events remain on track with excellent take up from businesses |
| No of businesses contacting InvestSefton for Information,  Advice & Guidance-Triage system(Phone/email/website) | 100 | 116 | Green | Individual enquiries handled -overall volume remains constant and high |
| No of businesses receiving 1:1 support (face to face/diagnostic /action plan) | 15 | 15 | Green | Remains on track with detailed diagnostic and action plans in place |
| No of businesses attending InvestSefton events/workshops | 100 | 164 | Green | One to many approach continues to attract excellent business attendance |
| No of new jobs created | 19 | 19.5 | Green | Overall annual target remains on track despite a challenging market |
| No of inward Investment enquiries received | 3 | 6 | Green | Companies seeking to relocate to/invest in Sefton |
| No of investors/developers receiving support | 2 | 2 | Green | Includes Business park owners and developers |
| No of large businesses (including Foreign owned) receiving  Key Account Management | 3 | 3 | Green | Joint activity with Dept of Business & Trade /Growth  Platform |

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| No of enquiries from Sefton residents seeking to start a business/become self-employed | 28 | 38 | Green | Referrals underway with MEH/Safe Regeneration  Partnership |
| No of new business start-ups created | 5 | 6 | Green | New businesses up and running via contracts with  MEH & Safe |

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| **Commentary** |
| InvestSefton remains totally focussed on business growth and sustainability which remains very much central to delivery as businesses face increasing economic pressures including cost of living, materials, supply chain and energy costs across a range of sectors. The team is working with other city region support organisations such as the LCR Growth Platform and a range of other public/private sector providers of support.  www.investsefton.com continues to receive high volumes of traffic. Single session website visits which have now reached 75,702. The team has also handled 8,147 enquiries since March 2020.  InvestSefton has been awarded £782,414 for Place Based Business Support and IRO £98,000 Town Centre business centre funding. The team has commissioned work for start-ups and business sustainability support in town centres to two providers. Work has now started with MEH/Safe Regeneration delivering two start-up events in Bootle and Southport in March. Groundwork also launched its sustainability support for town centre businesses.  It is worth noting that LCR still awaits confirmation of any extensions to existing UKSPF which is due to end 31 March 2025. Like other local authorities’ teams are keeping a close watch on election outcomes after which a clearer picture should emerge.  The team is also assessing bids for specialist business consultants to augment InvestSefton’s advisory and guidance support in areas including diagnostics; marketing and sales; human resources; strategic business planning; social media & e-marketing; management consultancy; Internationalisation Organisation for standardisation (ISO) Quality  Support and Financial Management  Events and workshops are at the core of InvestSefton’s one to many delivery strategy to businesses providing demand led business topics selected by businesses and covering a wide range of support such as online sales, marketing, business sustainability, cyber security and digital technologies. The events remain popular and attract large numbers of businesses including Sefton Economic Forum and two new network groups-Sefton Huddle (Digital & technology) and Sefton Finance & Professionals Group. In partnership with MEH and Safe Regeneration InvestSefton is also hosting a series of start-up events for Sefton residents looking to set up their own business. Two launch events have been held in Bootle and Southport with two separate afternoon/evening sessions planned for 17 July in Maghull Town Hall.  The team is reviewing www.investsefton.com which will be updated. A landing page on the council’s main website has also been recently updated at Business support and investment (sefton.gov.uk)  Inward Investment has also been secured most notably in Bootle through Mersey Reach and Atlantic Park while the team supports Southport Town Deal and Southport Business Park activities. Other investment and expansion enquiries remain on going and active.  The team is co-ordinating a bi-weekly round-up of Economic Growth & Housing company investment activity as part of the Council’s Strategic Growth & Investment programme. This will help track customer journey across teams and the intention is to expand across other services |

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 **Sefton Economic Strategy Action Plan**

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| Strategic Objective | Employment and Opportunities for work |  | SES Lead | Suart Barnes |
| Report Date | Apr-Jun 2024 | SES Project lead | Claire Maguire |
| Previous Status | Green | Overall Status | Green |

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| **Key Performance Indicators (Please add more rows if necessary)** | **Target** | **Achieved** | **Current Status** | **Progress to date** |
| % of expenditure verified for projects which are externally funded. | 100%  (quarterly) | 100.0% | Green | Final verification for this quarter has been completed |
| % of all registered learners are not working (based on individual learning aims) | 50%  (quarterly) | 57.2% | Green | Target achieved this quarter |
| % of all registered learners are BAME | 14%  (quarterly) | 18.1% | Green | Target achieved this quarter |
| % retention across all Adult Community Learning Courses | 91%  (quarterly) | 96.6% | Green | Retention is high in the first quarter of the year |
| No. of residents accessing Sefton@Work programmes in  2024/2025 (cumulative) | 1,060  (annually) | 31.0% (achieved towards annual  target) | Green | The number of residents accessing the service remains high and in the first quarter of 2024/25 we have reached almost a third of our annual target |

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| No. of workless or economically inactive people gaining employment/self-employment after receiving information, advice and guidance in 2024/2025 (cumulative) | 554  (annually) | 15.3%  (achieved towards annual  target) | Green | The focus of our externally funded programmes has moved to long term unemployed and inactive clients, who require more intensive support, resulting in a longer lead in time for moving into employment. Therefore progress towards our annual target with be slower in the earlier part of the year |
| % of vulnerable people referred into the service from a third party receive targeted support, including subsidised placements | 70%  (quarterly) | 75% | Green | Third party organisations, both internal and external continue to refer their clients to Sefton@Work to help them in their journey towards employment. The service continues to be successful in engaging with clients with more complex needs. |
| Number of young people at risk of becoming NEET receiving early intervention and prevention support | 280  (annually) | 510 | Amber | Higher levels of risk of NEET have been identified this quarter due to an increase in the number of young people in vulnerable groups in Year 11. There has also been an increase in school non-attendance in Key Stage 4. Subsequently more interventions have been taking place with this cohort to ensure that they have a September Guarantee of learning to maximise outcomes for post 16 transition |
| Remain in the best performing quartile for 16-18 NEET when compared to Liverpool City Region and National Statistical Neighbours. | Yes | Yes | Green | Sefton continues to rank in the best performing quartile |
| Remain in the best performing quartile for 16-18 Not Known when compared to Liverpool City Region and National Statistical Neighbours. | Yes | Yes | Green | Sefton continues to rank in the best performing quartile |

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| **Commentary** |
| Performance across the three service areas for Employment and Learning continues to exceed expectations, with most targets being consistently met. Robust contract management processes are firmly in place to oversee all provisions, allowing for effective mitigation of any risks associated with under-achievement.  Sefton@Work  Sefton@Work has successfully navigated the transition period away from European Structural Funding, initially using Strategic Investment Fund (SIF) before transitioning to UK Shared Prosperity Fund. This transition has enabled the retention of key staff and provided a seamless shift in focus towards economically inactive clients as required by the UKSPF funding.  The focus on UKSPF is for economically inactive clients, who are furthest away from the labour market. The clients require far more intensive support to enable them to engage with the service, and we are trialling new initiatives such as our Create for Success course. This course is designed to enhance employability skills through the power of wellbeing and creativity. The 5-week programme is ideal for individuals looking to improve their employability skills in a supported and creative environment and includes activities that incorporate the “5 Ways to Wellbeing”, which include Connect, Be Active, Take Notice, Keep Learning and Give.  The service continues to offer support to unemployed residents of Sefton who are not eligible for inclusion on the UKSPF project or the national DWP Restart Scheme, which Sefton@Work is currently delivering within Sefton.  The relocation of the service to a unit within the Strand Shopping Centre has proven to be an amazing success, with positive feedback from residents and partners and has placed Sefton@Work at the core of the transformation of Bootle Town Centre.  Sefton@Work currently delivers the Department for Work and Pensions (DWP) national Restart Scheme, which mandates a presence in the Southport area. At present, the service rents space from another Restart provider. However, this arrangement is temporary, as the lease will expire shortly, and notice of termination will be issued. We have identified a suitable location within Southport Town Hall for Sefton@Work's operations, and work will commence work to refurbish this space to accommodate the service. Establishing an office in Southport will offer strategic benefits including:   * Renting from a private landlord is not cost-effective for the service or the Council, as it transfers funds from Council budgets to the private sector. By using Council-owned property, we can ensure better value for money. * Refitting and moving Sefton@Work into the Cambridge Arcade integrates a crucial economic service into the heart of Southport's town centre transformation plans. This move will enhance the overall offering for both residents and businesses, contributing to the area's revitalisation. * The central location within Southport Town Hall will improve accessibility for service users, making it easier for residents to benefit from Sefton@Work's offerings.   Sefton Community Learning Service  The Adult Community Learning Service continues to deliver second-chance learning opportunities to adults from the Cambridge Road Community Learning Hub. The  curriculum is diverse and attractive, focusing on health and wellbeing, basic skills including literacy, numeracy, digital, and employability skills, with access to qualifications. This year's "Test and Learn" activities emphasize inter-generational family learning, access to green technologies, and ESOL volunteering. Additionally, the Service receives funding from the LCR-CA for Multiply, the national numeracy initiative, which is subcontracted to voluntary/community sector agencies for informal engagement activities. |

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| Employment & Learning are proposing to undertake Phase 2 of the refurbishment and improvement works at the Sefton Community Learning Service premises located at Cambridge Road, Waterloo. This phase focuses on enhancing the upper floor classroom space and redeveloping the ground floor community café area.  Sefton Community Learning are aiming to refurbish and improve the upper floor, including classroom space and redevelop the community café space on the ground floor, including exploring options for an independent entrance, in keeping with the listed building status.  The proposed refurbishment and improvements will bring the following strategic benefits:   * Refurbishing the upper floor will provide improved and modernised classroom spaces, fostering a better learning environment for service users. * The redevelopment of the community café space will enhance community engagement and provide a welcoming area for both learners and residents. An independent entrance will improve accessibility and increase the café's usage, aligning with the building's historical character. * Utilising Council-owned property for these enhancements ensures better value for money by retaining funds within the Council's budget, rather than transferring them to private landlords. * The improvements align with Sefton Councils broader local transformation plans, contributing to the revitalisation of the area and supporting community cohesion and development.   NEET Reduction and Early Intervention Service  Career Connect’s NEET Reduction and Early Intervention Service continues to meet its targets, successfully completing the September Guarantee activities and the tracking of all 16 and17 year olds. These activities provide essential data to identify cohorts for early intervention, supporting those most at risk of becoming NEET. This contract focuses on delivering the Council's statutory duties for 16 and 17-year-olds, with additional support for vulnerable groups, enhancing the efforts of various teams across Children’s Social Care and Education. In addition, we continue to track and record destinations of all 18 year olds within the Borough as part of our local target, which does not form part of the Local Authority statutory duty.  We are currently the best performing LA in the LCR and second to our statistical neighbours and are better than the Northwest and England averages for our NEET/Not Known Combined.  Support for NEET care-experienced young people aged 16-18 residing in Sefton remains a priority, helping them re-engage in learning or work. Additionally, those aged 18-24 who are care-experienced and have a relevant Education, Health, and Care plan are receiving the necessary support. |

 **Sefton Economic Strategy Action Plan**

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| Strategic Objective | Regenerated places-GSI |  | SES Lead | Stuart Barnes |
| Report Date | Apr-Jun 2024 | SES Project Lead | Heather Jago |
| Previous Status | Green | Overall Status | Green |

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| **Key Performance Indicators (Please add more rows if necessary)** | **Target** | **Achieved** | **Current Status** | **Progress to date** |
| Bootle Town Centre |  |  | Green | A range of projects are being delivered to support Bootle town centre . This includes submission of the planning application in October 2023 for the first stage of work to implement the £20M levelling up funded proposals for Bootle Strand repurposing. Phase 1 will include selective demolition, creation of a new town square on Stanley Road, repurposing of the former M&S unit and creation of a new digital tech hub and education centre. A new shop unit has opened within the Strand with further details of the proposals including the next stage of consultation on Bootle Area Action Plan - 'Our Future, Our Bootle' to set out a vision for Bootle for the next 20 years.  In addition Salt n Tar meanwhile use and events space hosted a munber of events this summer with a music event and comedy weekender and future events are in the planning process following positive feedback from events held to date. |
| Southport Town Centre (Town Deal) |  |  | Green | Southport Town Deal programme continues to remain on track with the demolition work due to commence on for the Marine Lake Events Centre following securing planning approval earlier this year and appointment of Keir Construction to undertake enabling and demolition work. The Enterprise Arcade project is in the final stages of contractor appointment with the aim of starting on site on site in the Autumn. Les Transformation de Southport public realm programme is also progressing with contractor appointment for Phase 1 - Kings Street/Market Street and EastBank Street. Finally 'Building a Better Customer Experience' training programme for the hospitality sector is progressing well, with the first cohort of students through Southport College.  Southport Townscape Heritage Initiative is progressing well with and has levered in £1m of private sector investment into Southport. |
| Crosby Town Centre |  |  | Green | Work is moving forward on the proposed new Crosby village library with the submission of a planning application in September. Sefton Council have confirmed progression of both the existing and new library sites. |
| Ainsdale |  |  | Green | Consultants appointed to undertake a feasibility study and develop an updated vision for the coastal gateway in response to feedback from the community. This will look at all assets in the area including The Sands, Toad Hall, Council operating bases and options for their development.  Work is also continuing on Ainsdale neighbourhood centre in Sandbrook Way to acquire remaining property interest and bring this site into one single ownership. Market testing is also ongoing for this site to clarify market demand. |
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| Commentary |
| Sefton's Growth and Strategic Investment programme continues to develop a series of key projects and initiatives across Sefton to deliver Sefton's economic strategy. This includes development and delivery of a series of key projects and programmes across the borough, the combination of which will help improve Sefton as a place to live, work and visit. The programme aims to maximise the amount of public and private sector being brough into the borough from a range of sources to help aid delivery, including Town Deal, Levelling Up funding and Liverpool City Region Combined Authority.  In addition the project development and delivery seeks to maximise social value outcomes through procurement and ensure equality and inclusion form part of both how and what is delivered. |

# Sefton Economic Strategy Action Plan

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| Strategic Objective | Regenerated places housing |  | SES Lead | Stuart Barnes |
| Report Date | Apr-Jun 2024 | SES Project lead | Lee Payne |
| Previous Status | Green | Overall Status | Green |

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| **Key Performance Indicators (Please add more rows if necessary)** | **Target** | **Achieved** | **Current Status** | **Progress to date** |
| Social Housing Completions | 150 | 159 | Green | Target achieved in 22/23 - pipeline looking healthy |
| Net additional dwellings per annum | 640 | 705 | Green | Target achieved in 22/23 - pipeline looking healthy |
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| Commentary |
| Annual social housing completions and overall housing net growth for the 2023/2024 period will be compiled in summer 2024. Ongoing dialogue with both social housing providers and market-led volume housebuilders indicates that the anticipated pipeline and completions for the financial year remain positive. Several large Local Plan allocations are currently in progress, and there are multiple larger social housing sites delivering new affordable homes in the borough. Housing growth targets were met in 2022/2023, and the potential completions for 2023/2024 look promising based on active schemes and existing planning consents. Despite challenging market conditions, due to interest rate rises over the past 18 months and high construction inflation, some large-scale housebuilders are reducing delivery nationally, which will likely impact housing growth in Sefton. The Housing team continues to collaborate closely with Planning colleagues to facilitate growth, especially in affordable and aspirational housing. Market concerns have created opportunities, allowing successful collaborations with several RPs to purchase over 60 open market sale units in the borough where private purchaser demand has dropped. These properties will be offered as low-cost home ownership products, such as shared ownership and rent to buy opportunities. |

# Sefton Economic Strategy Action Plan

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| Strategic Objective | Regenerated places planning |  | SES Lead | Stuart Barnes |
| Report Date | Apr-Jun 2024 | SES Project lead | Ian Loughlin |
| Previous Status | Green | Overall Status | Green |

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| **Key Performance Indicators (Please add more rows if necessary)** | **Target** | **Current Status** | **Status** | **Progress to date** |
| Approval of Social Value (Employment and Skills) from | May-22 | Approved | Green | adopted May 2023 |
| Net additional dwellings per annum | 640 | 746 | Green | Figures for 2023/24 are provisional. |
| Floorspace (m2 ) developed for employment (by type (B1, B2, B8) | increase | 26,476m2 | Green | Figures for 2022/23. Will updated to 2023/24 figures Summer 2024. |
| Number of jobs (full-time equivalent) created on employment sites | increase | n/a | Amber | Figures for 2022/23. Will updated to 2023/24 figures Summer 2024. |
| % of qualifying development proposals that are supported by an Employment and Skills Plan | 100% | 100% | Green | E&S Plans secured on two schemes since April 2023. Will update in Summer 2024.  DC/2023/00588 - Comben House and DC/2022/02039 - North Atlantic Avenue |

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| Commentary |
| There is no target in Local Plan for amount of employment floorspace development of number of jobs provided. However, reference can be made to previous years for comparison where an increase of previous years should be the aim. The figure for 2021/22 was lower than in previous years (at just 2,500m2). However, data for 2022/23 has shown a tenfold increase. Data for 2023/24 is currently being collated for the Authority Monitoring Report and will be updated when available.  The data of the number of jobs secured on new employment development can be difficult to ascertain and in many cases this information is not provided. However, the  Council have recently approved a Social Value (Employment and Skills) from Development SPD which should help secure this data in a timely and consistent manner. The SPD sets out that proposals of a certain scale (i.e. new housing of 30+ homes, certain commercial development of 1,000m2 floorspace) must be supported by an Employment and Skills Plan, which will be secured by legal agreement and monitored for implementation.  The target of 640 net additional dwellings is the Local Plan average annual requirement for 2012-2030, although the government's standard methodology figure has 578 homes for Sefton. In recent years the Council have comfortably met its housing delivery target, with an average of 757 per annum over the past 5 years. |

# Sefton Economic Strategy Action Plan

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| |  |  | | --- | --- | | Strategic Objective | Regenerated places tourism | | Report Date | Apr-Jun 2024 | | Previous Status | Green | | |  |  | | --- | --- | | SES Lead | Stuart Barnes | | SES Project lead | Mark Catherall | | Overall Status | Green | |

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| **Key Performance Indicators (Please add more rows if necessary)** | **Target** | **Achieved** | **Current Status** | **Progress to date** |
| Increase Visitor numbers (both day and staying) by 2% year on year, | 5,882,340 | 7,676,000 | Green | 2022 Visitor numbers have grown substantially, this was due to a strong offer, increased destination marketing and comprehensive events programme. It should be noted this is still below pre covid levels. |
| Increase Visitor Economy economic impact by 2.5% year on year, | £440m | £594m | Green | Large growth in economic impact due to increase in visitor numbers and continued inflation. It should be |
| Increase Visitor Economy total employment by 2% year | 4795 | 6,111 | Green | noted this is still below pre covid levels. Large growth in visitor economy employment due to |
| Securing new multi-day business events ready for the  Marine Lake Events Centre opening | 2023/24 Onwards | tbc | Green | Will commence in 2024 |
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| Commentary |
| The 2022 visitor economy figures for Sefton shows a strong growth and continued recovery from covid where Southport's visitor economy was adversely impacted. The 2022 figures are still below pre-covid numbers especially visitor numbers and especially staying visitors. 2022 was a strong year for visitor economy in Sefton with a strong events programme, additional destination marketing activity and many people staying in the UK for day and overnight trips. The 2023 figures will be available in July 2024, sector intelligence is highlighting 2023 as a difficult and uncertain time for tourism. The securing of new multi-day business events for the Marine Lake events centre will not commence until 2024. NB TOURISM FIGURES PROVIDED ANNUALLY |

 **Sefton Economic Strategy Action Plan**

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| Strategic Objective | SI Equal&Diversity |  | SES Lead | Stephen Watson |
| Report Date | Apr-Jun 2024 | SES Project lead | Emma Stewart |
| Previous Status | Green | Overall Status | Green |

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| **Key Performance Indicators (Please add more rows if necessary)** | **Target** | **Achieved** |  | **Current Status** | **Progress to date** |
| Business Support and Investment Team to engage with the Corporate Equality Group, attend regular meetings | Rep to attend all CEG meetings |  | Green |  | Next meeting of the CEG is on the 25th July 2024. ES & KS to meet & discuss the economic strategy and links with EDI to identify barriers/solutions for diverse |
| Communications and engagement audit, identifying the need for accessible information and engagement | Audit completed |  | Green |  | representation.Audit conclusions need re-sharing |
| Review Strategy to take account of the socio-economic duty | Strategy review |  | Green |  | Adoption of the SED was approved by Cabinet on the  7th September - https://sefton.gov.uk/mysefton- |
| Improve employment rates and business support for minorities and for people from deprived areas | Under review |  | Amber |  | UKSPF business and employment support activities are underway and being reported under Business Growth & Investment and Employment & Access to work strands |
| Review existing data capture with regard to protected characteristics and work towards addressing any gaps | Data reviewed |  | Amber |  | ES & KS to meet & discuss the economic strategy and links with EDI to identify barriers/solutions for diverse |
| Ensure that decisions are backed by robust equality impact analysis | CEG group to review |  | Amber |  | representation.Evidence of EIAs need to be shared with CEG |
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| **Commentary** |
| A Corporate Equality Group (CEG) has been newly established to support the Council with its commitment to integrate Equality and Diversity throughout its services and to help secure its vision of creating stronger, more resilient communities (Sefton Vision 2030). CEG will monitor the council’s performance in relation to equality and diversity and KPIS focus on communications and engagement; improving employment rates and business support for people in disadvantaged areas, reviewing equality and diversity data and engaging with the LCR Race Equality Monitoring group.  The Council has produced and launched Its Equality, Diversity and Inclusion Strategy 2023-27.  InvestSefton meeting with the LCR's new Director of Race Equality Group in November to discuss business engagement with Black, Asian and Minority Ethnic business groups. Work has also been commissioned to Sefton based MEH/Safe Regeneration to provide business start up support to individuals seeking to become self-employed and/or start their own business. Specific focus areas include town centres and people from disadvantaged areas and special characteristic groups. |

 **Sefton Economic Strategy Action Plan**

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| Strategic Objective | SI sus travel |  | SES Lead | Peter Moore |
| Report Date | Apr-Jun 2024 | SES Project lead | Andy Dunsmore |
| Previous Status | Green | Overall Status | Green |

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| **Key Performance Indicators (Please add more rows if necessary)** | **Target** | **Achieved** | **Status** | **Progress to date** |
| The development of the Low Carbon Transport Strategy | Summer 2024 |  | Green | Baselining report has been compiled. Work has started to assess the carbon impact of the Capital Programme which should be completed Summer 2024. |
| Maritime Corridor Business Case | Mar-27 |  | Green | Detailed design progressing |
| Eastern Access Business Case Development | Mar-27 |  | Green | Detailed design progressing |
| Local Cycling and Walking Infrastructure Plan  Development | 2024 |  | Green | Detailed plans for further engagement, initially planned with Members, are being developed. It is envisaged that these will follow engagement on the LCTS which hopefully should provide some context to the need for an LCWIP. |
| Emobility | 2024 |  | Green | The LCRCA have submitted a bid for Local Electrical Vehicular  Infrastructure (LEVI) funding |

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| Commentary |
| Low Carbon Strategy: In response to the Council’s climate emergency declaration and an increased focus on active travel measures, work is continuing on the development of Low Carbon Transport Strategy for the borough. Baselining work has been undertaken and a report completed. Plans are currently being refined for member engagement in advance of a wider consultation. The report will provide a quantification of the current transport related carbon position for the Council and a future trajectory for reductions towards Net Zero. Progress is also being made on the development of an Active Travel and E-mobility Strategies for the Borough. WSP have now been engaged to complete an assessment of the Carbon impact of the Capital Programme and to provide advice and instruction on carbon assessment of transport schemes. This work should be completed by late Spring and Early Summer 2024.One of the key elements of the E Mobility Strategy will be defining the Council’s approach to On Street Charging. Some further discussion will be held with Cabinet Member and Cabinet colleagues to help inform the Council’s Policy to On Street charging which will help inform resident engagement and focus investment. The LCRCA have submitted a bid for Local Electrical Vehicular Infrastructure (LEVI) funding. If successful, this will enable the Council top roll out new EV infrastructure across Council owned car parks whilst developing proposals for further potential installation. In order to identify potential improvement to the Council's walking and cycling network a local cycling and walking infrastructure plan is being developed. Proposals for stakeholder engagement were presented to the Consultation and Engagement Panel in early November. A number of engagement sessions were held with specific interest groups and some initial plans developed for helping inform the engagement process. Detailed plans for further engagement, initially planned with Members, are being developed. It is envisaged that these will follow engagement on the LCTS which hopefully should provide some context to the need for an LCWIP. Maritime Corridor Business Cases: The detailed design work is now progressing on both schemes and the final details will be included within the Full Business Case submission as requested by the LCRCA. Part of the Maritime Corridor scheme, Phase 1, will be funded from the Levelling Up Fund, following the success of a transport bid submitted by LCRCA. The amount of Levelling Up Fund allocated to the MC scheme has been increased following a Baselining review. In order to ensure that sufficient work is expended within the timeframe, there is some pressure to progress the scheme to  construction. As such, it is proposed to secure the services of Balfour Beatty, through the SCAPE framework to complete some Early Contractor Involvement. Balfour’s have already completed some feasibility work at no cost to the Council. This has helped define the likely cost and probable construction phasing. Cabinet will be asked to approve Balfour’s appointment into the Early Contractor Involvement stage of the scheme which will enable some initial enabling works to be completed and the Target Cost to be established. Some further engagement to ensure that local Members, businesses and residents are sighted on the proposals and have an ability to shape them has been completed. Analysis work has been undertaken of the responses and those relevant to the Phase 1 scheme have been reported to L&R Committee who have approved the changes to the highway. Engagement has also taken place with some key stakeholders, including National Highways (for the works on the A5036) and land owners and discussions held with Planning colleagues over the elements of the scheme for which Planning approval will be required. The re-baselining process has led to a revised total . The agreed allocation is £21.2m (MC). There may be some elements of MC which were included in the Outline Business Case which won’t be deliverable under the current programme. These elements are likely to be delivered in CRSTS 2. Southport Eastern Access Business Cases: The detailed design work is now progressing and the final details will be included within the Full Business Case submission as requested by the LCRCA. It is proposed that the same Procurement Route be adopted for the delivery of the project. The feasibility stage of the project is ongoing. Further engagement with local Members, businesses and residents is nearing completion and feedback is being appraised. In order to scope the necessary mitigation measures within the Norwood Ward, some specific targeted engagement with residents and businesses is required. The details of the process are being agreed with Ward Members. Sustrans will also be completing some school engagement work with schools in the area to help ensure that safer routes to schools are considered in the development of the proposals. The baselining process has been resulted in £16.8m being allocated in the current CRSTS programme. As with the MC scheme which were included in the Outline Business Case which won’t be deliverable under the current programme. These elements are likely to be delivered in CRSTS 2. |

 **Sefton Economic Strategy Action Plan**

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| Strategic Objective | SI net zero |  | SES Lead | Stephan Van Arendesen |
| Report Date | Apr-Jun 2024 | SES Project lead | Stephanie Jukes |
| Previous Status | Green | Overall Status | Green |

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| **Key Performance Indicators (Please add more rows if necessary)** | **Target** | **Achieved** | **Status** | **Progress to date** |
| To report on - LCR Combined Authority – net zero/  Climate emergency targets | Plan published summer 2023 | N/a | Green | The LCR Combined Authority net zero action plan has been approved July 2023. It is now  available https://www.liverpoolcityregion-ca.gov.uk/wp-content/uploads/LCRPathwaytoNetZero-Report-2022--FINAL-compressed.pdf |
| Deliver business sustainability support to 60 Sefton | 60 businesses | Start date Nov 2023 | Green | Council has commissioned Groundwork Cheshire, Lancashire & Merseyside to deliver |
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| Commentary |
| The Liverpool City Region Combined Authority have set a target of net zero for all parts of the economy to be net zero by 2040. This will require all Sefton businesses to halt the use of gas, diesel, oil and only use energy from renewable resources by 2040.  Details of the actions within this plan will be reported to the next SES meeting. Examples within this Action plan includes (TBC) On transport - Complete Phase 2 of ‘State of Freight’ investigation into a future zero carbon freight solution, ensuring that this is aligned with our Freeport goals of decarbonisation and good jobs to deliver outcomes including last mile ZE deliveries and reduce trips, scope options for mechanisms to seek to support decarbonisation of freight, and develop a freight strategy and that connects Freeport locations in a net zero manner On buildings - Identify high-opportunity zones as areas for groups of home/business owners to plan retrofits together or create low carbon communal/district energy schemes and smart networks. On Industry - a series of targets around the following;  To effectively transition to net zero, our industrial base will need cost--effective access to clean power, clean hydrogen and effective access to clean power, clean hydrogen and carbon capture and storage technologies alongside efficiency and storage technologies alongside efficiency improvements in process and delivery systems improvements in process and delivery systems.  On Clean Energy - Progress the Phase 3 development activities related to Mersey Tidal (LCR Year 1 action plan review SE6) and commence Phase 4 activity to Consent a UK first of a kind (FOAK) Tidal range scheme.  On Natural Environment - Develop a pipeline and identify potential funding for pilot innovative and sustainable agricultural projects, such as urban farming, greenbelt agroecological farming, carbon capture etc. Other issues pertinent to business - MEES Regulations applies to non- domestic rented properties, by 1 /4/23 must have an EPC rating of E as a minimum to be able to be rented, plans for this to increase over time (possible EPC D by 2025, EPC C by 2028 and EPC B by 2030) Investment in green technologies e.g. building retrofit, EV charging, Heat pump installations will help to generate local jobs and training opportunities  InvestSefton has also allocated UKSPF to provide business sustainability support in town centres .Sustainability is high on the agenda for conference buyers and events/exhibition organisers and with this in mind it is critical that as part of the planning process for the Marine Lakeside Events Centre (MLEC) opening 2026 that as a destination Sefton begins to build the sustainability offer. The project will measure the business carbon footprint, design an action plan to reduce and produce a sustainability policy. |

## Sefton Economic Strategy Action Plan

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| |  |  | | --- | --- | | Strategic Objective | SI health | | Report Date | Apr-June 2024 | | |  |  | | --- | --- | | SES Lead | Margaret Jones | | SES Project lead | Helen Armitage | |

Previous Status Amber Overall Status Amber

*Italics = no data update from previous quarter report (Q2)*

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| ***18.3%*** *Percentage of under 16s in relative poverty, before housing costs (2021/22)* | Reduction | Worse |  | 2.3 percentage point drop from 2020/21. Better than England average (19.9%) |
| Amber |
| ***14.0%*** *Percentage of employees earning below real living wage (2022)*  ***4.5%*** *Percentage of children in workless households (2021)* | Reduction  Reduction | Better  Better | Green  Amber | 50% drop since 2019, now in line with England average (12.5%)  Sefton's rate is half the national average, but note relative poverty still affects over 1 in 6 under 16s |
| ***41.6%*** *Percentage of children(FSM) achieving a good level of development at the end of Early Years Foundation Stage*  *(Reception) 2022* | Increase | Worse | Red | 54% pre-pandemic. Lower than 49% national average in 2022. |
| ***22.9%*** *Percentage of the population living in the 20% most deprived most unhealthy environments (Access to Healthy*  *Assets and Hazards Index)* | Reduction | Same | Amber | This proportion is high (affecting over 63 000 people) but is in line with the national average (22.6%) |
| ***26.5%*** *Food insecurity (indirect measure) Percentage of population who live in LSOAs scored in the top 20% for risk of food insecurity 2021 nationally on the Food Insecurity Risk Index* | Reduction | New indicator | Red | Estimated that over 74 000 people in Sefton live in neighbourhoods of highest food insecurity |
| ***£ 445.40*** *Median weekly earnings 2021* | Increase | Same | Red | Only 28 LAs in England record lower median earnings than Sefton in 2021. Significantly worse than England. |
| ***63.6 years*** *Healthy life expectancy at birth (2018-20)* | Increase | Same | Amber | Similar to England (63.9 years), but obscures large health inequalities that impact those of working age. Note this statistic currently only covers the first year of the pandemic, and the two preceding years. |
| ***13.0 years*** *Gap in life expectancy at birth (2018-20)* | Reduction | Increase | Red | Second largest gap in England. Average life expectancy at birth in the most deprived section of Sefton's male population is estimated to be 70.5 years (vs 84.1 years in the most affluent areas) |
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| Commentary | | | | |
| The indicators above are drawn from the Public Health Performance Framework (8 and 9) and the Child Poverty Accountability and Progress Framework (1-7). It is important to note that indicators that reflect population status and inequalities in outcomes such as median income, child poverty, school readiness, and spatial measures of deprivation are highly correlated with population health outcomes and inequalities. During Quarter three there were no published updates to these indicators from open access data sources. During this period planning activity took place for a half day conference on the theme of Child Poverty and Places in January 2024. A pre-conference survey to capture activity taking place in response to the launch of the child poverty in December 2022 attracted over 6000 words of response from partners, and included information about a local pilot to support families with children who often have serious respiratory illnesses, trial of a scheme to offer free data sim cards in libraries, a new group set up to examine the housing needs of care experienced chidren, a new community cohesion role created at Prima Housing, and work on Sophie's Legacy at Alder Hey which will introduce more free parking and support with food costs for families attending the hospital. The work and cost of managing day to day life is a growing pressure, especially for those with additional vulnerabilities and dependents to care for. The opportunity to promote the child poverty strategy in the marketplace at the Winter Economic Forum was met with considerable interest from attendees and many new additions to our circulation list. Continuing support of elected members and executive officers alike places this work on a good footing to find growing support in the Council. Partners of the Sefton Economic Strategy were very early adopters and supporters of ambitions to faciliate health and wealth generation through their work. Looking ahead, the Quarter four update is expected to reflect on the value and influence derived from the Child Poverty and Place event, progress on enablers and milestones that will help embed equitable practice more widely, with a likely emphasis on areas such as policy, governance,learning and communications. | | | | |

**Key Performance Indicators Target Achieved Status Progress to date/Comment**

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## Sefton Economic Strategy Action Plan

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| Strategic Objective | SI digital |  | SES Lead | Andrea Watts |
| Report Date | Apr-Jun 2024 | SES Project lead | Helen Spreadbury |
| Previous Status | Green | Overall Status | Green |

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| Infrastructure |  |  |  | Green | Infrastructure board well underway overseeing a wide range of work and activities to completion- Work now part of BAU activity for the Council |
| Training & Skills |  |  |  | Green | No further action, board has closed pending strategy review as priorities have been delivered |
| Digital Inclusion  Business Forum |  |  |  | Green | Majority actions completed , Risk identified in relation to integration and links to the ICB regional programme, also highlighted at a regional level-delivery is dependant on capacity within existing te Sefton Digital Huddle network well established and a range of workshops hosted by InvestSefton attracting large numbers of businesses |
| Green |
| New Ways of working |  |  |  | Green | Majority of programme priorities completed, plans underway to relocate the remainig data centre from St Peters House . Guidance for teams is now released along with inital guidance around AI. |
| Technology enabled care |  |  |  | Green | Progression of Automated Telephony system for Telecare and Community Equipment stores; Review of TEC strategy 2021-24 and development of TECStrategic priorities/planning for next 5 year |
| Customer |  |  |  | Green | CXP-processes from legacy system all migrated and the legacy application has now been decommissioned. The team continue to develop new CXP processes, as well as working to migrate the processes from the old e-forms soluton to the new platform.; FOI module configuration to continue  Website-Umbraco upgrade to complete and go live; Design and build of Active Sefton stand alond website with content development to run alongside this activity |
| Smart Cities |  |  |  | Amber | Plans for next quarter include:  -Document smart-city related interventions underway/pending include learning from DSIT projectand link to workstream for monotoring and governance purposes; More detailed definition of review of CCTV Networks Project scope  -Governance to be established and key priorities documented |
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**Key Performance Indicators Target Achieved Status Progress to date**

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| Commentary |
| Sefton's Digital strategy work is now complete with boards and sub-groups having delivered a raft of activity and projects -A similiar dashboard for Sefton's digital strategy has been updated and reported. A summary is provided above in the commentary table. The Digital strategy has been well received embracing and harnessing a diverse range of internal and external digital focussed priorities for the Council and it's partners. The strategy has been particualrly instrumental in helping to direct InvestSefton's digital work over the past two years culiminating in the establishment of the popular Sefton Huddle . The event on 22 February in the Atkisnon in Southport attracted over 50 people were present including, some 32 Sefton digital & Tech businesses . Delegates received presentations on Eastbank, the new Enterprise Arcade initiative in Southport, the LCR Digital & Creative Cluster board and a case study from a local thermal heating business using drone technology. The event received excellent feedback from delegates and lots of networking took place before and after the event. There was also a mini- marketplace of support providers present including Innovate UK; University of Liverpool Horizon project, Dept of Business & Trade (DBT)and Sefton@work .  Seftons Digital Strategy 2024- 2027 is due out to consultaton during July 2024, with residents and businesses encouraged to respond to the Consulation |

## Sefton Economic Strategy Action Plan

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| Strategic Objective | Culture | |  | SES Lead |  |
| Report Date | Apr-Jun 2024 | | SES Project lead | David Eddy |
| Previous Status | Green | | Overall Status |  |
| **Key Performance Indicators** | | **Target** | **Achieved** | **Status** | **Progress to date** |
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| Commentary | | | | | |
| Action Plan in development including review of available resources and opportunities to pursue external funding. Indicators can be set once the action planning is complete. Steering group meetings to re-commence from 20 July with Mel Ormesher attending. Alignment with Child Poverty Strategy - DE meeting with Public Health to be scheduled for August. Ongoing engagement with Children & Young People representatives to be arranged. LCR consultation on Borough of Culture programme awaiting report from Lois Stonock due early August, following her Sefton visit on 15 May. | | | | | |