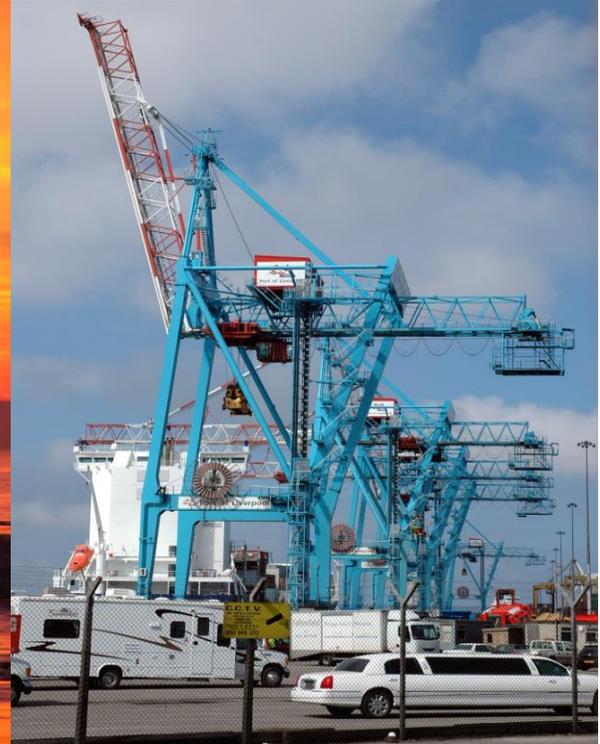
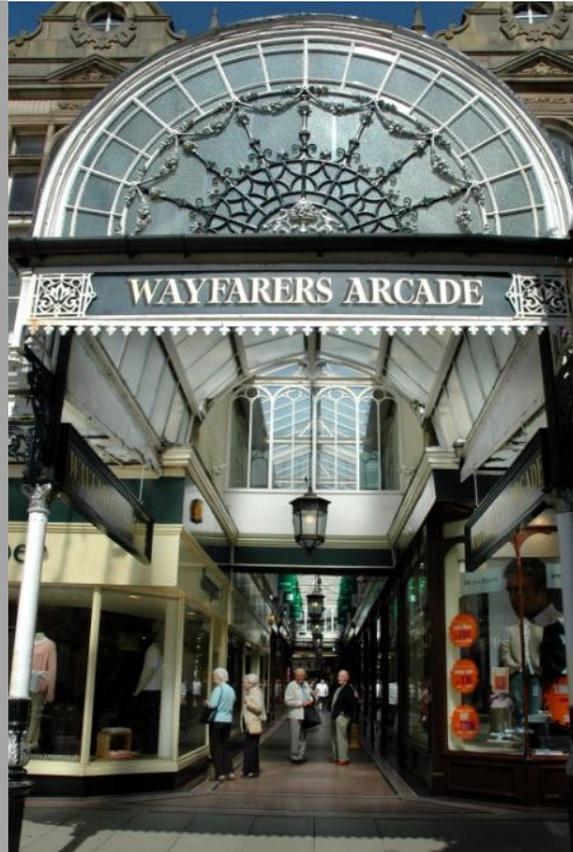


Sefton Economic Strategy Eighth Performance Monitoring Report

April 2016 –
September 2016



Sefton Economic Strategy

Eighth Performance Monitoring Report

April 2016 – September 2016

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1. Introduction from Marion Atkinson (Cabinet Member – Regeneration & Skills)



I welcome the Eighth Performance Monitoring Report on Sefton's Economic Strategy, first published in 2011. The Report records some of the worrying trends in recent years, such as the pause in pay and rising job insecurity and long-term unemployment, while also celebrating our achievements:

In particular I am pleased to report that

- Construction of the new deep-sea berth at Seaforth (Liverpool 2) is complete and was formally launched by government ministers in November 2016
- Sefton's first major inward investment for some years has been landed, with the Kura call centre taking Caspian House in Atlantic Park and creating 300+ jobs
- This follows on the turf-cutting ceremony at Senate Business Park where a £12 million scheme is being built for Domino to build a new printer for Brother Inc

The current economic environment is dominated by the decision of the UK government to quit the European Union by March 2019. We face significant challenges because of the ongoing public sector expenditure restraint. However the preparation of Framework for Change by the Council, and in particular programmes for Public Sector Reform, Strategic Investment and Growth represent our considered and strategic response to these issues, and show it is possible to maximise the value of our assets and avoid social costs by means of prudent social and financial investments. The Economic Assessment we have commissioned will generate a strong evidence base for the new Economic Strategy (due March 2017), which I want to lead the recovery and ensure no-one is left behind – what we are calling “inclusive growth”.

Kind regards,

Marion Atkinson
Cabinet Member – Regeneration & Skills
Sefton MBC



2. Sefton and the UK Compared

We are better than the UK average for:

JSA claimant rate
 JSA claimant rate young people
 NEET Population
 Working age population with no qualifications

We are the same as the UK average for:

Employment
 Unemployment
 Business Stock per 1,000 population
 Business births
 Business deaths
 Self-Employment
 Worklessness Rate
 Overall Claimant Count
 Gross Domestic Household Income
 Sefton Jobs

We are worse than the UK average for:

GVA per head of population
 Average Earnings
 Long term unemployment
 Long term unemployment for young people
 Private sector employment
 Working age population educated to NVQ Level 4+

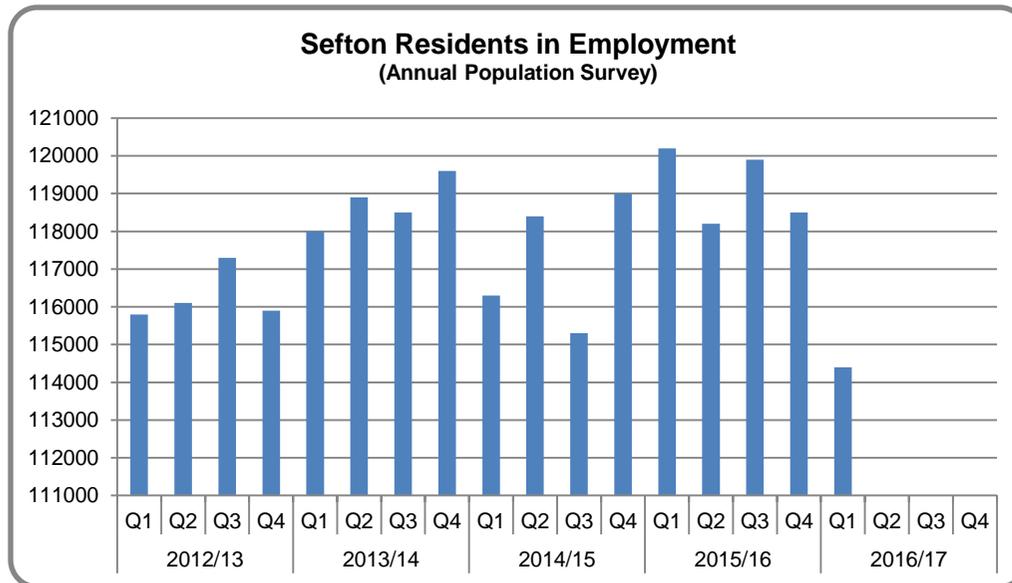
N.B. Source data can be found in Appendix A



3. Sefton's Economic Performance

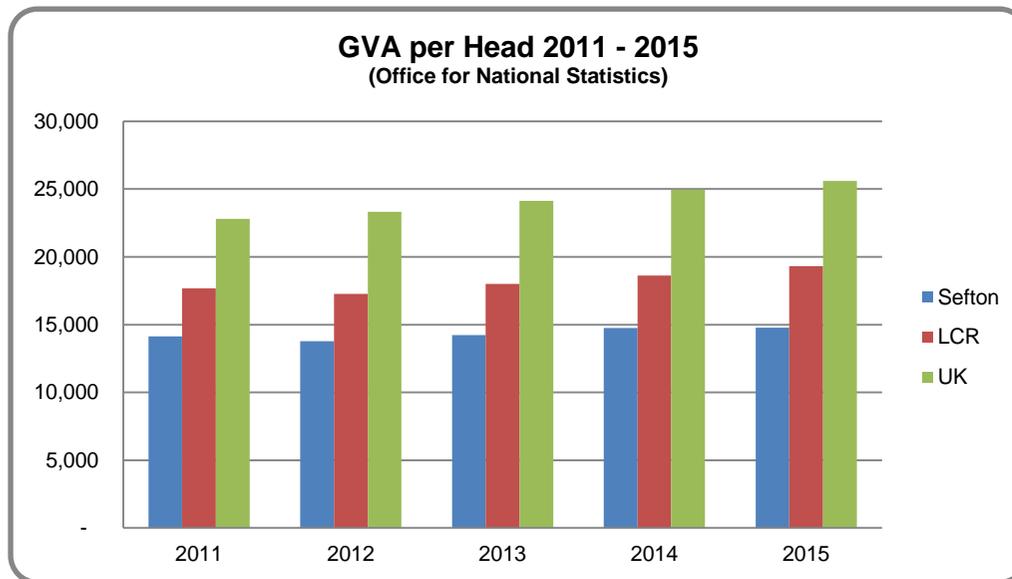


The Economy



In the year to June 2016 the number of Sefton **residents in employment** fell to 114,400

Employment numbers have fluctuated greatly since the economic downturn.

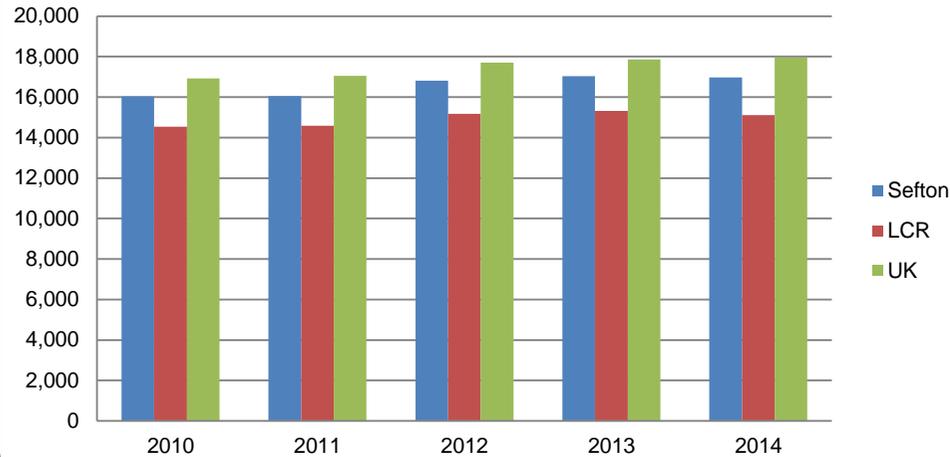


Sefton's **GVA** per head of population (the difference between the cost of producing goods and selling them) rose by 3.9% between 2014 and 2015, to £14,769; however, it remains significantly lower than for the LCR and the UK. The rate of increase over the last 5 years has also been much slower in Sefton

Sefton's businesses are predominantly in the Service sector, which generally speaking does not respond as well to capital investment and automation as does Manufacturing. This makes for lower growth in productivity.



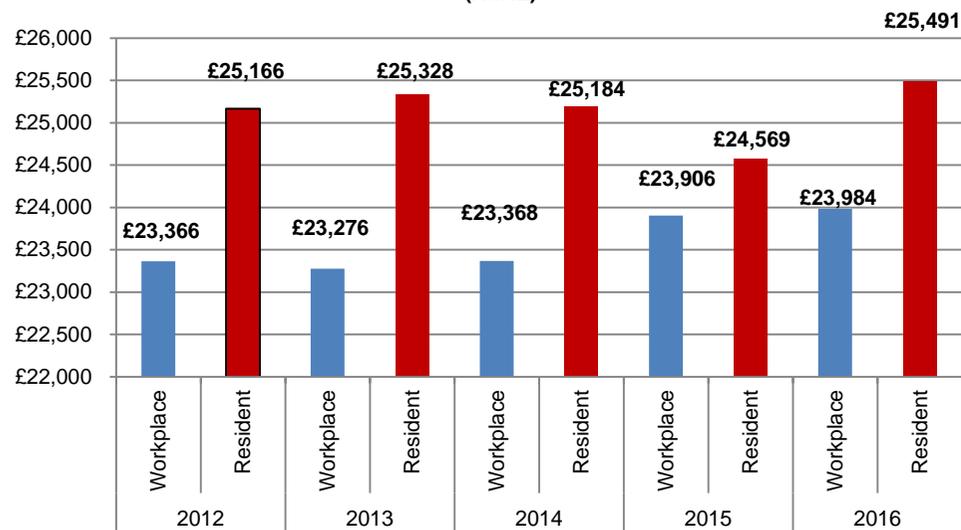
Gross Disposable Household Income 2010 - 2014 (Office for National Statistics)



Gross Disposable Household Income (the amount of money left after payment of tax, NI, pension and mortgage costs) fell by 0.3% in 2014 to £16,978.

The Sefton figure is 11% higher than that for the LCR, which also experienced a fall, but 5.8% lower than for the UK, with the gap widening in 2014.

Average Earnings in Sefton (ASHE)



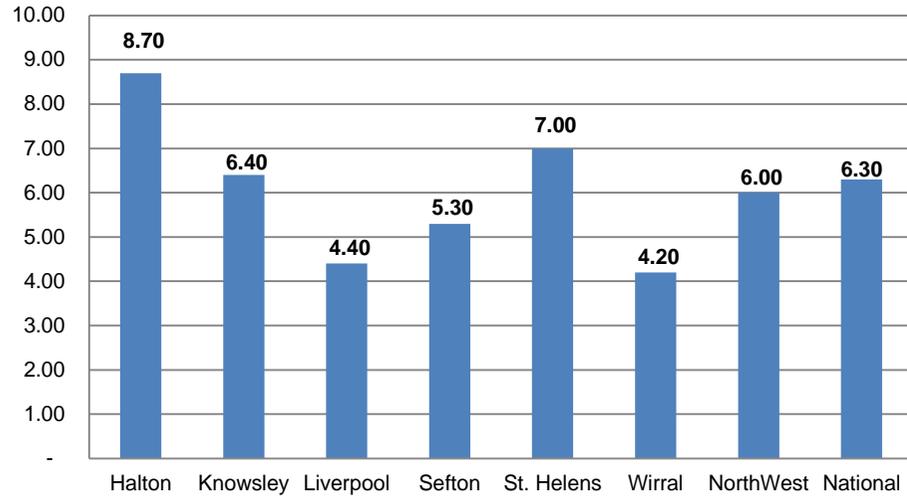
The **average wage** paid by Sefton businesses rose by just 0.3% in 2016. The average full time wages paid in Sefton is currently £23,984. A significantly lower % increase than the LCR and the UK, it is now 8.4% lower than for the LCR and 17.6% lower than the UK.

Resident's wages in Sefton are higher than workplace wages, as many high paid employees and business owners reside in the borough.

A 3.8% rise in the **wages of residents** increased the gap between workplace and resident wages to 6.3%. At £25,491 Sefton's average residents wage is at its highest level for 5 years. The rise was the largest in the LCR, where overall the average wage rose by 1.6%. The UK also saw its annual wage grow by 2.2%, and Sefton's residents wage is currently 10.7% lower than for the UK as a whole.

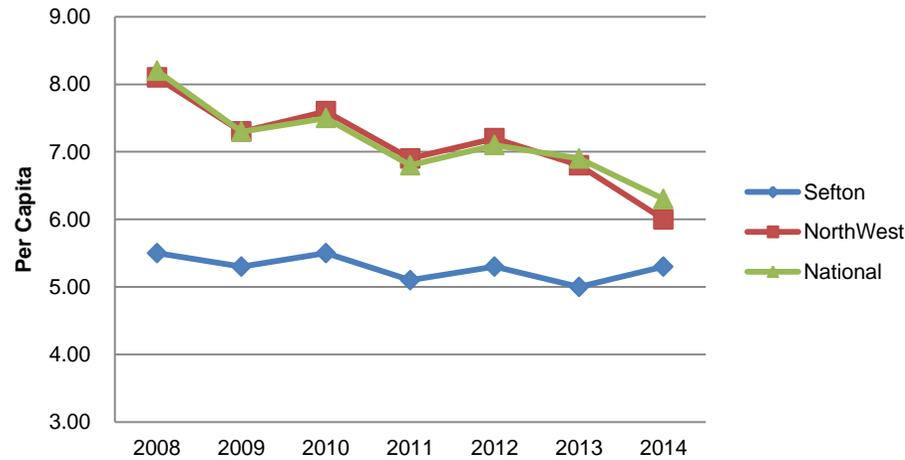


Overall CO2 Emissions Per Capita 2014
(DECC)



Sefton's **carbon dioxide emissions** rose to 5.30 in 2014, and the borough is now third lowest in the LCR, it does however remain lower than both the North West and national figures.

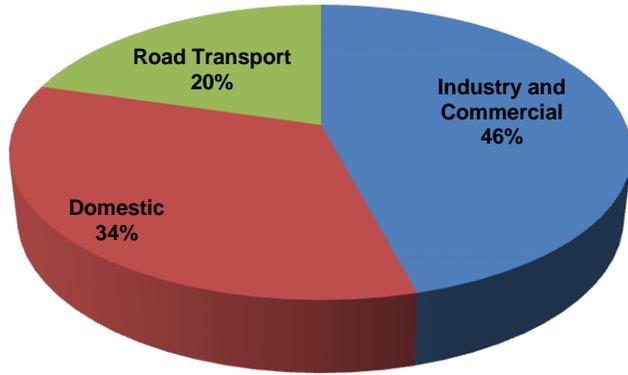
Carbon Emission Trends 2008 - 2014
(DECC)



Despite a rise in emissions, Sefton continued to perform strongly in 2014 against both the North West and National achievements in **carbon reduction**.

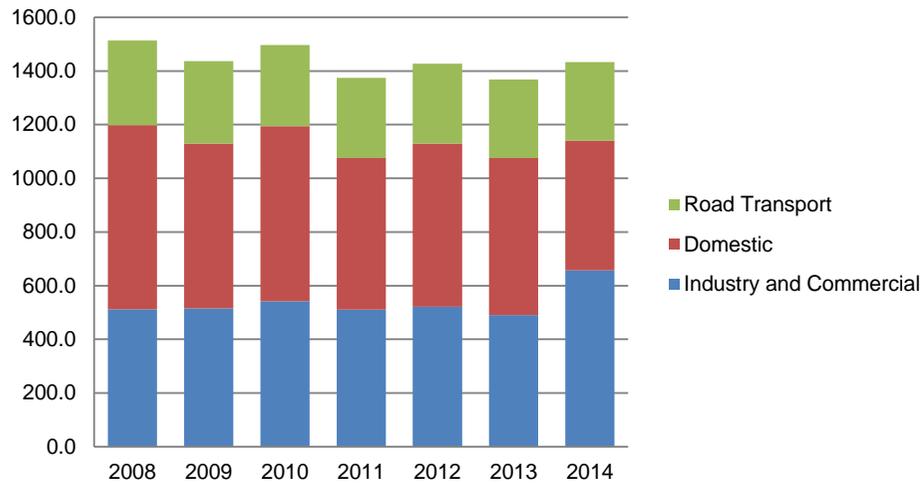


Sefton Carbon Emissions Per Sector 2014
(DECC)



The **Industry and Commercial** sector replaced domestic as the largest proportion of carbon emissions in Sefton in 2014.

Sefton Carbon Emissions Per Sector
(DECC)

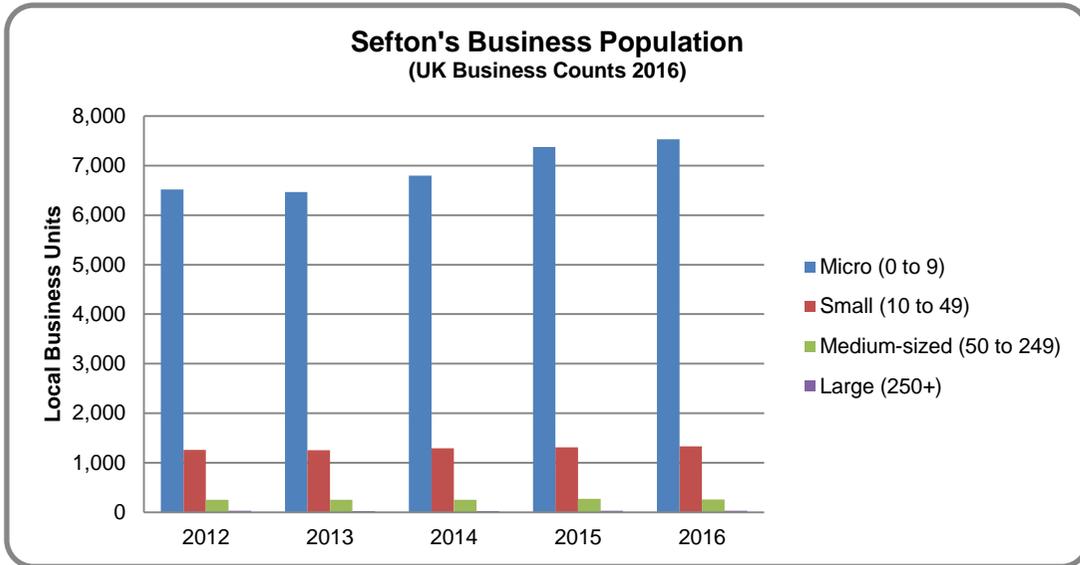


Sefton's **domestic emissions** have fallen by 9% since 2008, whilst those for **industrial and commercial** have grown by 10%.





Businesses

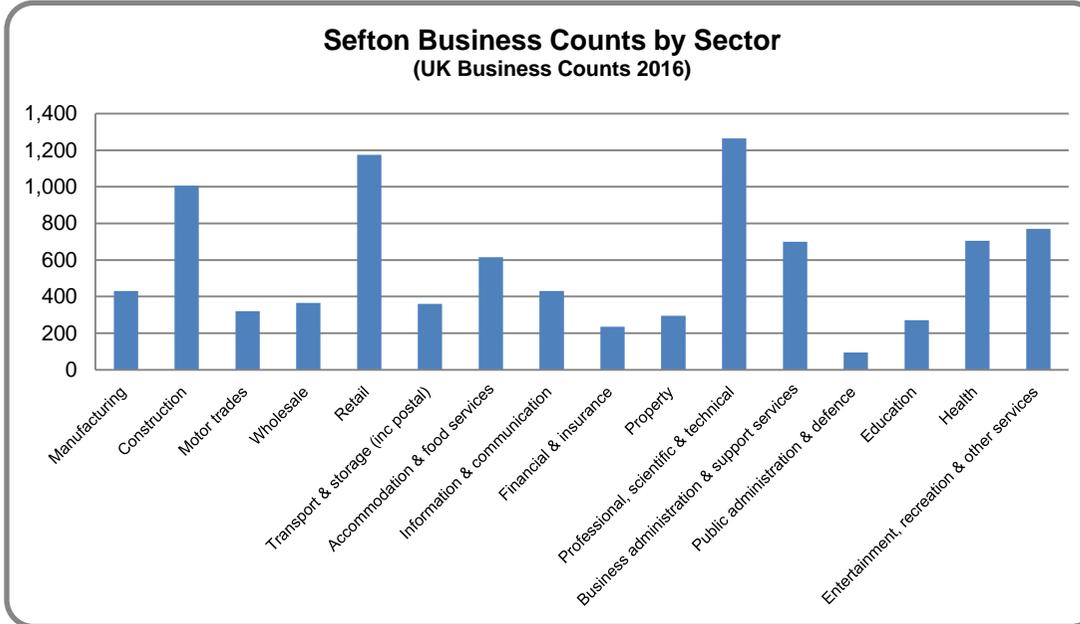


In 2016, Sefton had approximately 9,155 **local business units**; this was an increase of 170 on the previous year.

Since 2015 businesses which only pay PAYE have been included in the count**. With 2 years data now available we can see the true rate of growth 2015-16.

Businesses in Sefton remain predominantly small, with almost 97% employing less than 50 people.

There are very few larger employers in the borough.



Sefton's **largest industry sector** in 2016 continued to be professional, scientific and technical, which has over 1,250 business units in the borough.

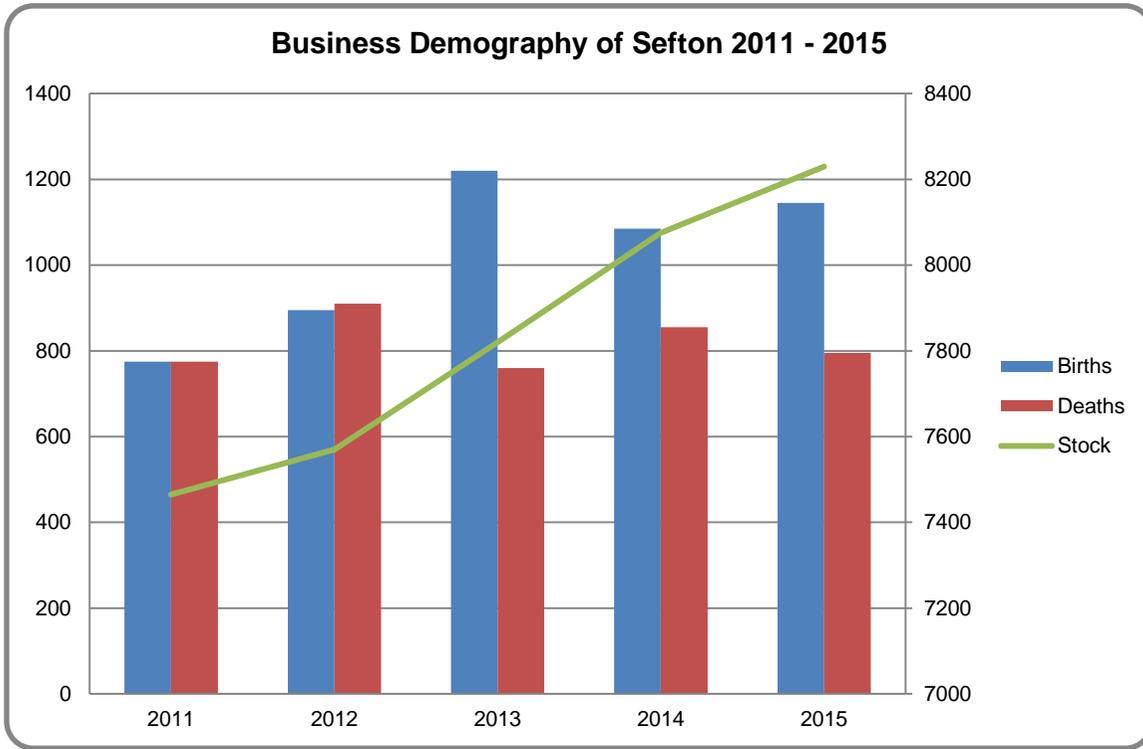
Retail businesses also made up a large proportion of the business population.

The construction sector makes up 11% of business units in Sefton, and saw an increase of 3.6% in 2016.

The public administration & defence and education sector business units fell by 5% and 3.6% respectively, in 2016.

***The coverage of the 2015 UK Business publication has been extended to include a population of solely PAYE based businesses. The introduction of these businesses is not a result of new PAYE births onto the IDBR. These businesses have been operating for a number of years, but due to the risk of duplication have been held outside of the UK Business population.





In 2015 Sefton’s **business stock** reached its highest level since 2004. However, the overall rate of growth still remains slower than for the City Region and UK.

Sefton experienced a 1.9% rise in its active business stock in 2015; with an overall increase of just over 10% since 2011.

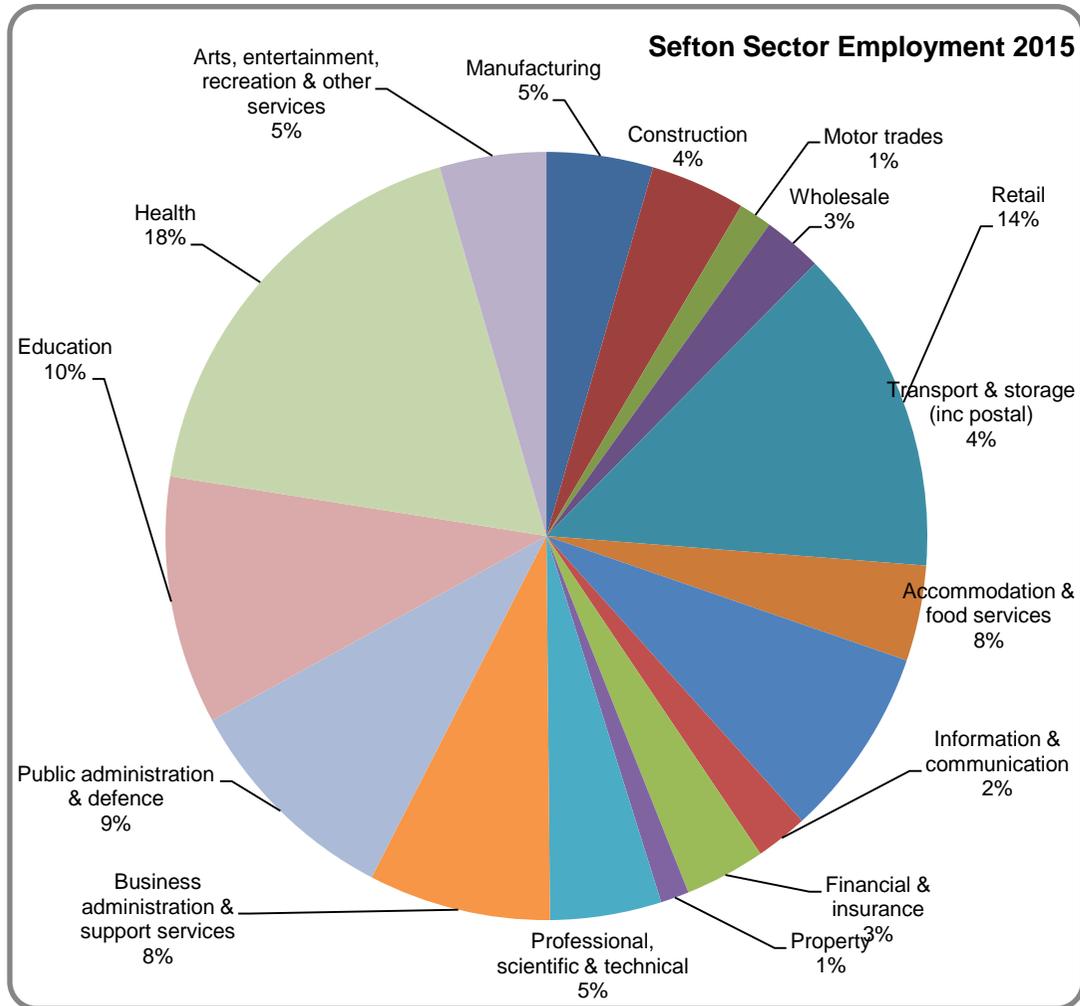
There were 1,145 new **business births** in 2015. This was a 5.5% increase on the 2014 figure.

The number of **business deaths** in Sefton fell by 7% in 2015, making it the joint highest performer in the LCR.

Sefton’s business death rate was better than that for the LCR, North West and the UK.

N.B. Business Demography data is only released annually and will always be 18 months in arrears.





The number of people working in the largest employment sectors in Sefton, **health and retail**, remained virtually unchanged in 2015.

The **health sector** currently employs approximately 17.9% of Sefton's workforce (16,400), with 46% (7,600) being based in the north of the borough.

The **retail sector** accounts for 13.7% of employment in Sefton, approximately 12,600 jobs. Again the largest proportion of the jobs, 43%, are based in the north of the borough.

Employment in **public administration & defence** accounted for 10.4% (9,600) jobs in Sefton, 82% of those jobs are based in the south of the borough. This contributes to 18.4% of all employment in south Sefton. The proportion is significantly less than in 2010, when it represented 25% of all jobs in that area.

Jobs in Sefton are predominantly in the **service sector**, representing over 83% of all employment.

Between 2011 and 2015 the **public administration and defence sector** lost close to 2,300 jobs. This sector has been particularly hard hit since the economic downturn and subsequent cuts in government funding. However, in 2015 there was a small rise in employment in this sector, up by 4.8%.

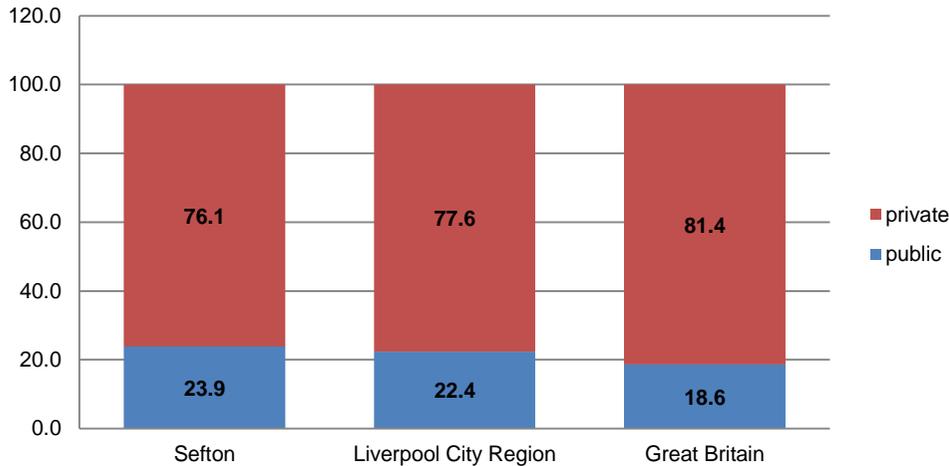
The **professional, scientific and technical sector** experienced an 8% reduction in the number of jobs in 2015, which took the count back to the level it was at in 2013, cancelling out the 2014 rise. The sector has, however, seen an overall increase of 16% since 2011.

The **business administration and support services sector** has seen its employment numbers rise steadily over the past few years.

Employment numbers in the **construction sector** continue to fall, experiencing an 8% loss in 2015 and an overall 17.6% loss from 2011 – 2015. This sector was another particularly hard hit by the economic downturn and the slowdown in house building.



Public & Private Sector Employment 2015
(BRES)

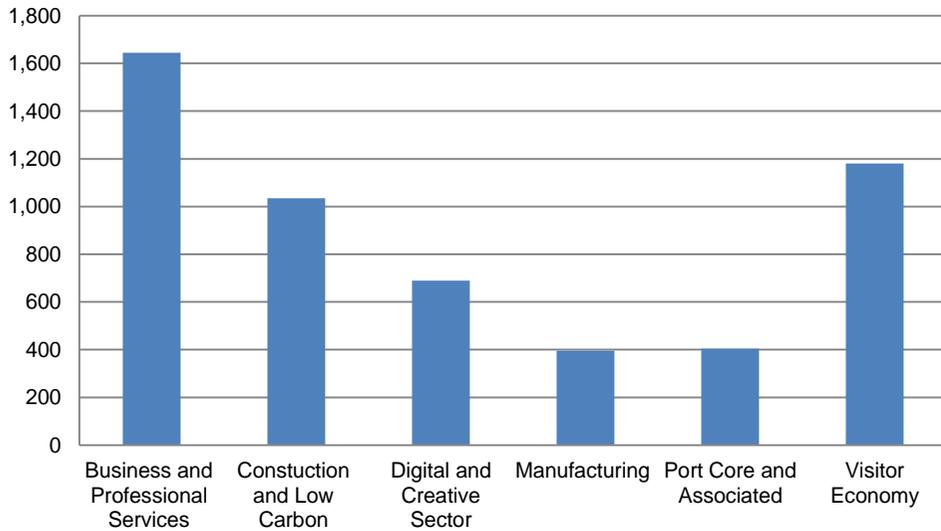


Public sector employment in Sefton fell by 16.5% between 2011 and 2015.

Over the same period there was an increase of 8.4% in the number of **private sector jobs** in the borough, however, the private sector is not growing quickly enough to counteract the high public sector losses.

Despite these recent shifts in the balance of employment, Sefton continues to have a much higher level of **public sector, health and education employment** than the UK as a whole. In 2015, 23.9% of jobs in Sefton were in the public sector, compared with 22.4% in the LCR and 18.6% the UK.

Business Units in Sefton's Key Sectors
(UK Business Counts 2016)



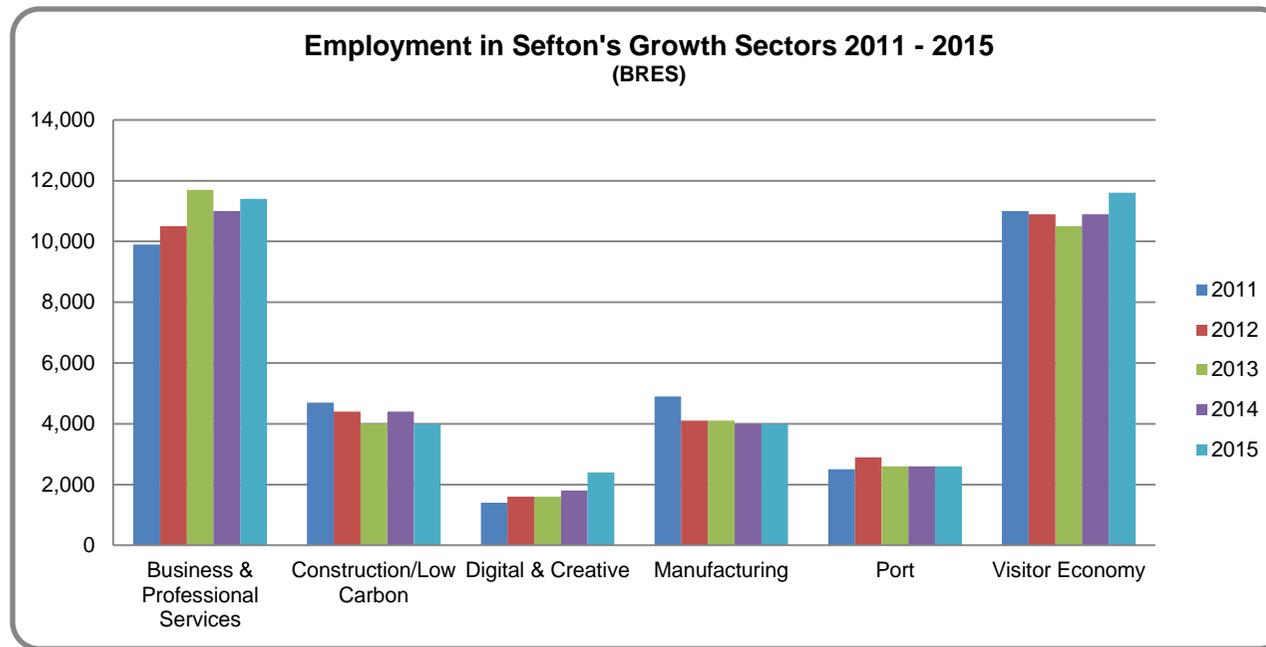
There are currently 5,345 local **business units** in Sefton's **key sectors** (Knowledge Economy including Advanced Manufacturing and Professional & Financial Services, Low Carbon Economy including Construction, Visitor Economy, and Maritime), making up 58.4% of all business units in the borough.

5 out of the 6 **key sectors** in Sefton have seen the number of business units increase in 2016.

Only the **visitor economy** experienced a small 1.5% reduction.

In 2016, the biggest percentage growth was in **business and professional services**, which saw a 6.1% increase in the number of business units.





Sefton is working with the Liverpool City Region on its key Transformational Sectors.

In 2015, approximately 36,000 (39.1%) of Sefton's workforce were employed in the City Region's four **Growth Sectors** (Knowledge Economy, Super Port, Construction/Low Carbon and the Visitor Economy) or in the supporting sectors of manufacturing and construction. The graph shows Sefton's performance in these sectors over a 5 year period.

The knowledge economy brings together elements of three different sectors, manufacturing, business & professional services and digital & creative sectors, which we monitor separately to give a clearer picture of where growth is taking place.

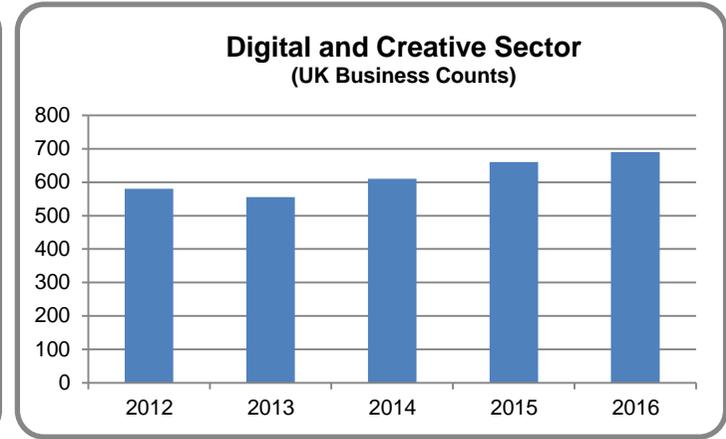
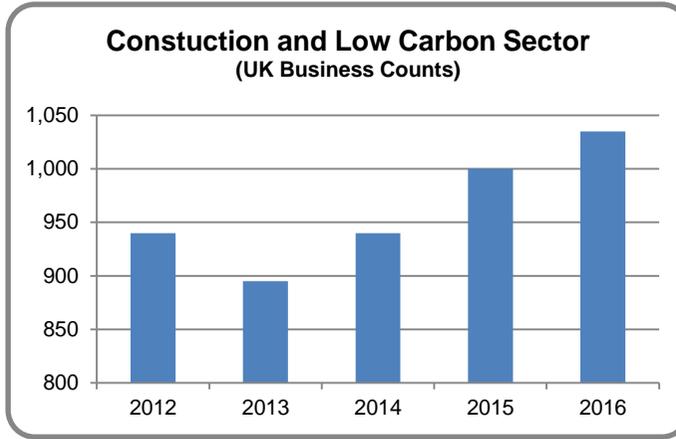
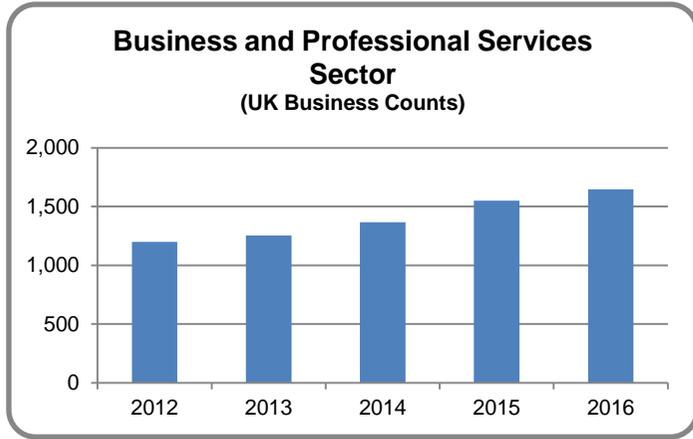
Employment within the digital and creative sector continues to grow year on year, up by 30% in 2015, and by 75% since 2011.

The visitor economy saw its employment numbers rise by almost 6% in 2015, and by almost 5% overall since 2011.

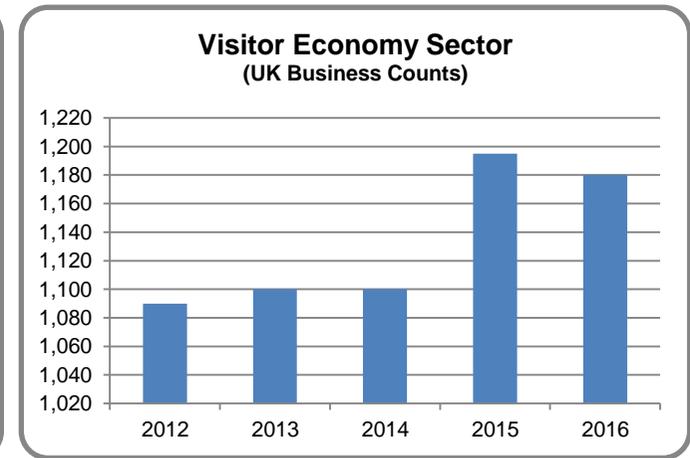
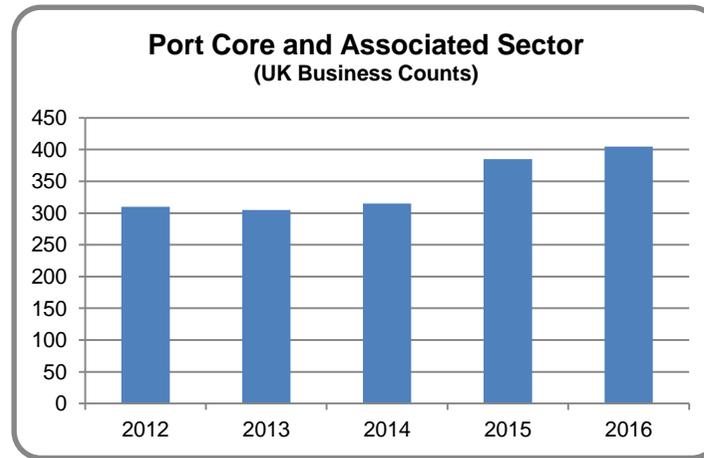
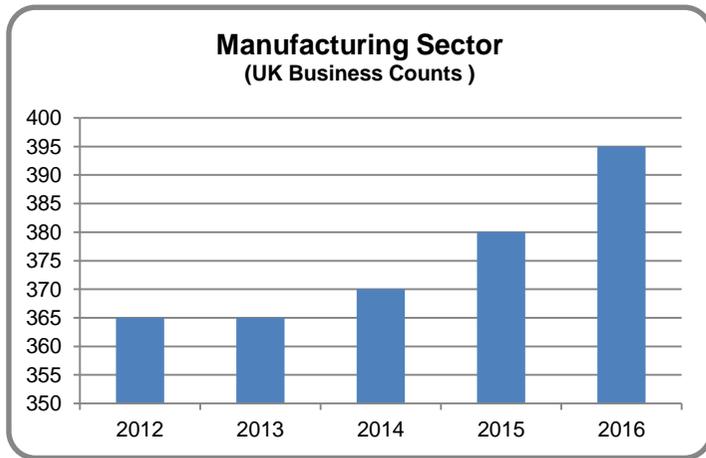
The manufacturing and port sectors both experienced small reductions in the numbers employed, and construction experienced a 7% fall in 2015, employment in this sector has fallen by 15.5% since 2011.



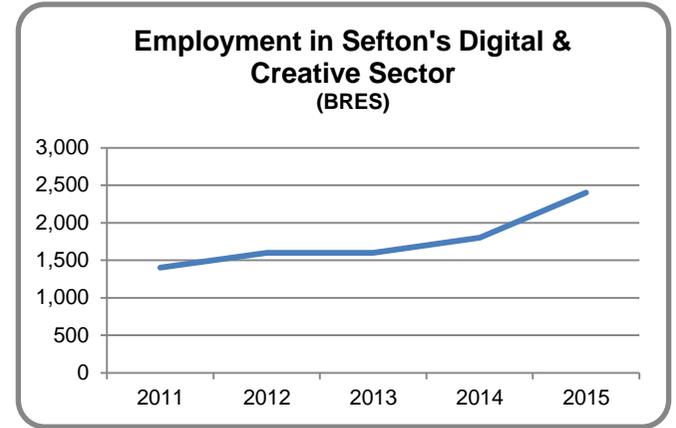
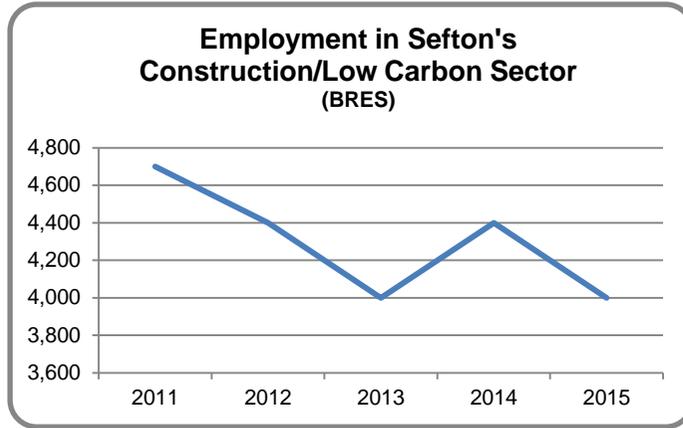
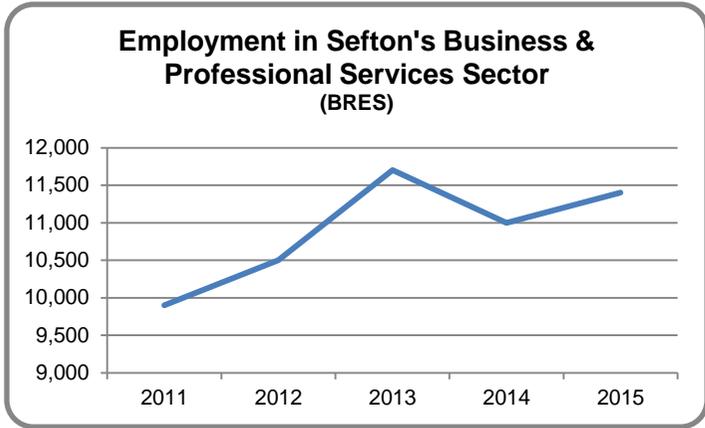
Business Units in Sefton's Key Sectors



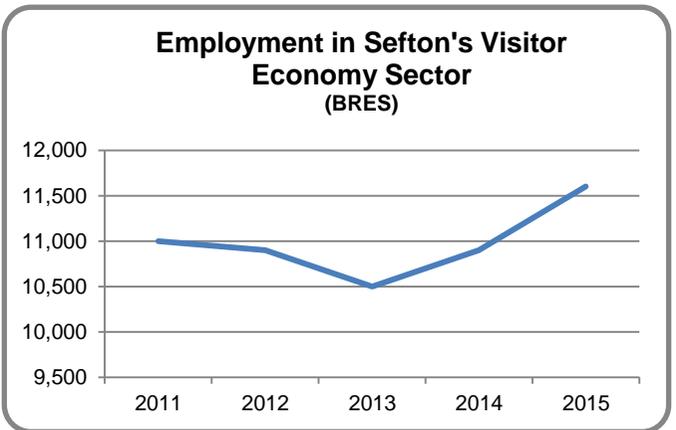
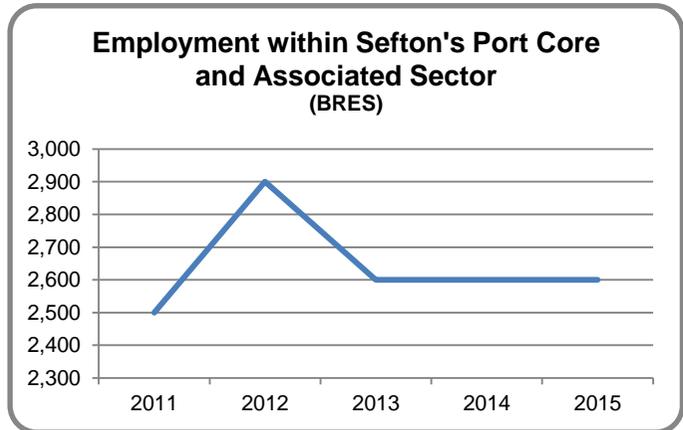
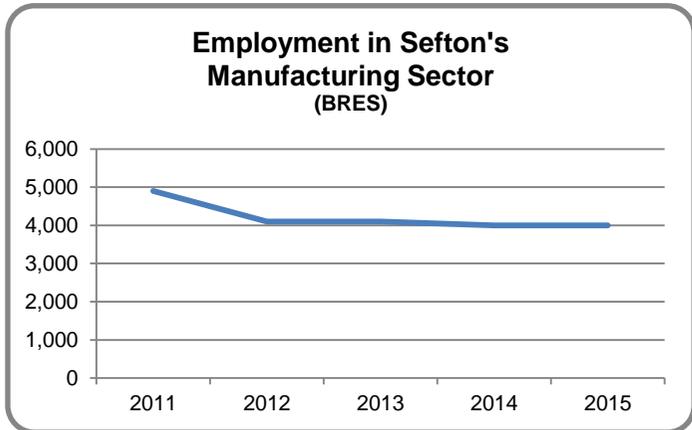
The number of business units within Sefton's key sectors continued to grow in 2016. 5 of the 6 key sectors have experienced some growth ranging from 6.1% in **the business & professional services sector**, to 3.5% in the **construction and low carbon sector**. Now that we have 2 years data using the revised ONS methodology we are able to see more clearly how the business population is changing.

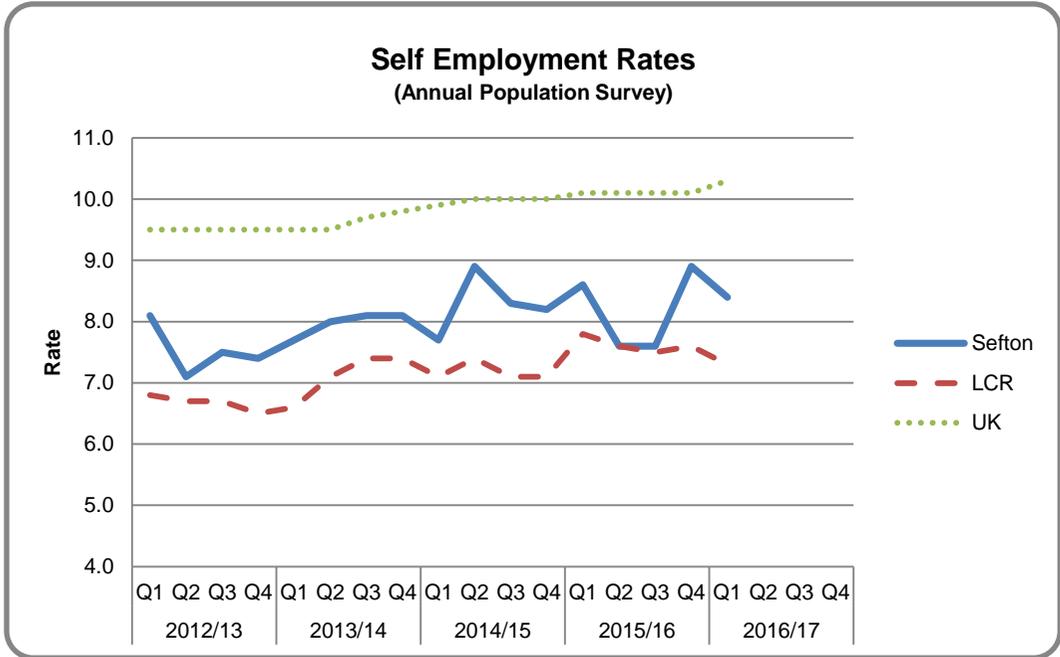


Employment in Sefton's Key Sectors



The latest employment data is from 2015 and showed an increase in the employment levels in 5 of the 6 key sectors. The biggest growth was in the **digital & creative sector** which has steadily increased over the 5 years to 2015. The **construction & low carbon sector** saw the biggest fall in employment numbers during 2015.



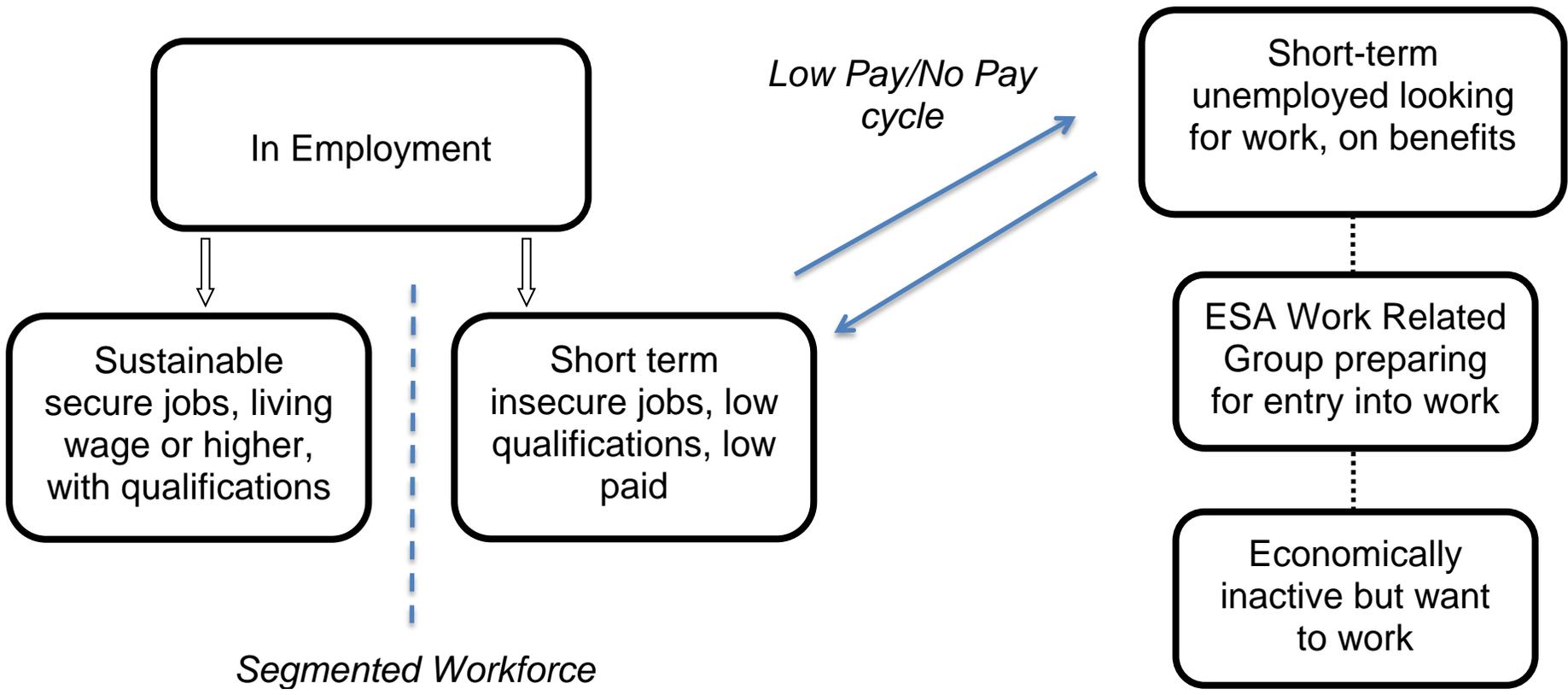


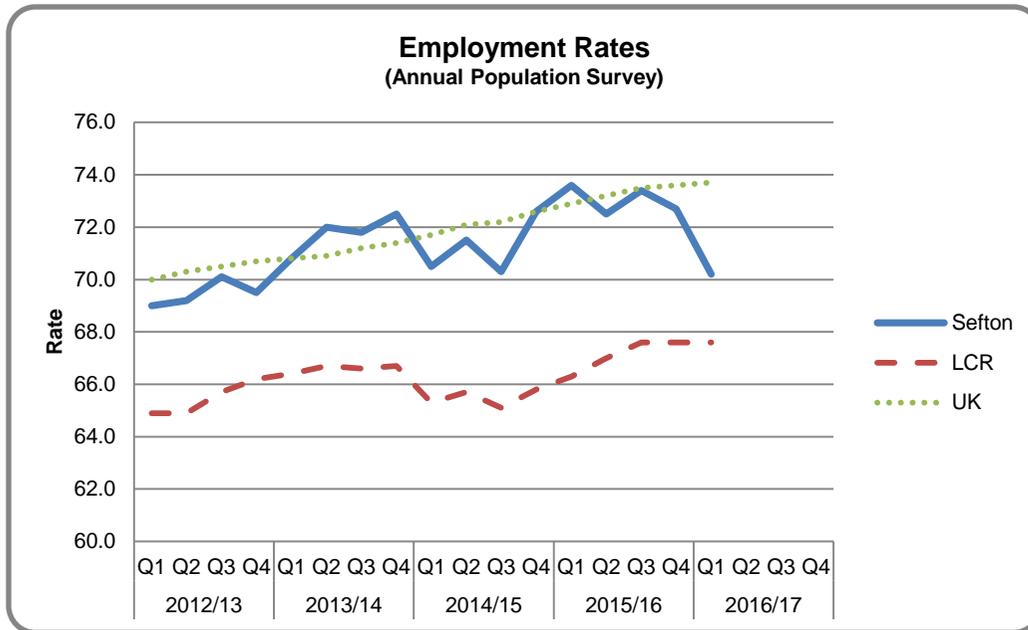
Sefton’s **self-employment rate** stood at 8.4% in the first quarter of 2016/17. It is just over 1% higher than the rate for the LCR. The gap with the UK has widened to almost 2%.

Self-employment rates in Sefton are proving to be very unsettled, whilst the UK self-employment rate has shown a slow but continuous rise.



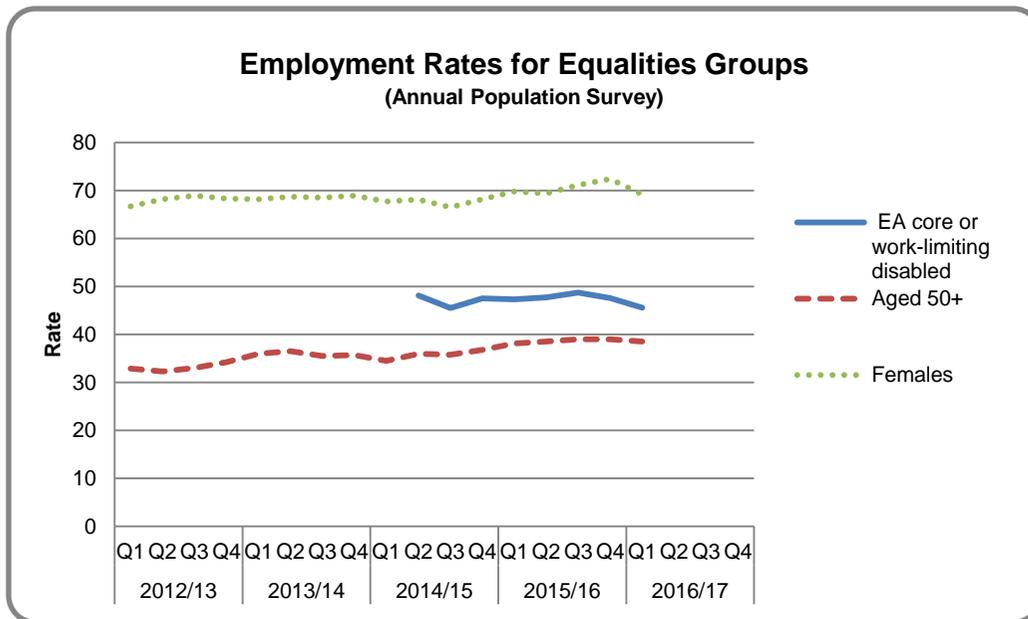
The Labour Market





Sefton’s overall **employment rate** has fallen back over the last six months, standing at 70.2% in the period July 2015 – June 2016.

This has caused the gap with the UK to widen to 3.5%.



Employment rates in the borough vary for those who are at risk of being disadvantaged.

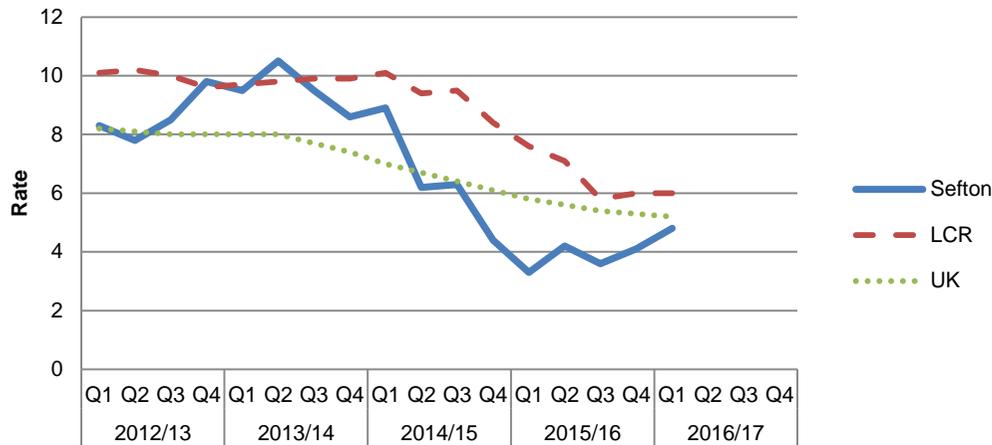
The **female** employment rate in Sefton fell back slightly in the last reported quarter but still remains higher than both the LCR and UK rates.

The employment rate for **older residents** (aged 50+) fell back slightly to 38.5%. This is 2.2% higher than for the LCR and has further closed the gap with the UK to just 1.4%.

The employment rate of **residents living with a disability** fell back slightly in the latest reported quarter 45.6%; this is 3.6% higher than the LCR however, the gap with the UK has now widened to 3.9%.



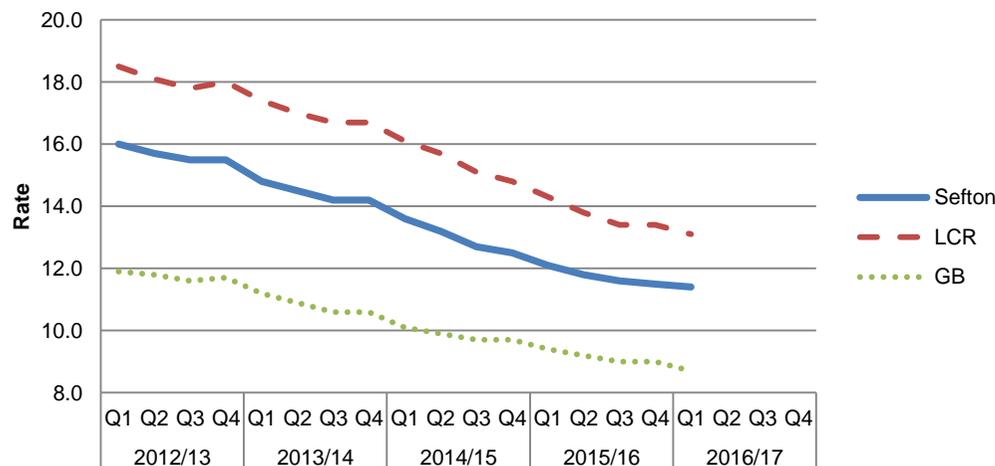
Unemployment Rates (Annual Population Survey)



Overall **unemployment** in Sefton continues to fluctuate but still remains significantly lower than at its peak in 2013.

Unemployment has started to increase over the last 6 months with the rate reported for June 2015 – July 2016 at 4.8%, which is 1.2% lower than the LCR and 0.4% lower than the UK.

Out of Work Benefit Rate (DWP)

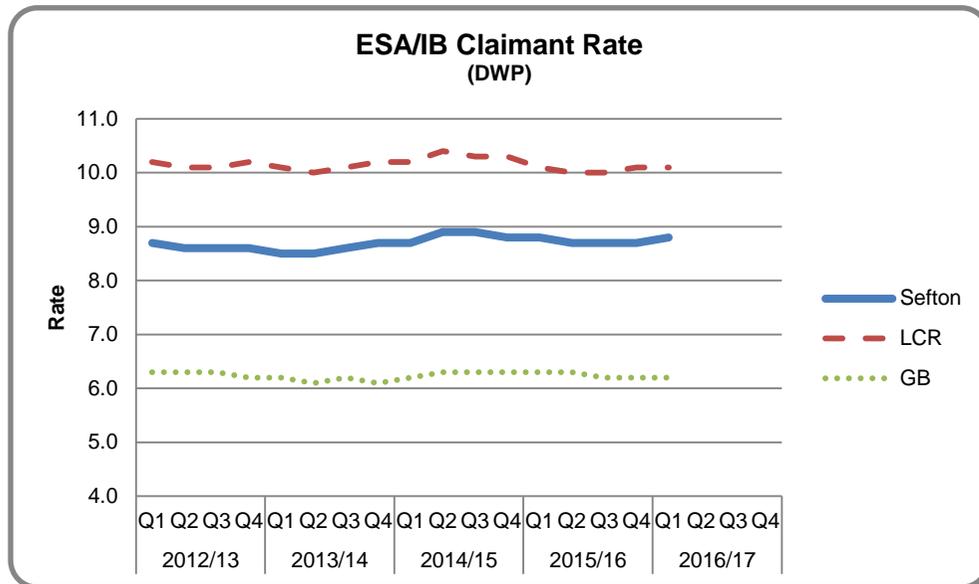


The **Out of Work Benefit** rate in Sefton continues to fall slowly. Rates reached a peak of 16.4% in mid 2009/10 and by May 2016 had fallen to 11.4%. Sefton’s rate is now 1.7% below the rate for the LCR, however the gap between Sefton and Great Britain has widened slightly to 2.7%.

Sefton’s improvement is slower than LCR and UK rates, which fell by 0.3% over the same period

Some of the reduction in out of work benefit claimants will be related to the declining number of JSA claimants as new claimants move onto Universal Credit. At the moment Universal Credit is not included in the Out of Work count.



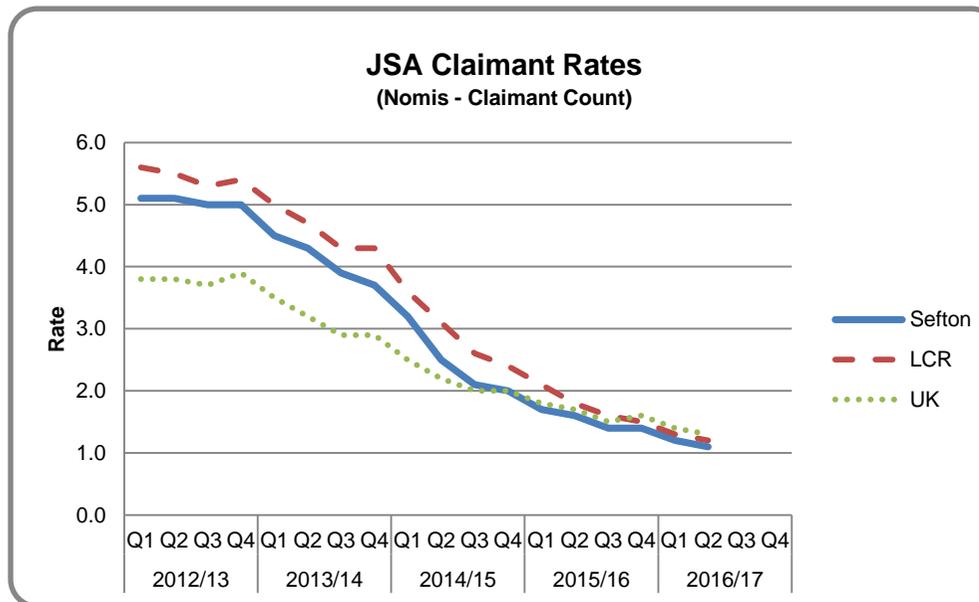


In May 2016 over 77% of out of work benefit claimants were in receipt of **Employment Support Allowance/Incapacity Benefit (ESA/IB)**.

When being assessed for ESA, claimants will fall into three categories:

- Those considered fit for work immediately and moved to JSA
- Those requiring additional support to enable them to prepare for work
- Those classified as being unfit for work.

Claimants requiring additional support and placed in the Work-related group represent approximately 18.7% of all ESA claimants, and continues to fall. In Sefton there has been very little movement in ESA/IB rates over the last reported 6 months.



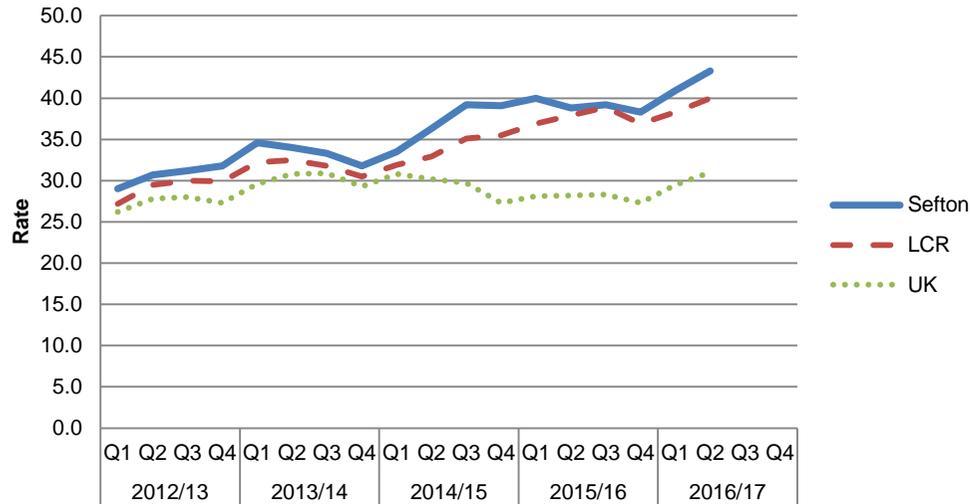
The **JSA claimant rate** continues to fall across Sefton. The rate in Sefton is currently 1.1%, and remains 0.1% lower than for the City Region, and 0.2% lower than the rate for the UK as a whole.

With the implementation of **Universal Credit** the on-flow to JSA continues to slow with new claimants being diverted onto the new benefit regime. However the full roll out of Universal Credit is now delayed until at least 2020.

It should be noted that 63.3% (2,436) of Sefton’s Universal Credit claimants are classed as “Not in Employment”, and are not included in the figures for JSA.



Long Term Unemployment - All Ages (Nomis - Claimant Count)

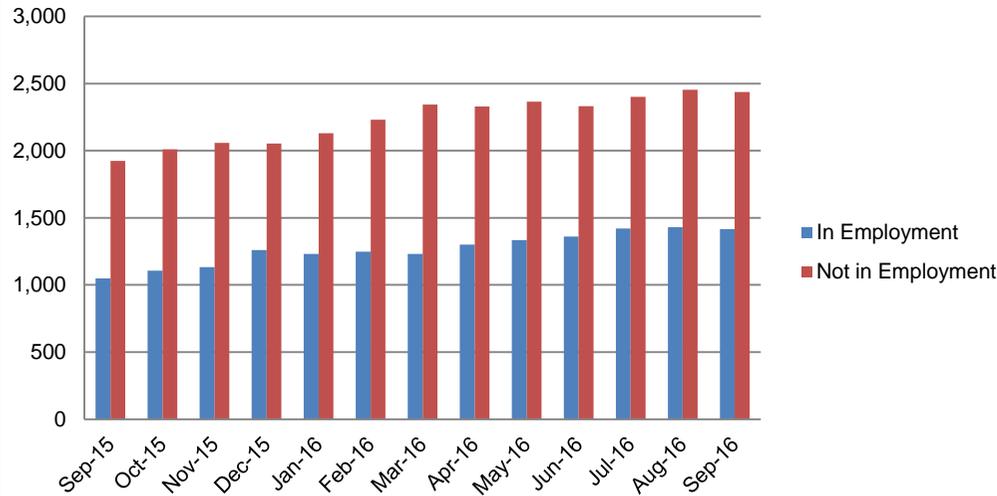


New claimants tend to have more success accessing employment, rather than those out of work for 12 months or more.

Almost 30% of Sefton’s JSA claimants have been in receipt of the benefit for more than 2 years.

Long term unemployment amongst JSA claimants remains high at 43.3%. The rate is currently 3.3% higher than the City Region (40.0%) and more than 12.3% higher than the UK (31.0%).

Universal Credit Claimants by Employment Status (DWP)

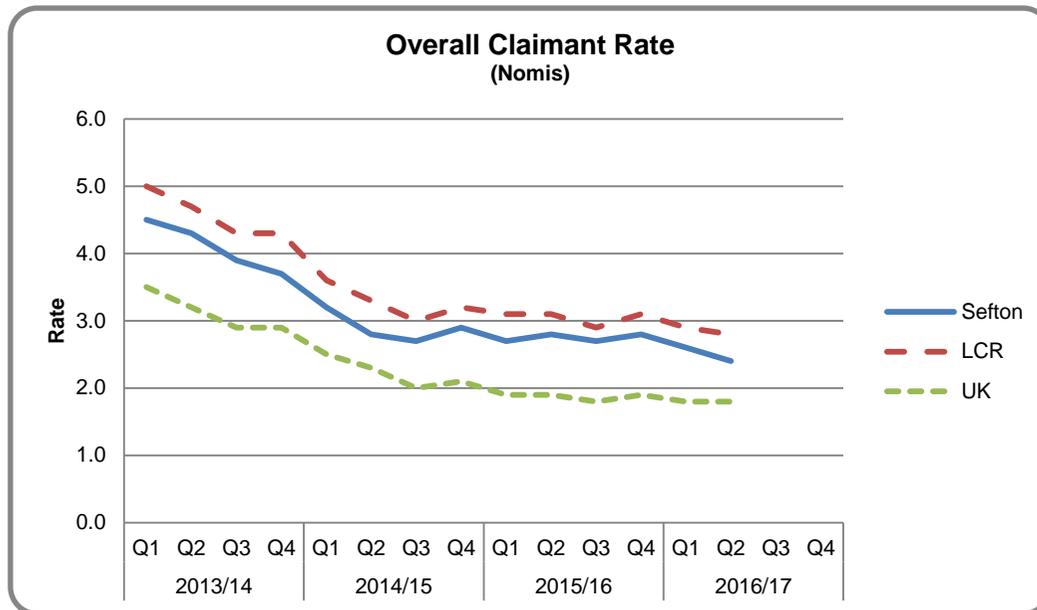


Universal Credit is a single benefit currently being rolled out to replace income based Job Seekers Allowance, income related Employment Support Allowance, Income Support, Working Tax Credit, Child Tax Credit and Housing Benefit.

As Universal Credit is available to claimants both in and out of work, claimants can still receive some benefit when they move into work so they will move between the two categories. Benefits only cease when they reach the earnings threshold.

There are currently 3,849 Sefton residents claiming Universal Credit, with 63.3% of those “not in employment”.

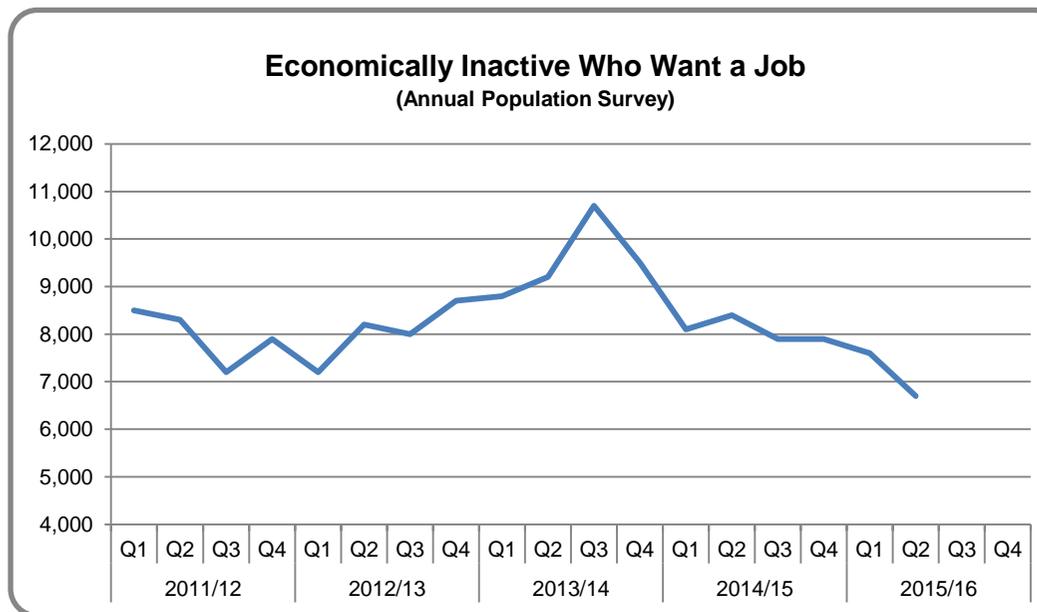




The **claimant count** is a combination of JSA claimants and Universal Credit “not in employment” claimants.

There are currently 4,040 claimants in Sefton, with a claimant rate of 2.4%. This is 0.4% lower than for the LCR but 0.6% higher than the national figure.

The gap with the UK continues to close.

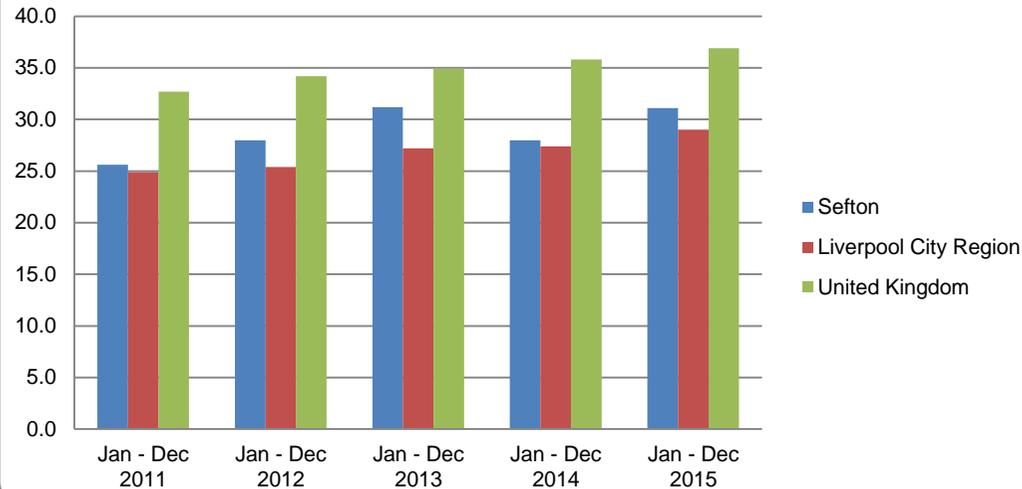


The number of ‘**encouraged workers**’ who are classed as economically inactive but wish to move into work, continues to fall now at 6,700. This is well below the level reached in the middle of 2013/14.

The prevalence of low paid jobs or zero hours contracts may be continuing to deter claimants from wanting to enter the work place.

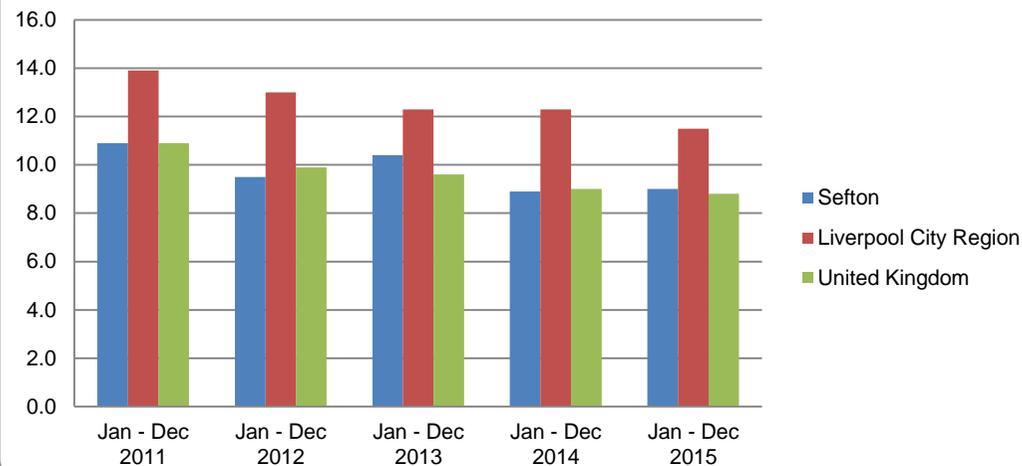


Residents Qualified to NVQ 4+ (Annual Population Survey)



In 2015, 31.1% of Sefton's working age population were **qualified to NVQ Level 4+**, an increase of 5.5% points since 2011. The rate is now just 0.6% points higher than for the Liverpool City Region, and the gap with the UK has widened to 5.8%.

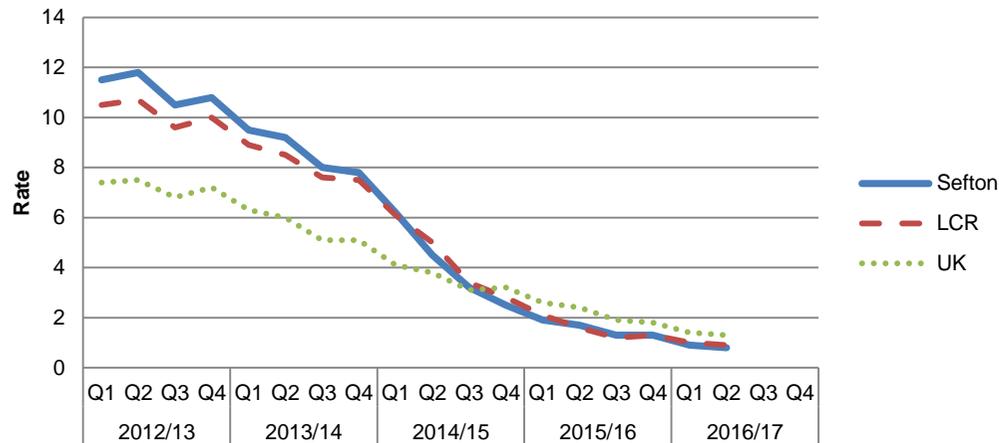
Residents with No Qualifications (Annual Population Survey)



The percentage of Sefton's working age population with **no qualifications** rose very slightly in 2015 and now stands at 9.0%. With this improvement the rate is 2.5% lower than the City Region and similar to the UK figure of 8.8%.



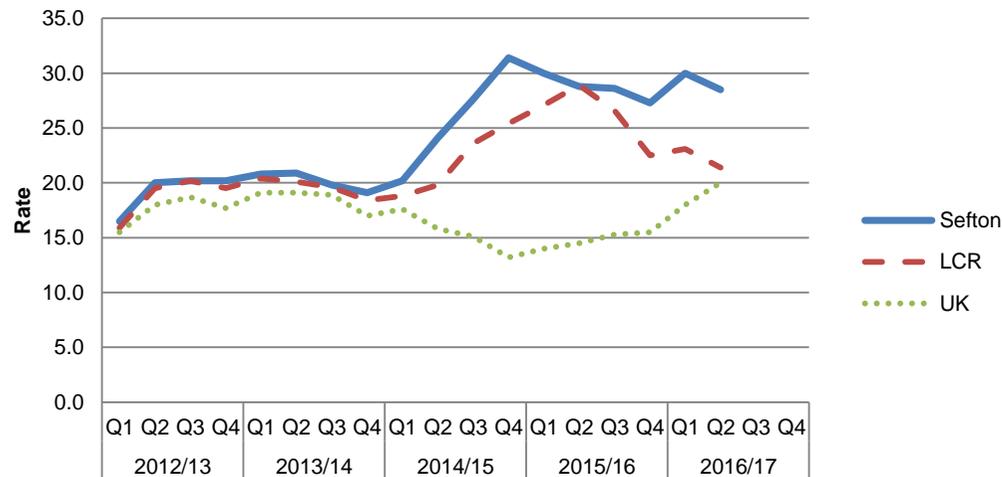
JSA Claimant Rates for 18 - 24 year olds
(Nomis - Claimant Count)



The **youth JSA claimant rate**, at 0.8%, is now 0.3% below the overall claimant rate for Sefton. The rate remains 0.5% lower than for the UK and just below the LCR.

The number of **young JSA claimants** continues to fall, but concerns remain, with over a third of Universal Credit Claimants being aged 16-24 and not included in these figures. There are currently over 770 young people “not in employment” claiming Universal Credit, in addition to those claiming JSA.

Long Term Unemployment - 18 - 24 years
(Nomis - Claimant Count)

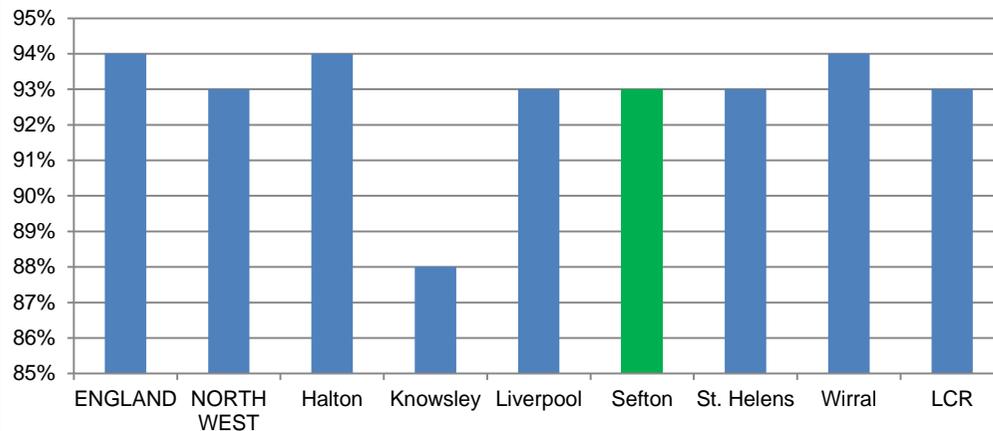


The **long term (1 year +) youth unemployment** rate remains an issue with 28.6% of young claimants having been in receipt of JSA for more than 12 months.

The performance gap with the LCR has widened to over 7%, however with an increase across the country as a whole the gap with the UK, although still wide, has narrowed slightly.



Students going into education, or employment/training at Key Stage 4 2014/15
(DfE)

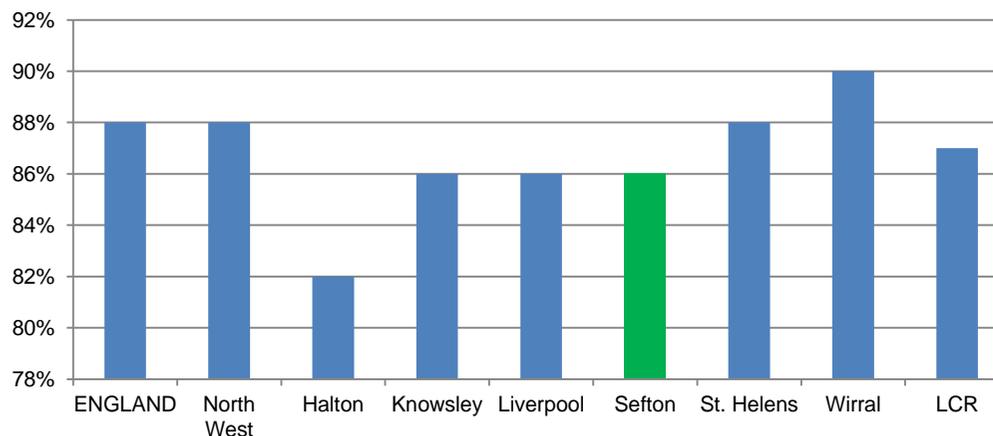


The Department of Education has recently released figures for the **Destination of School Leavers** at Key Stage 4 and Key Stage 5, for 2013/14. Sustained participation is based on attendance at two terms, October – March.

Sefton continues to perform strongly at the end of Key Stage 4 with 93% of students moving into sustained education or employment and training. 90% remain within the education system. Sefton is in line with the City Region and North West averages, and just below the figure for England as a whole.

7% of pupils move into apprenticeships at the end of Key Stage 4.

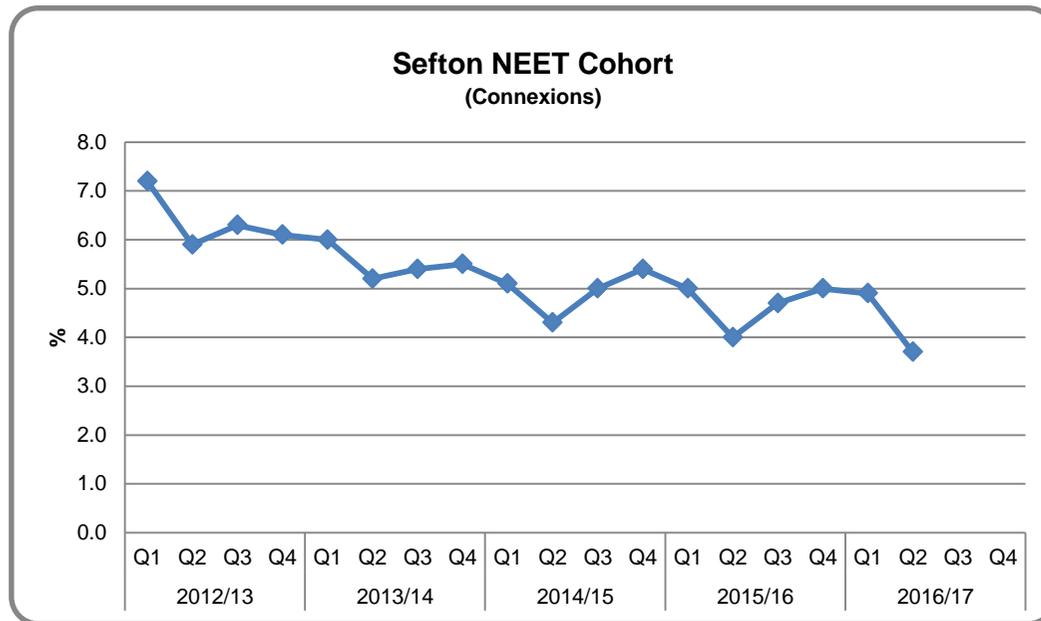
Students going into education, or employment/training at Key Stage 5 2014/15
(DfE)



At the end of Key Stage 5, 86% of young people from Sefton **continue with their education or move into employment/training**, with 63% of those continuing wholly within the education system. Sefton's performance fell behind the North West and England figures in 2014/15, which could be due to the increase in University fees. 49% of Sefton's young people move into UK Higher Education, with 15% attending the top third of Higher Educational Institutes.

At the end of Key Stage 5, 6% of pupils move into apprenticeships.





The actual **NEET (Not in Education, Employment or Training)** figure for Sefton has fluctuated over the past 12 months and is now 3.7%.

Sefton continues to perform strongly in the LCR with figures continuing to be low.

There have been changes in the way NEET is reported to central government and the main indicator will start to include NEET and not known as a single figure. However, as those figures are still being finalised, for the purposes of this report we will use actual NEET as 5 years data is available.



Strategy Monitoring Report



5. Strategy Monitoring Report

Objective 1 More new starts to replenish the business population

What are the challenges?

The Liverpool City Region (LCR) has a deficit in its business base and a requirement to stimulate new enterprise when compared to national averages. Although the LCR has witnessed growth of 8.6% over past decade inherent structural weaknesses still result in a low business base and a further 20,000 businesses are required just to match the UK business density rate.

Sefton's business stock has now returned to the size it was at the beginning of the economic downturn. However, the rate of recovery remains slower than for the City Region and UK. It was reported previously that the number of business births is now much higher than the performance in 2008 with business deaths down by 19% over the same period. Despite this improvement Sefton's performance still remains below the levels for the LCR and UK although generally the survival rate of start-ups has traditionally been strong.

The LCR Local Enterprise Partnership has made Business Start-ups and developing an entrepreneurial culture a key priority of both the LCR Single Growth Strategy and ESIF Programme (2014-2020) and, in conjunction with the Local Authorities and Chambers of Commerce, has developed a new enterprise framework which serves as a platform for future delivery. The challenge for the LCR and Sefton is to bolster entrepreneurial culture in the area through targeted support for specific geographies and under-represented groups. The city region approach is to focus on schools/colleges; infrastructure such as bespoke start up premises, incubators and university spin-outs; advice and support and targeting high growth start-ups.

Who are we working with?

Sefton supports LCR enterprise activities at a local level and plays a key enabling role through InvestSefton. InvestSefton has continued to work closely with the LCR Enterprise Hub in terms of managed referrals for individuals or businesses seeking both pre-start and start-up advice and support, most notably The Women's Organisation (TWO). A dedicated start-up page - www.investsefton.com/business-support/starting-a-business/ - also provides a range of self-help options for potential entrepreneurs and individuals contemplating self-employment.

The Enterprise Hub, led by TWO and supported by a range of delivery partners across the LCR offers a pre-start and start-up service providing customised support for potential entrepreneurs through an initial diagnostic and managed referral.

InvestSefton works closely with St Helen's Chamber who deliver the New Entrepreneurs Allowance programme in Sefton.



InvestSefton represents Sefton on the Merseyside Special Investment Fund Partners Board and refers new businesses to its Start-up Loans fund programme. The fund is delivered as part of the Government's Start-up Loans company initiative and is split into two age demographics, under 30's and over 30's.

How are we addressing the challenges?

InvestSefton plays a facilitating role working closely with partners through the LCR Local Growth Hub. The team provides an initial 'triage' service to ascertain individual's unique requirements before a managed referral to the Enterprise Hub who will then arrange a 1:1 meeting. This allows InvestSefton to keep track of the individual and potentially provide support further down the line as the business becomes more advanced.

The aforementioned new Enterprise Hub will help address a number of key delivery challenges through its dedicated access hub for start-up enquiries supported by community based and stakeholder outreach centres.

What have we achieved?

- InvestSefton has referred and/or dealt with 30 Sefton residents to the Enterprise Hub for pre-start up support
- St Helen's Chamber has supported the start-up of 16 new businesses in Sefton, having met with 35 clients of which 20 were accepted onto the NEA programme
- Up to July 2016 74 start-ups have been supported with £612,000 of loan finance from Merseyside Special Investment Fund.

There remains an encouraging level of interest in loan funding, for starting a business, from young people but even greater from those above the original 29 age group. The main networking for the MSIF loans scheme is undertaken centrally by the Start-up Loans Company but is supplemented locally by a range of stakeholders including referrals into MSIF. InvestSefton works closely with MSIF referring both start-ups and existing businesses for support.

InvestSefton is seeking to stimulate interest in start-up and self-employment across the borough through supporting Enterprise Hub outreach activities using a variety of outlets such as cafes and business centres.

As part of Local Growth Hub activities InvestSefton has adopted an '**any type, any size from any sector**' approach to supporting businesses although this becomes more problematic with ERDF funded assistance due to state aid issues e.g. supporting retail and businesses providing direct to consumer operations. However through the local growth hub InvestSefton is able to offer 'triage' support through advice and guidance or even desk top activities such as a property search. Two recent examples are shown below:



Case studies

Pet Shack - A recently established pet food outlet required space in South Sefton for business expansion and clarification of their legal obligations as a distributor of raw meats. Research was carried out for them into available properties and their legal position. Advice was also provided on business planning to improve business stability and put in place an achievable growth strategy. Subsequently premises were secured in Litherland, the business is now trading legally and a structure is in place for future business growth.

Just Bathrooms - A new start up bathroom supply and fitting business in Waterloo. InvestSefton provided advice on available business premises before the family owners located to a retail unit in St John's Road. The business is open to trade and public and is aiming to provide a one stop service from design to fit out. The business was also the subject of a Channel Four documentary and was officially opened by Cabinet Member for Regeneration & Skills. Sefton@work is also seeking to provide recruitment support for an Apprentice Plumber.

Enterprise Hub

InvestSefton has established close links with the aforementioned ERDF start up programme delivered by the Enterprise Hub a consortium of providers led by The Women's Organisation and Liverpool Community College. This is three year part funded ERDF programme offers pre start up and business start-up support to aspiring entrepreneurs across the Liverpool City Region. The programme is tasked with engaging and providing initial enterprise awareness support to 6,360 people, and a minimum of 12 hours intensive support to 2,320 individuals over three years, the programme anticipates supporting the start-up of 1272 new businesses as a result of these interventions, and 17% of all targets will be achieved in Sefton with Sefton residents. Key performance headlines below:

- 205 Sefton residents have had at least 3 hours support – 139 women and 66 men
- 88 have had over 12 hours support
- 24 individuals have started businesses in Sefton – 19 women and 5 men of whom 12 were unemployed and one was economically inactive on joining the programme.

Regular outreach venues have been established in Sefton with Crosby, Formby and Southport Libraries proving to be very popular.

Enterprise Hub are taking their 'Business Start-up Conference' model on the road, visiting Sefton this quarter on 20th October. For this event they partnered with Invest Sefton and Start-up Direct to help promote the event through their networks. The event is taking place in the L20 Centre at Hugh Baird College, Bootle.



Would be entrepreneurs will:

- Hear from successful local business owners sharing tips on how they moved from idea to start
- Be given the opportunity to take part in group activities to understand the practicalities involved in self-employment.
- Have chance to network with others who are considering starting a business and make key connections
- Understand how to raise finance to get started with help from Start-up Direct
- Hear about the opportunity for businesses in Sefton from Invest Sefton
- Find out about the FREE expert advice and support on offer to help get their business off the ground through the Enterprise Hub.

A report on the outcome of the will be reported in a future update.

An Enterprise Hub case study is provided below:

Case Study

AJ's Play Days – Bootle Cheryl found her passion which she turned into a business after noticing a gap in the market. AJ's Play Days is a soft play centre aimed at children under the age of 5 with a specific focus on the development needs of babies and toddlers through play. It will help parents bond with their children by offering baby and toddler yoga, positive parenting classes, hypnobirthing and a relaxation area. Cheryl set up the business in Stanley Road, Bootle with support from The Women's Organisation through a dedicated Adviser who helped with business planning, including extensive market research.

Looking ahead

Moving forward the Enterprise Hub will be at the forefront of start-up support and InvestSefton will ensure that robust referral links are maintained for Sefton residents seeking self-employment and new business starts. Support is targeted at young people; female entrepreneurs, social enterprises; rural; disadvantaged and under-represented groups. Enterprise Hub support includes:

- Start-up programme for individuals; developing a business plan; access to finance
- Ongoing post-start support for up to 36 months
- Mentors, business coaches and peer-to-peer support
- Support for high growth start-ups including mentoring & networks; business incubators/managed workspace; key business sectors
- Start-up advice outreach activities across Sefton



InvestSefton will also continue to provide 'light touch' support to start-ups and new businesses through its Local Growth Hub contract. This includes a triage service, initial advice, business premises search and managed referral to the Enterprise Hub. Enterprises will also be on the agenda of the emerging Sefton Local Economic Assessment in terms of identifying future demand and support requirements for Sefton.



Objective 2 Grow existing businesses and stimulate the economy

What are the challenges?

Business growth remains a key priority for both Sefton and the LCR. While business formation has shown a gradual improvement, this has been offset by the number of business failures which has led to a levelling off in terms of economic performance.

Key challenges remain for the LCR both in terms of increasing the number of businesses (20,000 required) and GVA required (£8.2bn) to meet the UK average. The Council continues to engage with Sefton businesses through its front facing teams InvestSefton to help drive up business growth and productivity and Sefton@work to maximise jobs for Sefton residents, particularly those from disadvantaged communities.

The latest UK Business Counts data (October 2016) provided updates on two different datasets for Sefton:

1. No of enterprises - described as the overall business, which may be comprised of individual sites or workplaces? Sefton currently has 7,445 enterprises.
2. No of business units - an individual site associated with an enterprise and can be referred to as a workplace. Sefton currently has 9,155 units, an improvement of 1.9% (170) on the previous year.

Although Sefton continues to see some growth in terms of business units, it is at a much slower rate than LCR neighbouring authority areas. Sefton has an extremely high proportion of Small to Medium-sized Enterprises (SMEs employing less than 250 staff). Currently 99.6% of business units in Sefton are classed as SMEs, with almost 97% employing less than 50 staff.

Who are we working with?

The council continues to work closely at LCR level with the LCR Local Enterprise Partnership (LEP), LAs and Chambers of Commerce to develop Business Growth Hubs which are part of the City Growth Deal approved by Government. InvestSefton delivers the Local Growth Hub contract for Sefton.

Robust partnership arrangements have been established with the LEP, LAs, Chambers of Commerce and the private sector. A range of LA, LEP and Chamber groups/boards have been established to help bring a more cohesive approach to business growth and investment support. An LCR Enterprise Executive Board leads on strategy while a number of sector groups help develop key sectors including manufacturing, low carbon, Visitor Economy and SuperPort.



InvestSefton chairs two key LA, LEP and Chambers of Commerce groups for the ERDF Business Growth Programme and Investment.

InvestSefton continues to monitor the Regional Growth Fund (rounds 3 & 4) awards it made in 2015/16. Although the Business Growth Grant programme ended in June 2015 a number of businesses supported have started to see their investments come to fruition. An update is provided in the Access to Finance section. As LEPs or LAs were unable to bid for Rounds 5 & 6 Regional Growth Funding, support was given to St Helens Chamber of Commerce and Merseyside Special Investment Fund to secure a combined £12m to deliver financial support to businesses. InvestSefton is actively supporting Sefton businesses into these new funding streams. An update on Sefton awards is also shown in the Access to Finance section.

InvestSefton works closely with private sector membership organisations, most notably Liverpool and Sefton Chambers of Commerce (the Head of Investment and Employment is a member of the Board). There is also regular liaison with the Federation of Small Businesses, however principal private sector liaison continues to be driven through business networks such as Sefton Economic Forum, Sefton Export Network and Professional Sefton.

How are we addressing the challenges?

Business Growth support

InvestSefton delivers the ERDF Business Growth Programme - this provides support to small and medium sized businesses under a LCR wide consortium comprising Local Authorities, Chambers of Commerce and the LEP. As at 30 September the programme has completed **35 intensive diagnostics (12 hour minimum)** of Sefton businesses. The project will provide eligible SME's, who would not typically engage with providers of business support, with the capacity and support they need to grow and prosper.

InvestSefton serves as a bridge between start-up and more bespoke, intensive or specialist supports typically supplied by the private sector and provide participating SMEs with the following:

- A dedicated SFEDI accredited Business Growth Adviser
- A Business Diagnostic
- An Action Plan for growth
- Informed brokerage into specialist/commercial business support
- More intensive support, where appropriate, focusing upon the management of people, processes and resources
- Developing and supporting business networks, events and workshops
- Self-help solutions via website, newsletters, mail shots



InvestSefton has started an engagement programme with other ERDF business support providers to help maximise the potential wide range of help available for Sefton businesses. These include specialist advice and support for health care sector businesses, innovation, low carbon products and processes, manufacturing; knowledge transfer from Universities and subsidised commercial support through New Markets.

Case study

Bates Dairy & Farms - An established Southport dairy supplying to commercial markets, the business has traded since 1935 providing products to the general public and commercial customers. The milk industry has changed dramatically in the last 10 years with the dominance of supermarket sales to the public decimating doorstep sales and the withdrawal from the region of a major competitor, Dairy Crest. Bates Dairy has adapted well to the industry changes, increasing commercial clients to 95% of sales but the change in business model was not reflected in how the business marketed itself, particularly online. The business was supported in reviewing and identifying areas for improvement in its digital marketing strategy and sourcing suitable finance to contribute towards the cost of rebranding to accurately reflect both the heritage and current position of the business.

‘One to Many’ support

Under the new Business Growth Programme, the focus is very much on the provision of more qualitative 1 to 1 diagnostic support and a greater emphasis on a ‘Triage’ approach provided initially by Business Growth Officers. This will result in fewer but more high profile events such as Sefton Economic Forum and Sector groups such as ExportSefton, ProfessionalSefton and, in the longer term, BuildSefton.

The next Sefton Economic Forum is planned for 25th November in Crosby Lakeside Adventure Centre. The event is to be chaired by the Managing Director of Richardson’s Healthcare, a leading Sefton exporter and include presentations on Sefton’s emerging Economic Strategy update and the implications of Brexit.

A ProfessionalSefton update is provided in the Knowledge Economy section.

Local Growth Hubs

Sefton is also one of six LCR Local Growth Hubs, a new Department of Business Energy & Industrial Strategy (BEIS) funded initiative delivered through 39 Local Enterprise Partnerships (LEP) across the country. The LCR LEP is co-ordinating delivery in the City Region and InvestSefton has been contracted to manage business support activities in Sefton. These activities have been blended into the aforementioned ERDF delivery to ensure cohesive support to Sefton businesses.



Sefton's annual target is 400 businesses engaged; Up to the end of September InvestSefton has engaged with 1,981 businesses through email/website/events, triage and direct 1:1 support. Between April and September 2016 InvestSefton has provided direct support to 242 businesses of which 35 received full (12 hour minimum) diagnostic support - the latter an ERDF performance requirement.

Engagement is supported by more technological and self-help solutions through investsefton.com which is a standalone website for businesses seeking to start grow and/or relocate in Sefton.

InvestSefton has introduced Business Growth Officers following its January 2016 restructure to provide initial 'Triage' services to business and co-ordinate the referral process. They are able to provide an overview of support available and register the business or individual on a Customer Relationship Management system to capture details and develop growth projects.

InvestSefton's Business Growth Advisers are also key in helping to achieve strategic objectives through building strong and trusted relationships with business owner/managers, targeted development of key industry sectors, increased sales and international trade. The Advisers work across the borough with responsibility for further developing key business sector networks and supporting more specialised delivery as appropriate. Sefton's geography means that service delivery is spread over a larger linear area and a maintained presence is required in both Bootle and Southport.

Case studies

Mersey Timber Ltd - A growing Aintree based MDF and plywood manufacturer, requiring information on access to finance to part-fund purchase of capital equipment to increase production and create employment opportunities. They were assisted with an application for RGF funding and completion of a business plan required as part of the application process. £42,500 was awarded towards the total project costs of £241,500. The project will also create 7 full time jobs.

Stormspell Limited –A wholesale supplier of roofing supplies to the construction sector with outlets in Southport and Maghull. They have outgrown the Southport premises and growth is restricted. Additionally the landlord has advised they may not renew their lease. The business identified a new site they wished to purchase and relocate in Southport. InvestSefton assisted with a grant application and preparation of supporting cash flow projections. The grant was approved in July 2016 and the company is now able to proceed with its growth plans.



Access to Finance

InvestSefton provides access to finance support for businesses through both dedicated provision and the team. Support takes many forms and includes advice to businesses struggling with business rates, with an automatic referral system in place via the Council's Business Rates team. InvestSefton has dealt with three Rate Relief applications, all either registered charities or social enterprises. InvestSefton's Business Adviser has dealt with **15 specific financial guidance projects for small businesses including loans/equity finance and grant support.**

InvestSefton is also advising and helping firms to complete applications for the Merseyside Business Growth Fund. This is a Government Regional Growth Fund programme delivered by St Helens Chamber of Commerce on behalf of the city region. At present InvestSefton has supported 13 applications of which 6 have been approved and 7 are ongoing. **Those approved total £183,319 with private sector leverage of £1,029,126, generating 37.5 new jobs.**

Near or full completed projects are:

Business	Grant awarded £	Private sector leverage £	Jobs created	Jobs safeguarded
Formby Doors	8,500	44,850	2	0
Joe Black Coffee	13,000	52,000	1.5	1
Offshore Painters Ltd	75,000	450,000	19	0
Revive Properties	30,000	150,000	2	2
W.J.Leech	38,819	155,276	10	0
Stormspell	18,000	177,000	3	0
Total	183,319	1,029,126	37.5	3

Obtaining loan finance still remains a key barrier to potential growth for some businesses. InvestSefton has developed close relations with MSIF, banks and other lending institutions and, together with the Council's Treasury team provides loan finance via Funding Circle – a national crowd funding lending platform for businesses. Recent activities in Sefton include:



MSIF

Loan Fund	No of business loans in Sefton	£ Value
Merseyside Small Loans for Business	17	698k
Merseyside Small Loans for Business Legacy Funds	8	184.5k
Regional Growth Fund	18	429.2k
North West Micro Loans	4	174.5k
Loan & Equity Fund	8	2,913k

Case Study

Tree House Restaurant - The restaurant based in Crosby was supported with loan applications to both MSIF and their bank to assist in an internal management buyout. The restaurant specialises in Mediterranean cuisine and InvestSefton provided help with a business plan and cash flow forecasts to secure £100k funding. The business is looking to create new jobs moving forward.

Site visits

InvestSefton accompanies Cabinet Member for Regeneration & Skills on quarterly site visits to businesses that have successfully completed growth projects. Where possible these are worked into good news case studies and press releases. In July, Cabinet Member for Regeneration & Skills met three businesses supported by InvestSefton. These included Gauges NW Ltd, Birkdale based pressure testing experts who work nationally for NHS Trusts and have also developed a gauge for testing flying suits for the Ministry of Defence.

Russell Edwards (MD) Gauges NW Ltd and Cllr Marion Atkinson



InvestSefton receive council award



In May 2016 InvestSefton received the council's Chief Executive's team award for outstanding achievement.

New Markets

New Markets is one of the four main ERDF assisted business support projects that provides subsidised commercial support of up to 35% for eligible businesses. It can support legal advice; research & development; product development and other growth led activities. The project is delivered by the LCR Local Enterprise Partnership and InvestSefton works closely with the New Markets brokers to refer clients seeking commercial support. To date there are **19 Sefton businesses registered for New Markets support with three recent completions.**

Business Friendly Sefton

Cabinet Member for Regeneration and Skills has previously endorsed and supported proposals to develop a “business friendly” approach across the council. This followed a survey of business facing teams and services within the council and the broad agreement for business-friendliness to be a theme within both Reform and Growth agendas of the Council. A task and finish group has been established and meets for the first time on 26th October. The group will help develop our thinking on business friendly practices and benchmark standards, and take forward any early action. The remit of the group is:

- To “map and gap” in more detail the interaction between business users and non-users of the Council's services
- To engage the business community in an assessment of the service offer, and how it could be improved



- To design alternative methods of achieving service objectives with better use of total resources (as guidance for commissioners)
- To identify avoidable costs, and potential additional income, to the public purse
- To identify and promote best practice methods in business-facing services.

This will build on existing best practice already in place such as cross service regeneration activities and masterplanning for Bootle and Southport; developing income generating proposals and bids for the council to improve service delivery, promoting success, marketing Sefton at MIPIM in London and assisting businesses through planning and regulatory functions.

In July 2016 InvestSefton supported the council's Strategic Support team with two business consultation events in Bootle and Southport for **Imagine Sefton 2030**. This followed a business survey which received over 40 responses. Ten Sefton businesses took part in more formal discussions and the growth ambitions of the council will continue to seek business views at the 25th November Sefton Economic Forum.

The aim is to help stimulate interest in InvestSefton's business support offer and the team will monitor enquiries closely in early April 2017.

Inward Investment

Good practice has been particularly evident in the way council services work towards supporting new investment across a number of regulatory functions. InvestSefton continues to work directly with potential inward investors and collaboratively with the Liverpool City Region LEP and the Department for Investment & Trade (DIT) on maximising investment opportunities for Sefton.

To reflect the increase in pre-development and regeneration investment activity within the council we have included new performance indicators to help capture the impact of this work. Figures to capture investment include private sector growth funding leverage and costs associated with Redsun Developments (£12m) in Senate Business Park and the Chancerygate announcement (£18.2m and 37 jobs) for Dunnings Bridge Road.

InvestSefton has led the development of the c.£3.5m 'Place Marketing for Investment' ERDF bid, that will provide an LCR 'virtual' Inward Investment Service through greater coordination and cooperation between partners, including the LCR Local Authorities, Liverpool Vision, LCR LEP and DIT. The application was formally approved in December 2016. This will build on the work already underway to achieve the best outcomes for Sefton in conjunction with Combined Authority partners, following on from a joint approach to Inward Investment activity at IFB 2016.



Case Study

Domino - Planning permission has been granted and work has started on site for a new 175,000 sq ft manufacturing facility for Domino UK. A ground breaking ceremony will be held on Friday 4th November to officially launch this development, attended by representatives of the business and Sefton Council. The site will see a large number of jobs safeguarded and created, with scope for future growth built in to the buildings design. The building will be completed and fully operational by autumn 2017. This investment is also significant in that it demonstrates Sefton's attractiveness and ability to deliver significant investment from a Japanese owned multi-national following the 'Brexit' referendum vote.

InvestSefton continues to work to attract and retain investment in the borough. In addition to work commencing on site for the new 175,000 sq ft Manufacturing Facility for Domino Printing, further projects that will see a £19m development at the former Peerless Refinery Site on Dunnings Bridge Road are being brought forward by Chancerygate. InvestSefton, along with support from the Head of Regeneration and Housing and Executive Director are currently assisting the business through the application process. A full planning application will be submitted in October with the first phases on site expected early 2017.

In addition on Atlantic Park there are two office lettings pending that will take just short of 40,000 sq ft, resulting in significant job creation. If these projects complete it will mean that over 90% of the offices available on Atlantic Park will now be let. Talks are now being held with the landlord about bringing forward the next phase of development with further advances expected over the next quarter.

InvestSefton also supported Sefton Council's attendance at MIPIM UK in London on 19/20 October. The intention is to raise Sefton's profile and announce that it is open and ready for business, as well as promoting some key live investment opportunities focused on Crosby Village Centre, but also including wider opportunities such as Bootle, Southport and Southport Business Park. A full report and programme of follow up activity will be presented to the Cabinet Member in due course.

Initial analysis shows over 280 Sefton delegates attended IFB 2016 events over the three week festival in Liverpool. InvestSefton will be looking at this data to ascertain any significant business involvement and potential follow up.

In addition planning for corporate hospitality and investment activity associated with the Open Golf in 2017 has started and again a paper will be presented to cabinet member in due course.



Indicator	Annual Target 2016/17	Target Apr 16 – Sept 17	Actual Performance Apr 16 – Sept 17	Performance
No. of businesses engaged (Email/phone/website/1:1/events)	3,500	1,500	1,981	😊
No. of businesses receiving direct support (triage;diagnostic;1 to1; and/or 12 hours + assistance)	480	240	242	😊
Value of investments announced and/or completed	£5m	£2.25m	£40.6m	😊
No. of jobs announced/created (new investments/contractual)	100	30	37	😊
No. of businesses supported with access to finance (grants/loans/rates referral)	30	15	15	😊

Looking ahead

InvestSefton continues to adopt a flexible approach to its delivery strategy to enable the service to respond to the changing needs of businesses. The team's most recent restructure, completed in January 2016, has placed it on a firmer footing in terms of meeting UK Government and European priorities for supporting SME growth.

InvestSefton is now delivering two EU and UK Government contracts which will provide business support services until at least December 2018. The Government has also pledged to honour contracts post 2018 and further information is awaited as post Brexit and devolution activities are firmed up.

The Place Marketing for Investment Bid is expected to be decided upon by the end of October 2016. This bid will provide greater coordination of Inward Investment activity across Liverpool City Region. Sefton's contribution forms an element of staff time, but the borough will see benefits significantly beyond this as part of the £3.5m project. A further bid for Single Investment Fund resource is being considered with the LEP.

Other funding opportunities will arise under the Single Investment Fund; these will be on a city region basis and InvestSefton is well placed in local consortia to help maximise potential funding for Sefton.



The emerging Sefton Local Economic Assessment and strategy update for 2017 will be key in determining future business growth requirements for the borough. InvestSefton will help support this process, particularly through the business consultation process over the coming months.

Developing the council's 'One Council' approach through the 'Business Friendly Sefton' initiative will also be a key area of focus. This will involve representatives from council business facing services and the work will be aligned with the emerging economic growth strategy with the principal aim of making the council easier to 'do business with' and 'treating businesses as valued corporate customers'.



Objective 3 Target traditional and emerging growth sectors: SuperPort, Visitor Economy, Knowledge Economy, and Low Carbon Economy

There are currently 5,345 local business units in Sefton's key sectors, making up 58.4% of all businesses in the borough. The latest UK business count (October 2016) reveals that five out of the six key growth sectors in Sefton have seen the number of business units increase in 2016 with only the Visitor Economy experiencing a small 1.5% reduction.

InvestSefton has both a sector and geographic focus on supporting businesses ranging from an initial triage approach (phone/email/website enquiry) from Business Growth Officers to more intensive support including 1:1 diagnostic (minimum of 12 hours). There is often cross cutting activity within each business that straddles more than one sector (e.g. a port related manufacturing company, construction companies operating in low carbon housing/retrofit sector).

InvestSefton carried out 242 intensive assists to businesses of which 47% were in key growth sectors. This includes professional & financial services, manufacturing, digital/creative and construction, the latter of which has started to show resurgence over the past year. The remaining 53% include retail, food services, healthcare/business services/charities/third sector, MOT/garages.

Sector analysis and place competitiveness for inward investment will be a key feature of the pending Sefton Economic Assessment and help provide a more meaningful baseline to help determine Sefton's key growth sectors moving forward.

InvestSefton is working closely with the LCR Local Enterprise Partnership to support key growth sectors including the development of working groups that bring together organisations such as LAs, Chambers of Commerce and FE /HE establishments with an interest in manufacturing/engineering, universities, training providers, national membership sector organisations and ERDF projects

(i) SuperPort

(including warehousing, distribution, maritime, logistics and transport)

What are the challenges?

The LEP's SuperPort Panel has agreed an Action Plan to map out the city region's investment and growth ambitions, which include the Liverpool 2 deep-sea berth at Seaforth, the Third Crossing at Halton, major logistics opportunities arising from the attraction of distribution hubs to the Port of Liverpool, Liverpool John Lennon Airport and supporting improvements to basic transport, (Port Access, motorway junctions, rail heads) and to the employment land supply.



The challenge for Sefton is how to accommodate a dynamic global Port within a tightly bounded urban area, so that trade and local supply chains can flourish and communities access the forecast new jobs, while maintaining clean healthy neighbourhoods which attract and retain residents and their families.

The Liverpool 2 berth and associated channel dredging were formally launched in November 2016, making the Port accessible to 95% of world shipping. Highways England is due to recommend surface access options later in 2016. Market sentiment is turning in favour of relocation to the “Port of the North”, with buoyant property enquiries to the city region (and especially Dunning’s Bridge Road Employment Corridor), driven by rising energy costs and increased controls on carbon emissions.

It is paramount that we identify the specific challenges being faced by businesses operating in this sector. We know that businesses in the borough continue to trade locally, with too few exporting and trading with external markets.

With regards to inward investment we have a shortage of suitably sized sites to accommodate larger distribution and logistics uses. Without adequate land supply, Sefton cannot expect a fair share of the 20,000 jobs forecast in the city region by 2030.

Who are we working with?

We are currently working with the Liverpool City Region LEP and Highways England on the Port Access Options Study to improve multi-modal access to the Port, examining both shortsea, canal and rail as well as road options.

The Council is engaging with the Peel Group, as principal investor in the port, to ensure our perspectives are fully appreciated. This contact has been pursued at the highest levels of Peel Ports, Peel Land & Property and Peel Media.

In order to develop export activity in the borough, InvestSefton is working with Liverpool and Sefton Chambers of Commerce, the LEP and UKTI. InvestSefton also continues to work closely with developers and agents to ascertain impact of port growth on the demand for business sites and premises.

To promote an integrated investment, business support, skills and recruitment offer to the maritime cluster, Sefton@work is working closely with the Sefton Employment & Skills Partners Group including Hugh Baird College (Port Academy Liverpool), Jobcentre Plus, independent training providers and VOLA.

How are we addressing the challenges?

As part of a wider brief, looking into the employment potential of planned Port expansion, Ekosgen were commissioned to undertake a survey of 800 port and port related businesses in Sefton’s maritime sector. This is the first stage in a larger piece of work to prepare south



Sefton for the investment, trade, traffic, environmental impacts, jobs and skills associated with Peel's investment in the Port of Liverpool. The Study concludes that Sefton could reasonably expect to capture between 2,500 and 4,500 jobs by 2025, depending on the Council's ambition and level of responsiveness.

The council has recognised the importance of international trade and has provided funding for International Sefton development. Over the past two years Sefton has seen the emergence of some unique opportunities arising from both Liverpool City Region and council-led international trade and investment activities. This includes the development of ExportSefton and Liverpool Export Network.

What have we achieved?

Sefton Council has supported the development of Sefton's export and new markets ambitions through its International Sefton and Internationalisation funded initiatives. This includes support during the International Festival for Business (IFB) 2016 and work on helping businesses enter new business markets. The aforementioned ExportSefton private sector led group has been instrumental in leading this work building partnerships with private sector businesses, Chambers of Commerce and the Department of Industry & Trade. To gain critical mass it is felt that the export group needs to expand on a city region basis. To this end InvestSefton is currently working with the LEP, DIT and wider partners on devolved powers to develop and support export, and will be producing an Export Plan for Liverpool City Region. The InvestSefton initiated 'Liverpool Exporters Network' is a key component of this and features in a 2016 funding proposal for the LCR Single Investment Fund.

In June InvestSefton visited the Port estate to 'cold call' on a number of businesses including logistics, marine engineering and warehousing firms. These are currently being progressed through the Business Growth Programme, A recent case study is provided below:

Case study

Accu-Right Engineering Ltd - A company based in Bootle specialising in machining, fabrication and welding for the ports and manufacturing sectors. They were assisted with research opportunities in the UK nuclear industry, the tendering process, supplier pre-qualification, and locating contract opportunities. InvestSefton is also helping review web site content, to help promote the business offer to the ports sector and nuclear industry.

Hugh Baird's Port Academy was officially launched in June. The LCR has part-financed the conversion of the College's Pembroke Place establishment as a permanent base for the Port Academy. The Academy is well-placed to succeed as a centre of excellence for all levels of maritime training and workforce development, and the council supports its ambition to be designated a specialism within the current Area Review of Post-16 education. InvestSefton is also working with the college to help enhance its overall business engagement offer to local firms.



(ii) Visitor Economy

(including hotels/ leisure/sport/entertainment/retail)

What are the challenges?

There is a continuing need to review how the visitor economy is managed in Southport and beyond. The review is looking at some of the key challenges the sector is facing and enable a joined up partnership with Sefton Council, Southport Tourism Business Network and the Business Improvement District. The outcome should deliver a robust destination management structure that will also look to implement a conference bureau that would allow extra resources to be allocated for business tourism.

The conference sector still remains challenging, it is evident that it will be sometime before we reach the levels of 2009; however it is hoped that a new conference bureau will go some way in confirming additional leads.

The management of the Southport Theatre and Convention Centre (STCC) remains challenging, we have entered into a rolling month to month extension with ATG that will allow us to continue to negotiate with ATG over the long term management arrangements. It is evident from similar venues that the market remains depressed. Interlinked into this is the potential need to invest a capital sum into the STCC in order to stabilise and grow business tourism.

On the National picture there has been a fundamental change to how Tourism is managed and co-ordinated, Visit England have been subsumed into Visit Britain with a clear focus on International Tourism. This direction has been set by Department for Culture, Media and Sport (DCMS), and causes great concern with most English Destinations outside London. International visitors to Sefton only account for 1% of our total audience; hence the change in direction could potentially harm our visitor economy. The domestic market is key and we are continuing to work with partners and other destinations to continue to lobby the Government over the changes.

Who are we working with?

We continue to work with private sector partners such as the STBN and Southport BID, other Local Authorities, the LCR Local Enterprise Partnership, Historic England and British Destinations

How are we addressing the challenges?

We are addressing the key challenges facing the visitor economy by reviewing strategic management arrangements and developing strong links with the City Region Destination Management Organisation. We are planning for a conference bureau that will give us an extra resource in order to win more conferences over the next 3 years.



A new Visitor Economy Strategy will be produced to underpin the activity required. The strategy will feed into the City Region Destination Management Plan.

We continue to work and support the Business Improvement District in order to establish more income generating events and improve the environment of Southport to improve the visitor welcome.

The LEP has recognised that the districts need to be more involved at a strategic level in regards of the visitor economy. With this in mind we have been working closely with the LEP visitor economy executive team to make sure that Sefton has a voice within the new City Region structure.

The Open Golf Championship returns to Royal Birkdale in 2017, and offers unparalleled opportunities to attract many thousands of overseas visitors and put the eyes of millions of viewers around the world on the spectacular coastal event. We will maximise the benefits of this opportunity for local suppliers and jobseekers, schools and communities, and link to international trade and investment activities begun under IfB.

We are continuing to work with other destinations and British Destinations over a number of national strategic issues around the domestic market and its importance to the growth of the visitor economy.

What have we achieved?

Indicator	Annual Target 2016/17	Target Apr 16 – Mar 17	Actual Performance Apr 16 – Mar 17	Performance
Visitor Numbers (annual)*	8.93m	N/A	N/A	N/A
Total Visitor Days (annual)*	10.89m	N/A	N/A	N/A
Economic Impact (annual)*	512m	N/A	N/A	N/A
No. of FTE tourism related jobs	6,530	N/A	N/A	N/A
Number of STBN members	125	120	118	😊
No. of major events	4	3	3	😊
No. of conferences confirmed	12	6	14	😊

* STEAM data is only available on an annual basis



Four major events have been delivered by Investment & Employment along with a further major event being the Flower Show delivered by the private sector. All 5 events have been successful and continue to attract both day and staying visitors. There has been a noticeable up-lift in conference enquires, however numbers still remain below pre-recession days and this is likely to remain for some time.

Looking ahead

Re-focus and energise the public/private sector partnership in Southport.

Refresh the 2010 Visitor Economy Strategy.

Secure a long term operator for the Southport Theatre and Convention Centre that will enable the Conference Bureau to be implemented thus helping improve the number of confirmed conferences.

Working closely with InvestSefton, Liverpool & Sefton Chambers of Commerce and Southport BID team to maximise potential new European Structural Funds to support business growth

(iii) Knowledge Economy

What are the challenges?

The Knowledge Economy is a wide-ranging category, but principally comprises scientific & technical, manufacturing, knowledge-intensive public services, back-office financial services, professional services, digital/creative and superfast broadband. The 2016 Business Count revealed that business and professional services saw the largest percentage growth (6.1%) of any sector in terms of number of business units although this needs to be caveated with the changes in methodology used to evidence the data.

While straddling across a number of key growth sectors, construction in its own right, has also witnessed an 11% increase in business units. Although this too should be noted with caution, both construction and business and professional services have traditionally remained strong in Sefton and continue to be a focus for ongoing business engagement.

Who are we working with?

InvestSefton continues to work with a range of partners including Liverpool Vision, LCR Local Enterprise Partnership, and universities, whilst continuing to work closely with businesses within the Knowledge Economy, providing them with both 1:1 and 1 to many support.

At LCR level, two Sefton businesses, United Automation and Greencore Foods sit on the 'Making it' Board which looks at the future of manufacturing, shares best practice and research with membership spread across a broad range of leading companies and organisations.



How are we addressing the challenges?

InvestSefton engages with businesses in this sector through both direct 1:1 intensive support and network events, most notably Professional Sefton. At city-region level InvestSefton engages with the LCR Local Enterprise Partnership and the universities in the development of the Low Carbon Eco- Innovatory Hub and Project 4.0 which focuses on manufacturing.

Sefton Council is also a major partner in the Merseyside Connected Superfast Broadband project lead by Liverpool City Council. The council's Regeneration team is helping with the roll out of superfast broadband in the borough as a result of funding secured from BDUK and ERDF.

What have we achieved?

The Knowledge Economy has the highest amount of business engagement of all four key sectors and includes notable key strengths in both manufacturing and financial and professional services. Four out of the six aforementioned companies awarded Business Growth Grant are from the Knowledge Economy; the sector remains a key area of focus for InvestSefton business engagement activities

Other notable progress includes:

ProfessionalSefton

ProfessionalSefton is a private sector led group and has been in existence since February 2015. The group consists of accountants, architects, solicitors, commercial estate agents and surveyors. These professions also serve as 'gatekeepers' to potential growth businesses as they provide business to business services to a wide range of clients.

Financial, business and professional service also accounts for approximately 10% of employment in Sefton including major companies such as Santander, Payment Shield and Experian. However the network is being driven by some 35 Sefton businesses and has recently established itself as a private limited company.

Meetings are held quarterly and previous speakers have included Liverpool & Sefton Chambers of Commerce and Home & Communities Agency – aiming to provide the group with information relevant to support their clients. Meetings are held in both the north and south of the Borough. **The 10th June event took place in the Bold Hotel, Southport and attracted 45 businesses.** A November event is being planned to include a presentation from the Isle of Man government to talk about investment options for local businesses, this and other events will be reported in future updates



Site visits to successful projects have proven popular and a recent study from the manufacturing sector is provided below:

Case study

Morgan Hope Industries Ltd –Is a Southport company that manufactures, supplies and installs electronic energy control systems which reduce energy consumption. The business has been assisted with an opportunity to participate in a grant funded SME PhD initiative for small firms in the low carbon sector, under a new project called the Low Carbon Eco-Innovatory. Discussions have also been held in relation to reflecting social value in public sector tendering and bidding. Other support includes a business growth diagnostic, tailored growth action plan, 1:1 support, and opportunities to participate in the New Markets programme.

Merseyside Broadband Programme

Sefton's Regeneration team has been supporting the Merseyside Broadband Programme. This is for the roll out of Superfast Broadband operating under the Government's Broadband Delivery UK (BDUK) programme. The programme is being delivered in a little over 2 years (June 2014 to September 2016) with ERDF funding available for the first year. The programme has now ended with 82 new superfast broadband cabinets being created. As a result of this programme and the ongoing commercial roll out of superfast broadband Sefton now has 98% broadband coverage across the borough.

Underpinning the capital investment programme a complementary business support programme was put in place aimed at helping SME's adapt and deliver their services and to take advantage of the opportunities provided by Superfast Broadband. Across the LCR 500 businesses were engaged, with 313 receiving intensive business support, **83 of these are Sefton based companies.**

In addition Sefton businesses accessed £132,104 of support through the Broadband Voucher scheme. This scheme provided businesses with the opportunity of accessing grant funding to connect to the broadband network and where there was no network available to buy services from wireless or satellite providers.



iv) Low Carbon Economy

What are the challenges?

A **low-carbon economy** is an economy based on low carbon power sources, thereby reducing the amount of greenhouse gas emissions into the environment. Changes in policy and scientific advances now mean that renewable and energy efficiency technologies can play a significant role in displacing fossil fuels, meeting the demand for energy while reducing carbon dioxide emissions.

Sefton like all regions is facing similar challenges as it strives to become a low carbon economy:

- The rising costs of energy (domestic and commercial)
- CO2 emission targets (national and international)
- The demand for a low carbon supply chain (businesses and skilled employees)
- A platform on which to develop sustainable businesses

There are many stages to developing a local carbon economy but the first simple step is clear 'save energy save money', the money saved can be:-

- spent by households in the local economy; and
- invested by businesses to make their business more sustainable, increase competitiveness and help to provide a platform for growth.

CO2 Emissions

The UK has a target to reduce CO₂ emissions by 60% by 2050. This is a huge challenge and will need to be tackled on several fronts over many years. Emissions don't just come from power stations and transport, homes produce 27% of the UK's CO₂ emissions with commercial properties emitting 18%.

Supply chain

Long term challenging targets means that the market for low carbon goods and services can only grow. The low carbon goods and services supply chain will become crucial to achieving those targets as large companies look to their suppliers to help them hit their targets. Businesses need to adapt now if they are to retain their competitiveness in a supply chain. The first phase is demonstrating that the business has taken steps to taken to reduce energy consumption and reduce CO₂.



Sustainable businesses

Businesses need to be sustainable before they can grow further. Sustainability can take many forms such as adapting to a changing market place, including making use of Information Communication Technologies. In Sefton that means improving basic telecoms provision to ensure 'superfast broadband' is rolled out, making it easier and faster for businesses to communicate and trade electronically (see Knowledge Economy sector).

Who are we working with?

- Liverpool City Region Local Enterprise Partnership
- Liverpool City Council, Halton, Knowsley, St Helens and Wirral Councils
- Liverpool John Moores University
- The Carbon Trust
- VIRIDIS
- Liverpool & Sefton Chamber of Commerce

How are we addressing the challenges?

Sefton Council works in partnership with other city region wide organisations in working towards achieving a low carbon economy.

The award winning REECH initiative ended in 2015. During this year we have worked with partners across the city region to explore how the legacy created can be sustained and built upon. This has resulted in a Stage 1 submission to the European Structural Investment Funds 2014-2020 for over £7m of European Regional Development Fund grant to fund the installation of innovative and whole place solutions to homes across the Liverpool City Region.

Looking ahead

Over the coming months we will work with VIRIDIS to progress the Stage 1 bid into a fully-fledged project. We will continue to explore new opportunities for funding and new methods of working together.



Objective 4 Create conditions for growth

What are the challenges?

Sefton needs to increase the number of businesses operating in the borough and in order to do this suitable sites need to be identified and developed to make them attractive to businesses wishing to invest in the borough. Bringing forward new sites that could generate additional business income is difficult because land preparation is a complicated and time-consuming activity, examples of the actions and activity required include marketing sites to investors and facilitating landowners and developers in converting land.

The Housing Investment Team continues to work with a number of developers and Registered Providers to facilitate new housing across the borough. Officers work closely with local Registered Providers and the Homes and Communities Agency regarding the bidding round for the Affordable Homes Programme with the intention of developing a pipeline of social and affordable rented properties, particularly in areas in the north of the borough where they are required most.

Identifying and bringing forward land for employment, for new homes and creating access routes are key to this.

Who are we working with?

Identifying and bringing forward sites for development requires the involvement of all sections of the community including local businesses, residents, community stakeholders, landowners and developers. Each has a vital role in ensuring the most appropriate sites are brought to market and our economy grows. We also continue to work through the LCR LEP, and have continued involvement in the Regeneration Directors Group and associated Working Groups.

How are we addressing the challenges?

We will pursue a number of Sefton's key priorities through ongoing partnership with the LCR LEP and the Combined Authority, particularly where they are of City Region significance, as explained in the City Region Growth Deal to Central Government.

The Council has undertaken four investment studies to identify development opportunities in:

- Bootle Town Centre & Office Quarter - Bootle Town Centre Investment Framework
- Dunning Bridge Road – Dunning Bridge Road Economic Investment Strategy
- Crosby Town Centre – Crosby Investment Strategy
- Southport Town Centre and Seafront - Southport Development Framework



Port Access

Multimodal Port Access – The Steering Group continues, supported by Sefton Council with the participation of DfT and the Highways Agency. Terms of Reference for the group, governance and a set of key messages have been agreed. A work programme, building on the Port of Liverpool Access Study is currently being developed. Government have announced funding in the Autumn which enables further feasibility work to progress.

The Highways Agency invested £6m in the A5036 Princess Way roundabout, which was completed in Spring 2015, and the Thornton Switch Island Link was completed in Summer 2015.

Local Plan

The Sefton Local Plan is facilitating the conditions for future investment by making sure adequate land is available to meet future employment and housing and transport needs. A Draft Local Plan was out to public consultation early in 2015 and submitted to Examination in Public in November.

What have we achieved?

Bootle Town Centre Investment Framework

Lambert Smith Hampton have developed an Investment Framework for Bootle Town Centre was presented to Sefton Council in October 2016. It will be a high level strategic document and will be used to guide future development in the town. It will form the starting point of conversations with investors and developers, this is crucial given that the future development and regeneration of Bootle will be delivered in partnership with local stakeholders and investors. The Council's main role will be to facilitate and enable the development and not provide direct funding in most cases.

Crosby Investment Strategy

A high level Crosby Investment Strategy was published by the Council in November 2015. A Supplementary Planning Document (SPD) is being developed which will support the Crosby Investment Strategy in promoting the regeneration of the centre. This will include supporting high quality new development on key sites within the Centre, and enhancing the Centre's overall accessibility and appearance. There has recently been a change of ownership for a number of properties/sites within the area and Sefton officers are in discussion with the new owners and representatives of other property owners, to understand the options for investment.



A programme of environmental works within the town centre funded by s106 contributions has been prepared. Phase 1 has been completed and comprised Christmas lighting, tree planting and new power points. Phase 2 will be completed at the end of November and will comprise lighting, paving and CCT provision. The installation of new street furniture (Phase 3) will commence in the New Year.

Officers will continue to work in partnership with key stakeholder to enable viable development sites to come forward and attract investment.

Dunnings Bridge Road Economic Investment Strategy

The consultants BE Group was commissioned to undertake a regionally significant study to reflect the growth potential of the Port of Liverpool and the local implications of the Liverpool 2 Deep Water Berth. Component parts of the study include an extensive spatial analysis of the area together with an individual site analysis, both of which are digitally mapped for future use and a land ownership profile. This baseline study provides the data appropriate for the preparation of indicative development proposals for each of the sites within the Strategy Area. With this report and these indicative proposals, the Council intend to determine the future investment requirements and outcomes that may assist in securing additional external funding. The detailed Investment Strategy prepared as a development of the baseline study provides commentary on the analysis of occupancy, ownership and the development potential of the key sites. The Councils Member Reference Group have received details of the contents and options identified and now wish to look further at the opportunities for interventions that may stimulate the creation of new business premises, investment and new job opportunities.

Southport Development Framework

Nexus BroadwayMalyan have developed a Development Framework for Southport was presented to Sefton Council in October 2016. As with the Bootle Investment Framework, it will be a high level strategic document and will be used to guide future development in the town. It will form the starting point of conversations with investors and developers, this is crucial given that the future development and regeneration of Southport will be delivered in partnership with local stakeholders and investors. The Council's main role will be to facilitate and enable the development and not provide direct funding in most cases.

Housing Regeneration

Sefton Council is currently developing its Housing Strategy (2016-2021). The strategy recognises that housing plays a key economic and social role in improving the lives of Sefton residents through economic regeneration, direct job creation and improving the quality of existing homes and the neighbourhood environment. This strategy will support the delivery of the *Local Plan (2012 -2030)* and the *Health and Wellbeing Strategy (2014-2020)* by ensuring:



- The delivery of new market and affordable housing in the borough, to help meet the needs of Sefton's changing population, including families, the elderly and other people with special housing needs ;
- To support older people and those with long term conditions and disabilities to remain independent and in their own homes;
- To seek to address the wider social, environmental and economic issues that can contribute to poor health and wellbeing.

The Strategy as drafted will now be considered by the Council's Consultation panel prior to a period of consultation in early 2016.

Housing Delivery

Sefton has a number of large housing regeneration schemes throughout the Borough. These will be delivered by the Council alongside its development partners over the coming years. The former south Sefton Housing Market Renewal regeneration sites in Klondyke and Queens Bedford have delivered 252 homes over the past couple years, and are set to build a further 292 dwellings in the near future.

In Southport, David Wilson Homes alongside other partners completed the acquisition of the Kew Housing and Employment site early in 2015. The site is currently being prepared for the development of 667 new dwellings including 127 Affordable Homes and an Extra Care Housing development of 126 homes. The first new properties will commence construction in late 2015 after the land preparation and will be sold in the early part of 2016

Looking ahead

During the next 6 months the Frameworks for Bootle and Southport will be published. We will explore how we can bring aspects of the Frameworks forward. This activity will be weaved into the wider master planning process for the borough. Then an exciting and challenging phase commences as we take steps to realise the potential of the sites identified in each of the studies. This will involve working closely with local stakeholders, developers and investors to create partnerships and initiatives that will bring the strategic visions to life.



Objective 5 Increase opportunity and employment

What are the challenges?

Employment & Skills

Between 2011 and 2015 the overall rate of growth in Sefton has remained lower than local, regional and national comparisons. Sefton grew 1.2% during this period, whilst the Liverpool City Region enjoyed more than double this at 2.6%, the North West at 4.8% compared to 6.3% for Great Britain. The trend for 2014-15 has been promising, with higher growth being experienced in Sefton, and the overall employment numbers have grown in the last 12 months. However, Sefton remains reliant upon public sector employment and with the predominance of small businesses in the Borough, these very real barriers to employment growth remain.

The next wave of Welfare reform is to be implemented by the Department for Work and Pensions (DWP) during the latter part of 2016 and the impact of this is anticipated to continue through the remainder of the year. Additional benefit cap rules will shortly to come into force, affecting a wider range of families with smaller numbers of children than during the first phase. This continues to place potentially vulnerable families in immediate danger of hardship and poverty and can put their housing situation at risk. Sefton@work continue to support clients who are undergoing significant changes to their household situation which can also make it difficult for families to focus effectively on finding and sustaining work. The risk of lower level mental health issues such as anxiety and depression increases for families in this situation. Dedicated support is being put in place to offer additional support during this next period.

Sefton@work continues to deliver a range of interventions for Sefton residents, and went live delivering the flagship LCR Ways to Work ESF programme during 2016. This has included widening the young persons offer to a wider cohort through the Youth Employment Initiative and ESF combined. The launch of the Intermediate Labour Market (ILM) programme funded through Ways to Work and Sefton MBC provides an important job offer to participants by providing employers with employment grants to take on local unemployed people in a training capacity whilst paying a real wage and gaining valuable work experience.

Post 14 education and training

Sefton has consistently had the lowest NEET (Not in Employment, Education or Training) in the Liverpool City Region, currently 5.23% (compared to 5.58% at the same stage in 2015). However, this achievement can 'mask' the extremes of relative affluence and poverty in the borough. Much of the targeted Post 14 activity is aimed at those most at risk of exiting from the training and education arena at a young age. Efforts have been hampered by the ongoing squeeze on budgets and resources, making it harder to execute statutory and non-statutory responsibilities. This has had an impact on the participation of specific, vulnerable group such as Looked After Children, Youth Offenders, Care Leavers, young people with Special Educational Needs and Teenage Parents.



The changing face of education is an ongoing challenge, with a variance in the range and quality of Post 16 provision. This has been exacerbated by the fact that several schools have now become Academies, creating an even more fragmented picture. Similarly, there is the need to provide oversight from a pre-16 Information, Advice and Guidance (IAG) perspective given the numerous, seemingly disparate range of initiatives currently available.

Sefton has an emerging difficulty, mainly due to falling numbers in Post 16 and the exercising of choice which puts pressure on the viability of Sefton's Further Education institutions. Further, there has been a marked change in the number of young Sefton residents choosing educational options outside of the borough. This is particularly significant at Level 3 provision, with increasing numbers opting to travel to Lancashire and Liverpool.

There is stagnation in the growth of the numbers of students obtaining a Level 3 qualification by the age of 19. Nationally, this figure has risen 9% since figures were first published as opposed to a 1% rise in Sefton in the same period.

The requirements for students to obtain a 'C' grade in maths and English before completing a Level 3 qualification has increased pressure on the entire FE sector as Colleges now have to teach these subjects and ensure that all learners achieve maths and English GCSE by the age of 19.

There is a lack of local quality employment opportunities currently available, hindering efforts to grow the Apprenticeship offer.

Community Learning

Following the Ofsted Inspection in October 2015 (Overall Effectiveness – Grade 3), the aim of the Service is to continue to improve the quality of Teaching and Learning and increase the effectiveness of the Service as a whole. As well as meeting Ofsted requirements, the performance of the Service must satisfy the Skills Funding Agency and meet the aims of the Council. The Service is required to react to the constantly changing nature of funding as evidenced by the creation of the Adult Education Budget to replace the existing Community Learning and Adult Skills Budget models.

Key to the success of the delivery of the Community Learning Service is the need to increase learner numbers. Recruitment has been a challenge over the last 3 years and steps have been put in place to increase the number of residents accessing the Service.



Who are we working with?

Employment & Skills

Sefton@work continues to work flexibility to reach our target audience and provide the best service offer we can. At present, we are delivering the next phase of L30's Million employment initiative – a geographically focussed delivery model in conjunction with local partners. Dedicated resources are deployed in the area to work specifically with local residents to gain and sustain work. The Youth Employment Gateway initiative continues focussed on 18-24 year olds, this has recently been expanded thanks to YEI and ESF funding enabling us to support those aged 16-19 with a personalised budget. Whole family working through the Sefton Turnaround project with some of the most disengaged families within Sefton, and we are looking at specific activities that can support the Mental Health agenda, through offering service support and a range of activities to help those with mild mental health issues such as anxiety or depression.

Working in partnership with Sefton Carers Centre, we are helping to fund an out of hours helpline for Carers who may need support in gaining or sustaining work due to caring commitments. This pilot project has enabled Sefton@work to target Carers and find innovative ways to support them to sustain employment. This is being nationally evaluated and we welcome the finding from the 10 pilots nationally to help improve our service to this client group. One element of this was the successful launch of the Employers guide to employing carers offering practical advice on adapting policies and procedures, in work support and tips on ways carers can undertake their caring responsibilities with the support of their employer, leading to a more effective working relationship and reduced absenteeism.

The last six months have seen the completion of the latest Aspiring Instructors course run in conjunction with Leisure Services. This supported 12 local unemployed and workless residents with a new range of qualifications and experience in the sports industry, ranging from wet sports such as paddling and sailing to dry sports such as gym instructing and coaching. It continues to prove a particularly motivating programme for those that are exploring future job options and have become disillusioned with a lack of opportunity.

Through the employer liaison function, Sefton@work continues to engage with local employers to provide work placement opportunities and to capture job vacancies for clients working with our advisers. Pre-recruitment and post-employment support remains a key function of our service offer for employers and new employed clients. Specific support for apprentices has been identified as a Council priority, and grants have been available for apprentices being paid the national minimum wage rate for their age through our Sefton Apprenticeship Scheme.

Post 14 Education & training

Sefton commissions Career Connect to deliver a targeted careers information, advice and guidance (CEIAG) and tracking service, specifically for those young people who are not in employment, education and / or training (NEET) or at risk of becoming NEET and those who are identified as vulnerable.



The Council works with schools, Colleges and a range of Training Providers to ensure that the Sefton Post 16 'offer' is wide ranging and effective.

There are several borough and City region wide groups which meet effectively, with the main intention of increasing participation, quality of education and training, breadth of choice and management of the 'market' of provision.

The government has launched a series of Area Reviews of Further Education, with one for Liverpool City Region starting April 2016. Under the terms of the LCR Devolution Deal, the Review is led by Cllr Ian Maher (Combined Authority Portfolio Holder for Employment & Skills). All Sefton's FE colleges and the Council are engaged in this review, which will make recommendations on the future structure and viability of the post-16 sector.

Community Learning -

The Service's direction is focusing its resources to support the Council's economic strategy by targeting learners from the most deprived areas of Sefton and learners who are deemed to be unemployed. The Service has over the last few months strengthened its links with employment agencies e.g. Sefton@work and Job Centre Plus to ensure that learners are referred to the Service for employment related courses. Over the last twelve months Sefton Community Learning Service has undergone a restructure and it is anticipated that the management team and back office staff will be in place in November 2016 this will add strength to the Service.

How are we addressing the challenges?

Employment & Skills

The new Ways to Work ESF programme is well underway, so far this year supporting more than 450 local residents with more than 100 successful in gaining employment through the project. This support is available until 2018 and focusses on two key strands, one for young people under the age of 29 and one for adults.

The Project provides local unemployed and workless clients with a suite of interventions to support them gaining and sustaining employment. In Sefton, this will primarily be run through Sefton@work, providing specific support in areas such as paid work placements, training, motivation and confidence building, job search and interview support, group and one to one sessions, access to transport support and overcoming other barriers to participation.

A significant number of paid work placements known as ILMs have been devised, these enable clients to access support in the workplace to help overcome barriers to sustainability. Local employers are invited to take part in this initiative by offering national minimum wage for the



age opportunities over and above their existing workforce, to enable those with little or no employment experience to understand better the world of work. Ongoing support will be available to help sustain clients in employment for the duration of the opportunity.

Where appropriate, opportunities created through the ILMs will be available to clients engaged with other Council services and initiatives such as Sefton Turnaround and the Leaving Care teams. This will maximise the impact services can have by supporting clients right through their journey into successful employment.

Personalised budgets are still available to young people under the age of 29 to overcome barriers to gaining and sustaining work. This can include accessing funding support for training, clothing, travel or a range of other options – clients work closely with their personal client adviser to identify and source appropriate support.

Sefton@work employer liaison staff will continue to work closely with local companies to secure job vacancies and voluntary work placements to ensure our clients have access to a stream of employment opportunities

The employment and skills team are now managing the Mental Health grant given to Imagine Independence to provide employment support to those in receipt of secondary mental health services. This will help to align the service offer via Sefton@work with partner organisations, encouraging cross referral where appropriate and supporting a wider client group to access employment and placement opportunities. A dedicated resource has been identified within the Sefton@work employer liaison function to provide closer linkages across the services.

Community Learning

Sefton Community Learning Service is continuing along its journey to improve the quality of provision delivered to residence. Teaching staff are undergoing a range of training programmes to improve the quality of Teaching and Learning. The Service is also changing the way that courses are planned and monitored to ensure they are fit for purpose as outlined in the Ofsted inspection report.

The Service is continuing to recruit tutors specifically in the areas of English, Maths, ESOL, ICT and Employability to allow the Service to make changes to the Curriculum offer to provide clear pathways for learners which enables personal economic sustainability and growth. The Service is supported and challenged by an established board of governors who play an active part in the Services activities. The Governors regularly meet and take part in Walk through visits in classrooms meeting learners.



What have we achieved?

The new Ways to Work ESF programme is well underway, so far this year supporting more than 450 local residents with more than 100 successful in gaining employment through the project. This support is available until 2018 and focusses on two key strands, one for young people under the age of 29 and one for adults.

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What have we achieved?

Indicator	Annual Target 2016/17	Target Apr 2016 – Sept 16	Actual Performance Apr 2016 – Sept 2016	Performance 2016 - 17
Total Sefton@work registrations	899	438	451	😊
Male registrations	53%	53%	56%	😊
Female registrations	47%	47%	44%	😊
No. of participants registering aged 29 or under (40%)	550	278	290	😊
No. of participants into employment	270	106	102	😊
No. of participants into employment aged 29 or under	185	74	67	😊
No. of ILM positions created	75	45	45	😊

Case Study

Warwick Developments are one of the first companies to take advantage of the ILM programme and have recently recruited three Sefton@work clients into roles including Bead Saw Operatives and Production Assistants. Warwick Developments are a local company manufacturing UPVC windows and doors based in Bootle. Operating since 1998, this company identified that they would be able to offer a supportive employment offer to local workless residents. This has resulted in three staff aged between 16 and 21 being given a great opportunity with real work experience and a wage funded through the Ways to Work project. Pictured are two of the ILM staff with senior management from Warwick Developments.



Case Study

Client X, an L30 resident who has been long term unemployed and been through a variety of mandatory programmes by DWP over the years to try and support them back to employment without success.

X engaged with Sefton@work back in May 2015 having been referred to our Work Programme, they were keen to progress and move in to work. Sefton@work have provided tailored intensive support from the L30 dedicated adviser located locally in the L30 Centre, closer to their home and easing the pressure of having to travel to the office to access support with their job search.

Having applied for multiple opportunities without success, X became quite despondent and down hearted due to the constant rejection and setbacks. X has a lack of work experience, has low skills and struggles with literacy and numeracy; they have worked hard to improve in these areas but feel they just can't get the break they need to gain experience.

Thanks to the introduction of the ILM programme, a perfect fit to help X overcome that last of their barriers to work and after submission to a number of ILM opportunities that matched their preferred criteria, X has successfully been offered a position with a local charitable organisation, where they will receive on the job training and support to develop their skills while earning money supporting vulnerable people in the local area, something they have always had a keen interest in as they can use life skills to relate to. They are due to start the post in the coming weeks once all relevant DBS and ID checks have been completed.



Employer Links – Case Study

Sefton@work has led on the development of a practical guide for employers to help support working carers in Sefton. It has been produced as a result of Sefton@work securing government funding from a consortium of Department of Health, Department for Work & Pensions and the Government Equalities Office.

Sefton@work, together with local businesses, developed a close employer network including an employer champion – Her Majesty's Passport Office, General Register Office – with additional support from Sefton Council for Voluntary Service (SCVS) and the Sefton Carers Centre, all of whom have influenced the content of the guide.



Feedback throughout the employer network events conducted throughout 2015/16 has indicated that good communication, flexible working practices and ensuring that carers are aware of the support available is key to retaining their talent.

Special thanks to our employer network including Her Majesty's Passport Office General Register Office for acting as our Employer Champion and hosting events. Other employers include: Avalon Care Home, Bosco Society Ltd, Crosby Housing Association, Rosebank Care Home, Royal Hotel (Waterloo) & Barbacoa, Home Instead Senior Care (Southport, Formby & Crosby), Little B's T/A 1st Steps Day Nursery, Saint Jude Care Home, Sefton CVS, Sefton Carers Centre, Teenworks Care Ltd.



Post 14 education and training

In order to address the challenges of maintaining a low NEET figure and high numbers of young people remaining in Education and Training, the Council works closely with schools and colleges to deliver the “September Guarantee”, ensuring that all Sefton 16/17 year olds are in receipt of an education or training place.

In conjunction with Career Connect, the Council works with schools, Colleges and Providers to establish and maintain ongoing NEET and at risk of NEET registers. Career Connect, on behalf of the Council, provides quality impartial IAG vulnerable groups and individuals, providing timely risk assessments and interventions with young people.

Sefton has a strong, locally agreed, Raising Participation Strategy ensuring that young people participate in education and/or training at least up to the age of 18. As a result, Sefton learners are supported to achieve a broad range of ‘A’ levels and Vocational Qualifications and attend well on Study Programmes and re-engagement programme activities

The Council has implemented discrete service arrangements with specified vulnerable groups. For example, the Post Manager reports to the Corporate Parenting Board on outcomes for Post 16 LAC and Care Leavers and also chairs an Education, Employment and Training sub group of the YOS board to ensure appropriate outcomes for young offenders. Equally, the arrangements for learners with SEND are robustly managed and quality assured by the LA.

The changing policy landscape from central Government has increased the LA’s requirement to influence rather than direct schools and Colleges. The Post 14 team provides the connectivity between progression routes and pathways toward eventual employment.

Community Learning

The Community Learning Service is now part of Investment and Employment and we will be monitoring progress with a set of key indicators. Due to the structure of the educational calendar, performance can only be reported at key stages in December, April and July. Therefore performance information will not be available until the next performance report.

The indicators which will be reported are shown in the table below:



Indicator	Annual Target 2016/17	Target Dec 2016
No. of community learners	2,000	500
No. of qualification aims	99	100
30% of learners are male	600	150
10% of learners are BME	200	50
70% of learners are unemployed	1,400	350
95% community learning success rate	95%	N/A
80% qualification success rate	80%	N/A

Note: Success rate is calculated by the number of learners retained multiplied by the number of learners who have achieved.

Looking ahead

Employment & Skills

The launch of the Ways to Work ESF programme has helped to provide a level of service continuity until 2018. Working with other local authority partners across the Combined Authority in ensuring that Ways to Work is accessible to all Merseyside clients through their home authority provides a consistency of service offer on a wider footprint than just Sefton. As a city region wide project, this enables us to support a wide range of residents seeking work from age 16 onwards with Sefton@work the conduit for Sefton residents. Paid work opportunities for between 6 and 12 months provide a fundamental service offer for those clients furthest away from the labour market.

We will continue to work with our Youth Employment Gateway clients to ensure that we can meet our employment sustainability targets. Eligible clients can engage with Phase 2 delivery up until December 2016 and potentially access the personalised budget. This has recently been extended to those not YEG eligible but aged between 16-29 potentially enabling more than 600 clients access to the £500 available personalised budget funding. Additional resources have been secured from the L30's Million programme for 2016/17 which provides dedicated staff resources and access to a personalised budget to support clients into work.

We remain engaged with colleagues on the Sefton Turnaround initiative, helping and supporting families in their journey to work, overcoming significant barriers and engaging with other family members to maximise the impact of this support on these Sefton families.



The ESIF programme is likely to provide additional opportunities to bid for funding on either a combined authority basis, or Sefton@work may have the opportunity to be involved in a supply chain and deliver initiatives for Sefton residents in partnership with other delivery organisations. We will continue to seek out relevant opportunities as a key partner in opportunities that fit with the council ethos and would provide specific benefit to our residents.

The changes to the Work Programme mean that the successor programme entitled Work and Health Programme is in the process of being tendered. Part of the Liverpool City Region Devolution deal anticipated an input from partners through the Combined Authority, however, in reality, the contract package area that includes Sefton incorporates a huge geographical area of the North West and a number of LEP areas. It is unclear as yet the levels of delivery planning and coordination that could take place although we will continue to bring any influence we can via the Combined Authority to ensure this programme meets the needs of our local labour market and jobseekers.

Post 14

Sefton is actively participating in the current Post 16 Area Wide Review. Its findings will have major implications for Post 16 education and training in Sefton and beyond.

Community Learning

The Service is funded from the Skills Funding Agency under two different funding streams Legal Entitlement, and Local Flexibility. In 2016/17 the funding will be amalgamated into the Adult Education Budget and the Service needs to adapt to these changes as potentially there could be a reduced amount of funding for courses traditionally delivered in recent years.



Appendix A Statistical Profile – Latest Indicators

Key Indicators	Sefton's Position		Date of latest data	Sefton's performance compared to LCR/Merseyside average		Is the gap with the national average narrowing or widening	
	Rate/%	Value					
Working Age Population with no qualifications	9.0	14,800	2015	Strong: Sefton saw strong improvement in 2014 and is now 2.5% lower than the LCR	↑	Sefton remains in line with the UK rate	😊
JSA Claimant Rate	1.1	1,825	Sep 16	Strong: Sefton continues to see improvement in its claimant rate and remains just below the LCR.	↑	Sefton's rate continues to improve and is now lower than the UK	😊
JSA Claimant Rate 18-24	0.8	175	Jul 15 – Jun 16	Strong : the rate has continued its improvement and is now equivalent to the LCR	↑	Sefton's rate remains 0.5% lower than for the UK	😊
NEET Population	3.7	325	Sep 16	Strong: Sefton continues to perform well.	N/A	N/A	N/A
Employment Rate	70.2	114,400	Jul 15 – Jun 16	Strong: Sefton's rate has fallen back and is now 2.6% higher than the LCR	↑	Sefton's rate is 3.5% below the UK rate	😐
Self-Employment Rate	8.4	13,700	Jul 15 – Jun 16	Strong: Sefton's rate is 1.1% higher than the LCR	↑	The gap with the UK has now narrowed to 1.9%	😐
Unemployment Rate	4.8	5,700	Jul 15 – Jun 16	Strong: Sefton's rate remains more than below the LCR rate.	↑	Sefton's rate is now 0.4% lower than the rate for the UK	😐
Worklessness Rate	11.4	18,810	May 16	Strong: Sefton's rate is 1.7% lower than for the LCR	↑	The gap with the UK has widened slightly to 2.7%	😐
Working age Population Educated to level 4+	31.3	51,200	2015	Strong: Sefton's performance has improved and is now 2.1% higher than the LCR	↑	The gap between Sefton and the UK has narrowed by 2% to 5.8%	😐
Gross Disposable Household Income	N/A	£16,978	2014	Strong: Sefton is now 11% higher than the LCR	↑	The gap with the UK has widened to 5.8%	😐
Business Stock/Density per 1,000 population	50	8,230	2015	Strong: Sefton has 50 businesses per 1,000 population compared with 45 for the LCR.	↑	The gap with the UK is narrowing	😐
Business Births per 10,000 population	69	1,145	2015	Strong : Sefton business starts rose slightly in 2015, and the number of births per 10,000 population is similar to the LCR	↑	The gap with the UK has widened again in 2015	😐
Overall Claimant Count	2.4	4,040	Sep 16	Strong: Sefton's rate is 0.4% lower than the LCR rate	⇒	Sefton's rate is just 0.6% higher than the UK rate	😐
Sefton Jobs	N/A	92,100	2015	Weak: Sefton experienced a 3% growth in employment jobs in 2015 better than the LCR performance.	⇒	Sefton's performance in 2015 was 1% higher than that for the country as a whole	😐
Business Deaths	N/A	795	2015	Similar: Sefton saw a 7% fall in the number of business deaths in 2015, better than the LCR	⇒	Sefton's performance was better than the UK as a whole in 2015	😐
LTU Rate 18-24	28.5	50	Sep 16	Weak: the count is improving but the gap with the LCR has widened slightly	⇒	The rate is 1½ times the rate for the UK	😞
Private Sector Emp	76.1	70,100	2015	Improving: Sefton's proportion of public sector employment now 0.5% higher than for the LCR. With the gap narrowing again in 2015.	⇒	Sefton continue to have a much lower proportion of private sector employment.	😞
Public Sector Emp	23.9	22,000	2015				
GVA per head	N/A	£14,769	2015	Weak: Sefton is 69% of the LCR average, and the gap is starting to widen again	↓	The gap with the UK is not improving	😞
LTU Rate All Ages	43.3	790	Sep 16	Weak: The rate for Sefton continues to increase and remains above the LCR rate	↓	The gap has widened to 12.3%	😞
Average Earnings (workplace)	N/A	£23,984	2016	Weak : Sefton's average workplace earnings hardly grew with the gap with the LCR widening to 8.4%.	↓	The gap has widened and is now 17.6%.	😞
Average Earnings (residents)	N/A	£25,491	2016	Similar : Sefton's residents earnings grew by 3.8% in 2016 but the gap is still 2.1%.	↓	The gap has narrowed slightly but is still 10.8%.	😞



Appendix B - Glossary of Terms

Annual Population Survey - A national sample survey of households

Average Earnings - Annual full time workplace earnings

BRES - Business Register and Employment Survey

Business Demography Statistics - The Business Demography statistics will include all businesses which are PAYE registered

Business Births - Number of new businesses (Business Demography Statistics)

Business Deaths - Number of failed businesses (Business Demography Statistics)

Business Stock - The count of live businesses (Business Demography Statistics)

Claimants - The number of people claiming Job Seekers Allowance.

Confidence Levels - Extent to which an assumption or number is likely to be true when using a sample survey. For example: a confidence level of 1% means that the figure could be 1% higher or lower than that given.

Employment Jobs – Employees plus working proprietors (BRES)

Employment Support Allowance - ESA is paid to those people who are unable to work due to illness or disability.

Employment Rate - The number of people in employment expressed as a percentage of the working age population.

GDHI - Gross disposable household income (GDHI) is the amount of money that individuals (i.e. the household sector) have available for spending or saving. This is money left after expenditure associated with income, e.g. taxes and social contributions, property ownership and provision for future pension income.

GVA - Gross Value Added is the difference between the value of goods produced and the cost of actually producing them.

LCR - Liverpool City Region

LEP - Local Enterprise Partnership

Long Term Unemployed - The number of people claiming Job Seekers Allowance for 12 months or more.

NEET - Young people 16-18 years Not In Education, Employment or Training

On-Flow - New claimants moving on to Job Seekers Allowance. These figures will not include those claimants moving onto Universal Credit.

Off-Flow - Claimants moving off Job Seekers Allowance, either into work, other benefits, education or who just failed to sign. The percentage of off-flows with a



"not known" or "failed to sign" destination has increased since the start of the series (representing in excess of 40% of total Sefton off-flows). This is because the completion levels of the forms filled in by JSA leavers have decreased. Many of these unknown leavers will have moved into employment. For the purposes of this exercise we are only using the number of "Known" destinations.

Unemployment Rate - Unemployed people are those without a job, have actively sought work in the last four weeks and are available to start work in the next two weeks or; out of work, have found a job and are waiting to start it in the next two weeks. The rate is calculated as a percentage of the working age population.

Universal Credit - This benefit is replacing the 6 main benefits and tax credits, income based Job Seekers Allowance, income related Employment Support Allowance, Income Support, Working Tax Credit, Child Tax Credit and Housing Benefit.

Worklessness Rate - the proportion of working age residents claiming out of work benefits (JSA, ESA/Income Support, Lone Parent and other income related benefit)

Working Age Population - All residents aged 16 – 64

Statistical Terminology

When looking at residents who are **not in employment**, it is necessary for us to use three different data sets:

Unemployment is measured by a national sample survey – the Annual Population Survey – and is the most comprehensive dataset for understanding the number of residents who are without a job, regardless of whether they are receiving benefits (the definition used by the International Labour Organisation). These residents must also be actively seeking work. Datasets are produced quarterly, with each dataset containing 12 months of data.

Worklessness is a term for residents of working age who are not working whether they are seeking work or not. They are measured by counting all out of work benefits: JSA, ESA/IB, Lone Parent and other income related benefits (Department of Work and Pensions). Data release was quarterly, however, future data will only be released 6 monthly.

JSA Claimant Count provides information just on the number of residents who are seeking work i.e. in receipt of Job Seekers Allowance (Department of Work and Pensions). Data is released monthly, one month in arrears. This dataset allows us to see more immediate changes in unemployment.

Claimant Count is now calculated by combining JSA claimants with Universal Credit "not in employment" claimants.



Data sources

Data	Website
Annual Population Survey Annual Survey of Hours and Earnings UK Business Counts DWP Data Business Register of Employment	www.nomisweb.co.uk
Gross Value Added Gross Disposable Household Income Business Demography	www.ons.gov.uk
CO2 emissions	www.gov.uk/government/statistics/local-authority-emissions-estimates
Destination of School Leavers	www.gov.uk/statistics
Not in Education, Training or Employment	www.careerconnect.org.uk



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