

Strategic Objective	Business growth & investment
Report Date	Jul-Sep 2023
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Mike Mullin
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1	No of outward engagement campaigns targeted at Sefton businesses / No of Sefton businesses targeted	11	2	Green	2 x Cyber security events held
2	No of businesses contacting InvestSefton for Information, Advice & Guidance-Triage system(Phone/email/website)	250	137	Green	Individual enquiries handled -overall volume remains constant and high
3	No of businesses receiving 1:1 support (face to face/diagnostic /action plan)	90	0	Amber	New UKSPF Business support programme started 1 July and team have been providing support to businesses. However LCRCA evidence processes are still being finanlised so we are unable to record figures for this quarter until they are validated. This work will be claimed in Future Quarters.
4	No of businesses attending InvestSefton events/workshops	280	35	Green	Relates to the aforementioned cyber events
5	No of new jobs created	50	12	Green	Jobs created figure is solely through the Inward Investment programme as the new UKSPF Business Support Programme & the Town Centre programme has not started official delivery yet
6	No of jobs safeguarded	n/a	n/a	Green	A new KPI for late 2023
7	No of inward Investment enquiries received	6	5	Green	Companies seeking to relocate to Sefton
8	No of investors/developers receiving support	5	7	Green	Includes Business park owners and developers
9	No of large businesses (including Foreign owned) receiving Key Account Management	12	8	Green	Joint activity with Dept of Business & Trade

10	No of enquiries from Sefton residents seeking to start a business/become self-employed	n/a	12	Green	Work has been outsourced to start 1 October
11	No of new business start-ups created	n/a	n/a	Amber	Work has been outsourced to start 1 October. New start up date will be captured in Q4

**Commentary**

The team has completed its previous European and Growth programme targets with and has now moved on to UKSPF project delivery. This includes commissioning two organisations to deliver dedicated business start-up and business sustainability support across the borough including a specific focus on town centres. Since the outbreak of the Covid-19 pandemic www.investsefton.com has received over 70,000 unique single session visits. InvestSefton's twitter feed has 1,611 followers with some 2,000+ businesses on the team's regular mailing lists strengthening the council's overall business reach. More recently a new Facebook page for Sefton digital and technology businesses -Sefton Huddle, has attracted 24 members. 4.6 During the same period InvestSefton received some 7,200 enquiries. From April 2023 to 30 September the team has dealt with 600 unique business enquiries from new and existing businesses looking to start, expand or relocate in the borough. Business events and workshops are a significant feature of InvestSefton's one to many approach to supporting Sefton businesses. Two events were held this quarter -Cyber Security Workshops- These interactive sessions gave businesses a greater understanding of the cyber risks they are likely to face and how to reduce these risks, including: Phishing, passwords, networks, malware and social media, Live demonstrations and real-world example; Ask the cyber expert Q&A Developing an action plan and Certificate of completion. Some 60 business delegates attended the events in Lakeside, Crosby and Formby Hall. The workshops are part a wider Merseyside Cyber Security Programme, which includes a free 12-month programme of support. Delivered by the Cyber Resilience Centre, partners include Merseyside Police, Merseyside Police and Crime Commissioner and DLUCH. The team has recently produced a fully accessible factsheet for council staff and partners on how best to engage with businesses for consultation purposes. The purpose is to provide guidance for staff who require input from businesses when undertaking consultation with Sefton businesses. The team met with the recently appointed AD with responsibility for council fostering services. She is seeking support from InvestSefton in promoting fostering opportunities to businesses. The team will support this initiative including a dedicated campaign including literature, events and external promotion. The team supports a wide range of local inward investment activity in terms of managing interest in company relocations to Sefton and a range of larger expansion projects including those connected to the council's Growth & Strategic (GSI) Investment programme, Foreign owned companies, developers and existing major employers. Invest Sefton continue to work with the owner and agents of Mersey Reach in Bootle offering appropriate existing tenant and enquiry support. The site is expected to have full completion of occupying businesses in due course. The team is also supporting Regeneration colleagues on new developments at Southport Business Park and the Enterprise Arcade Enterprise facility in the town centre. A key Bridle Road property has been sold to a US company who are bringing in a global AI client. Approx. 50 jobs (predominantly mechanical & software engineering) which will include local recruitment. Intention to make amendments to site since the granting of existing planning consent will require a new application. Support was also provided to Combined Authority Energy Team to identify Sefton businesses for Industrial Heat & Power Decarbonisation Study. Southport based Ocean Plaza was selected for funded feasibility study. InvestSefton has also set out its new business support and inward investment delivery plan providing flexible support to businesses of any size from any sector, including a specific focus on those that offer maximum return in terms of key economic outputs including job creation, growth & productivity. InvestSefton support will include 1 to 1 advice & guidance to any business of any size or sector; 1 to many support including business events and workshops; production of business diagnostic and action plans; brokerage into national and other LCR UKSPF programmes (e.g., Decarbonisation, Export, Supply Chain); Key account and relationship management of SMEs and larger businesses; Inward investment activity & investor development; Access to finance including grants and loan; Finding sites and premises to start, expand or relocate businesses across the LCR Key business sectors & clusters support; Point of contact and referral to other council departments-start and start up support; Business Sustainability support.

12

Strategic Objective	Employment and Opportunities for work
Report Date	Jul-Sep 2023
Previous Status	Green

SES Lead	Suart Barnes
SES Project lead	Claire Maguire
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1	% of expenditure verified for projects which are externally	100%	100%	Green	Final verification for this quarter will be completed in October 2023
2	% of all registered learners are not working (based on individual learning aims)	40.00%	70.28%	Green	There has been an increase in the number of unemployed learners completing learning aims. This is a result of improved promotional activities, partnerships, engagement and activities over the summer period.
3	% of all registered learners are BAME	12.00%	25.66%	Green	The service has seen an increase in the number of BAME learners accessing the service. The service has increased engagement and 'keeping warm' activities to maintain interest over the summer break to maximise 23/24 academic year starts for this cohort. Two new
4	% retention across all Adult Community Learning Courses	90.00%	100.00%	Green	As it is the start of the next academic year, the service has maintained 100% retention this far.
5	% of clients receiving Information, Advice and Guidance are workless or economically inactive with health issues	50.00%	66.70%	Green	We continue to work closely with new clients to engage with them and provide key information, advice and guidance.
6	% of vulnerable people referred into the service from a third party receive targeted support, including subsidised placements	70.00%	81.80%	Green	Third party organisations, both internal and external continue to refer their clients to Sefton@Work to help them in their journey towards employment. The service continues to be successful in engaging with clients with more complex needs.
7	% of clients seeking employability help who move into employment/self-employment or training destinations	30.00%	40.40%	Green	The proportion of clients who are able to move into employment or training outcomes continues to meet targets.
8	Number of young people at risk of becoming NEET receiving early intervention and prevention support	200	425	Amber	Increase in Year 11's due to the time of year and post 16 transition.

9	Remain in the best performing quartile for 16-18 NEET when compared to Liverpool City Region and National Statistical Neighbours.	Yes	Yes	Green	Sefton are currently ranked 1st in the Liverpool City Region, and we are 2nd within our 11 statistical neighbours for 16-18 NEET.
10	Remain in the best performing quartile for 16-18 Not Known when compared to Liverpool City Region and National Statistical Neighbours.	Yes	Yes	Green	Sefton are currently ranked 1st in the Liverpool City Region, and we are 2nd within our 11 statistical neighbours for 16-18 Not Known.

**Commentary**

Performance across the three service areas for Employment and Access to Work are proceeding well. Contract management processes are in place to oversee all the provision, and these allow for early indication of challenging circumstances and corrective actions to be implemented where necessary to avoid risks of under-achievement. Sefton@work is progressing through an important transition point during this year which sees the end of European structural funding on 30th September 2023, which has supported the service for many years through to a transition funding period where staff salaries and basic running costs will be supported through Single Investment Funding (SIF) coming from the LCR-CA. This transition will occur from October 23 through to March 24. During this time also, we will be undertaking the relocation of the service from its current base on Stanley Road into a unit within the Strand shopping centre. This move will bring improved financial efficiency while also increasing the synergy and alignment of public facing services within Bootle Town centre. The Adult Community Learning Service continues its delivery of second-chance learning opportunities to adults, based within the Cambridge Road Community learning hub and various outreach locations across Sefton. Its funding, targets and performance management plans reflect an academic year cycle, so a new delivery year commenced in August 2023. Adult community Learning Service is also in receipt of funding from LCR-CA for Multiply, the national numeracy initiative which is partly used to contracted out to voluntary and community sector agencies for informal engagement activity. The NEET Reduction and Early Intervention Service was re-commissioned in June 2023 with Career Connect being the winning tender after a fully compliant public procurement exercise. The main focus of this contract is to deliver the Council's statutory duties regarding 16- and 17-year-old young people, but also incorporates additional assistance for vulnerable groups which adds value to the work of a number of teams across Childrens Social Care and education.

## Sefton Economic Strategy Action Plan

Strategic Objective	Regenerated places-GSI
Report Date	Jul-Sep 2023
Previous Status	Green

SES Lead	Stuart Barnes
SES Project Lead	Heather Jago
Overall Status	Green

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

Sefton's Growth and Strategic Investment programme continues to develop a series of key projects and initiatives across Sefton to deliver Sefton's economic strategy. This includes development and delivery of a series of key projects and programmes across the borough, the combination of which will help improve Sefton as a place to live, work and visit. The programme aims to maximise the amount of public and private sector being brought into the borough from a range of sources to help aid delivery, including Town Deal, Levelling Up funding and Liverpool City Region Combined Authority. In addition the project development and delivery seeks to maximise social value outcomes through procurement and ensure equality and inclusion form part of both how and what is delivered.

Strategic Objective	Regenerated places housing
Report Date	Jul-Sep 2023
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Lee Payne
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1	Social Housing Completions	150	159	Green	Target achieved in 22/23 - pipeline looking healthy
2	Net additional dwellings per annum	640	705	Green	Target achieved in 22/23 - pipeline looking healthy
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Commentary
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Housing growth targets in the borough were met in 22.23 and the pipeline of potential completions for 23.24 looks positive based on schemes that are onsite and planning consents that are in place. However, market conditions remain challenging with high interest rates and high construction costs. It remains to be seen how this affects the delivery of new housing . The Housing team continues to work closely with colleagues in Planning to facilitate growth, particularly affordable housing in high demand areas, and aspirational housing. Market concerns have provided opportunities in this regard and we have worked successfully with two RPs to purchase open market sale units on a number of sites in the borough where demand from private purchasers for open market sale has dropped. These properties will be made available as low cost home ownership products.

Strategic Objective	Regenerated places planning
Report Date	Jul-Sep 2023
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Ian Loughlin
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Current Status	Status	Progress to date
1	Approval of Social Value (Employment and Skills) from	May-22	Approved	Green	adopted May 2023
2	Net additional dwellings per annum	640	705	Green	Figures for 2022/23.
3	Floorspace (m2 ) developed for employment (by type (B1, B2, B8)	increase	26,476m2	Green	Figures for 2022/23.
4	Number of jobs (full-time equivalent) created on	increase	n/a	Amber	Figures for 2022/23.
5	% of qualifying development proposals that are supported by an Employment and Skills Plan	100%	tbc	Amber	New requirement

Commentary
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There is no target in Local Plan for amount of employment floorspace development of number of jobs provided. However, reference can be made to previous years for comparison where an increase of previous years should be the aim. The figure for 2021/22 was lower than in previous years (at just 2,500m<sup>2</sup>). However, data for 2022/23 has shown a tenfold increase

The data of the number of jobs secured on new employment development can be difficult to ascertain and in many cases this information is not provided. However, the Council have recently approved a Social Value (Employment and Skills) from Development SPD which should help secure this data in a timely and consistent manner. The SPD sets out that proposals of a certain scale (i.e. new housing of 30+ homes, certain commercial development of 1,000m<sup>2</sup> floorspace) must be supported by an Employment and Skills Plan, which will be secured by legal agreement and monitored for implementation.

The target of 640 net additional dwellings is the Local Plan average annual requirement for 2012-2030, although the government's standard methodology figure has 587 homes for Sefton. In recent years the Council have comfortably met its housing delivery target.

Strategic Objective	Regenerated places tourism
Report Date	Jul-Sep 2023
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Mark Catherall
Overall Status	Green

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

## Sefton Economic Strategy Action Plan

Strategic Objective	SI Equal&Diversity
Report Date	Jul-Sep 2023
Previous Status	Green

SES Lead	Stephen Watson
SES Project lead	Paul McCann
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1	Business Support and Investment Team to engage with the Corporate Equality Group, attend regular meetings	Rep to attend all CEG meetings		Green	Next meeting of the CEG is on the 17th November
2	Communications and engagement audit, identifying the need for accessible information and engagement	Audit completed		Green	
3	Review Strategy to take account of the socio-economic duty	Strategy review		Green	Adoption of the SED was approved by Cabinet on the 7th September - <a href="https://sefton.gov.uk/mysefton-">https://sefton.gov.uk/mysefton-</a>
4	Improve employment rates and business support for minorities and for people from deprived areas	Under review		Green	UKSPF business and employment support activities are underway and being reported under Business Growth & Investment and Employment & Access to work strands
5	Review existing data capture with regard to protected characteristics and work towards addressing any gaps	Data reviewed		Green	
6	Ensure that decisions are backed by robust equality impact analysis	CEG group to review		Green	
7	Engage with the Race Equality Monitoring Group	Rep to attend all REMG meetings		Green	Next meeting of the REMG is on the 12th October
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<b>Commentary</b>
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A Corporate Equality Group (CEG) has been newly established to support the Council with its commitment to integrate Equality and Diversity throughout its services and to help secure its vision of creating stronger, more resilient communities (Sefton Vision 2030). CEG will monitor the council's performance in relation to equality and diversity and KPIS focus on communications and engagement; improving employment rates and business support for people in disadvantaged areas, reviewing equality and diversity data and engaging with the LCR Race Equality Monitoring group.

The Council has produced and launched Its Equality, Diversity and Inclusion Strategy 2023-27.

InvestSefton meeting with the LCR's new Director of Race Equality Group in November to discuss business engagement with Black, Asian and Minority Ethnic business groups. Work has also been commissioned to Sefton based MEH/Safe Regeneration to provide business start up support to individuals seeking to become self-employed and/or start their own business. Specific focus areas include town centres and people from disadvantaged areas and special characteristic groups.

## Sefton Economic Strategy Action Plan

Strategic Objective	SI sus travel
Report Date	Jul-Sep 2023
Previous Status	Green

SES Lead	Peter Moore
SES Project lead	Lee Davies
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Status	Progress to date
1	The development of the Low Carbon Transport Strategy	2024		Green	Materials for consultation being developed
2	Maritime Corridor Business Case	Mar-27		Green	Due for consultation
3	Eastern Access Business Case Development	Mar-27		Green	Due for consultation
4	Local Cycling and Walking Infrastructure Plan	2024		Green	Local knowledge sense check being undertaken
5	Emobility	2024		Green	Local work being undertaken to feed into Liverpool City

<p>Commentary</p> <p>The Low Carbon Transport Strategy has a number of specific areas of working being progressed to refine our baseline. Based on the approved consultation plan we are now bringing together drafts and materials needed to deliver an inclusive consultation as outlined. Maritime Corridor is the next stage of this work and will include engagement on the preferred designs in July to September 2023. The Southport Eastern Access Business Case is progressing well and will be the subject of further consultation in August to October 2023. The Local Cycling and Walking Infrastructure Plan is in development and plan for engagement have been approved by the Public Engagement and Consultation Panel. Wider developments are being progressed by the LCRCA around bus reform and green bus routes. Moving Buses Forward consultation is live until the 3rd of August.</p>
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## Sefton Economic Strategy Action Plan

Strategic Objective	SI net zero
Report Date	Jul-Sep 2023
Previous Status	Green

SES Lead	Stephan Van Arendesen
SES Project lead	Stephanie Jukes
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Status	Progress to date
1 To report on - LCR Combined Authority – net zero/ Climate emergency targets	Plan published summer 2023	N/a	Green	The LCR Combined Authority net zero action plan has been approved July 2023. It is now available <a href="https://www.liverpoolcityregion-ca.gov.uk/wp-content/uploads/LCR-PathwaytoNetZero-Report-2022--FINAL-compressed.pdf">https://www.liverpoolcityregion-ca.gov.uk/wp-content/uploads/LCR-PathwaytoNetZero-Report-2022--FINAL-compressed.pdf</a>
2 Deliver business sustainability support to 60 Sefton	60 businesses	Start date Nov 2023	Green	Council has commissioned Groundwork Cheshire, Lancashire & Merseyside to deliver
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**Commentary**

The Liverpool City Region Combined Authority have set a target of net zero for all parts of the economy to be net zero by 2040. This will require all Sefton businesses to halt the use of gas, diesel, oil and only use energy from renewable resources by 2040.

Details of the actions within this plan will be reported to the next SES meeting. Examples within this Action plan includes (TBC) On transport - Complete Phase 2 of 'State of Freight' investigation into a future zero carbon freight solution, ensuring that this is aligned with our Freeport goals of decarbonisation and good jobs to deliver outcomes including last mile ZE deliveries and reduce trips, scope options for mechanisms to seek to support decarbonisation of freight, and develop a freight strategy and that connects Freeport locations in a net zero manner On buildings - Identify high-opportunity zones as areas for groups of home/business owners to plan retrofits together or create low carbon communal/district energy schemes and smart networks. On Industry - a series of targets around the following;

To effectively transition to net zero, our industrial base will need cost-effective access to clean power, clean hydrogen and effective access to clean power, clean hydrogen and carbon capture and storage technologies alongside efficiency and storage technologies alongside efficiency improvements in process and delivery systems improvements in process and delivery systems.

On Clean Energy - Progress the Phase 3 development activities related to Mersey Tidal (LCR Year 1 action plan review SE6) and commence Phase 4 activity to Consent a UK first of a kind (FOAK) Tidal range scheme.

On Natural Environment - Develop a pipeline and identify potential funding for pilot innovative and sustainable agricultural projects, such as urban farming, greenbelt agroecological farming, carbon capture etc.

Other issues pertinent to business - MEEES Regulations applies to non- domestic rented properties, by 1 /4/23 must have an EPC rating of E as a minimum to be able to be rented, plans for this to increase over time (possible EPC D by 2025, EPC C by 2028 and EPC B by 2030) Investment in green technologies e.g. building retrofit, EV charging, Heat pump installations will help to generate local jobs and training opportunities

InvestSefton has also allocated UKSPF to provide business sustainability support in town centres .Sustainability is high on the agenda for conference buyers and events/exhibition organisers and with this in mind it is critical that as part of the planning process for the Marine Lakeside Events Centre (MLEC) opening 2026 that as a destination Sefton begins to build the sustainability offer. The project will measure the business carbon footprint, design an action plan to reduce and produce a sustainability policy.

Strategic Objective	SI health
Report Date	Jul-Sep 2023
Previous Status	Amber

SES Lead
SES Project lead
Overall Status

*Italics = no data update from previous quarter report*

Key Performance Indicators	Target	Achieved	Status
1 <b>18.3%</b> <i>Percentage of under 16s in relative poverty, before housing costs (2021/22)</i>	Reduction	Worse	Amber
2 <b>14.0%</b> <i>Percentage of employees earning below real living wage (2022)</i>	Reduction	Better	Green
3 <b>4.5%</b> <i>Percentage of children in workless households (2021)</i>	Reduction	Better	Amber
4 <b>41.6%</b> <i>Percentage of children(FSM) achieving a good level of development at the end of Early Years Foundation Stage (Reception) 2022</i>	Increase	Worse	Red
5 <b>22.9%</b> <i>Percentage of the population living in the 20% most deprived most unhealthy environments (Access to Healthy Assets and Hazards</i>	Reduction	Same	Amber
6 <b>26.5%</b> <i>Food insecurity (indirect measure) Percentage of population who live in LSOAs scored in the top 20% for risk of food insecurity 2021</i>	Reduction	New indicator	Red
7 <b>£ 445.40</b> <i>Median weekly earnings 2021</i>	Increase	Same	Red
8 <b>63.6 years</b> <i>Healthy life expectancy at birth (2018-20)</i>	Increase	Same	Amber
9 <b>13.0 years</b> <i>Gap in life expectancy at birth (2018-20)</i>	Reduction	Increase	Red

#### Commentary

The indicators above are drawn from the Public Health Performance Framework (8 and 9) and the Child Poverty Accountability and Progress Framework (1-7). It is important to note that indicators that during Quarter two there were no published updates to these indicators from open access data sources. At the start of this period a successful, largescale event was held to stimulate development and a term promotion of different sources of advice and support for mental health and wellbeing. Feedback from members of the public has reflected genuine appreciation from people in need. The process concerns. Quarter two also saw the launch of a parallel service for children and young People - 'Happy 'n' Healthy', and finalisation of a pilot of a community-led childhood respiratory support service. Delays which have prevented the publication and dissemination of academic insight work into the experiences of parents and children who currently experience poverty in Sefton. This throws an impact introduction of the socio-economic duty and shared learning events have presented the opportunity for possible joint working with Salford Council on suggested actions from the Childhood Poverty Strategy as well as microsite to host and share best practice and foster collaboration. Upcoming professional development opportunities will support new policy development for example on Health Impact Assessment.

Margaret Jones
Helen Armitage
Amber

**Progress to date/Comment**

2.3 percentage point drop from 2020/21. Better than England average (19.9%)
50% drop since 2019, now in line with England average (12.5%)
Sefton's rate is half the national average, but note relative poverty still affects over 1 in 6 under 16s
54% pre-pandemic. Lower than 49% national average in 2022.
This proportion is high (affecting over 63 000 people) but is in line with the national average (22.6%)
Estimated that over 74 000 people in Sefton live in neighbourhoods of highest food insecurity
Only 28 LAs in England record lower median earnings than Sefton in 2021. Significantly worse than England.
Similar to England (63.9 years), but obscures large health inequalities that impact those of working age

Second largest gap in England. Average life expectancy at birth in the most deprived section of Sefton's male population is estimated to be 70.5 years (vs 84.1 years in the most affluent areas)

t reflect population status and inequalities in outcomes such as median income, child poverty, school readiness, and spatial measures of deprivation are highly correlated with population health outcomes and inequalities. d implementation of actions to improve children's prospects in education, training and employment. A conference summary has been shared with attendees. This period also saw the launch of 'We're Here', which is a long-s of recommissioning Sefton's Living Well Sefton integrated health and wellbeing service continues, which includes a social prescribing offer supporting people who are struggling with welfare, debt and other cost of living An anticipated outcome of both of these services is an increase in parents' ability to maintain and participate in employment and training secondary to reduced childcare responsibilities. Unfortunately, there have been rtant light on the many trade-offs between work, caring, benefits and health behaviours that families have to make, and the final report will be available for SES leads to study and learn from shortly. Looking ahead, the :rategy such as poverty-proofing checklist with broad applicability to a range of organisations and services. Planning is also underway for the next Child Poverty Conference Event on the theme of Places in January 2024, as ssmment.

## Sefton Economic Strategy Action Plan

Strategic Objective	SI digital	SES Lead	Andrea Watts
Report Date	Jul-Sep 2023	SES Proj	Helen Spreadbury
Previous Status	Green	Overall	Green

	Key Performance Indicators	Target	Achieved	Status	Progress to date
1	Infrastructure			Green	Infrastructure board well underway overseeing a wide range of work and activities
2	Training & Skills			Green	Training & Skills board established; skills assessment completed, revised training offer now available to all staff
3	Digital Inclusion			Green	Digital inclusion strategy now completed and published; programme of meetings and activity in place and underway
4	Business Forum			Green	Sefton Huddle (Digi & tech business group) now established and meeting 3times pa across Sefton attracting over 30 businesses per session
5	New Ways of working			Green	DW and deployment commenced across children's services & Adults Care lead; review & refresh of supporting infrastructure now completed
6	Technology enabled care			Green	Wide range of activity underway including TECS E-learning module roll out; Care Home Improvement grants & various initiatives supporting care sector
7	Customer			Amber	CXP activities underway including transfer of 27 from 28 legacy processes from Front office now live; Website upgrade in progress and due for completion in November 2023
8	Smart Cities			Amber	Discussion sessions completed with Intel and review of current activity in Sefton underway. Sefton also testing cyber toolkit for Internet of Things devices
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Commentary
<p>Sefton's Digital strategy work is well underway with boards and sub-groups established and a raft of activity and projects underway-key highlights include:</p> <ul style="list-style-type: none"> <li>-Social value scheme for connectivity identified as the Strand in Bootle and technical scoping completed, link in place, further work to be completed on public Wi-Fi and work in final stages for corporate connection for Sefton at Work -Education teams now represented at board level, including representation from Schools Trust and Hugh Baird College;Social value lead from ITS linked to board and connection made to Sefton@work team to enhance local offer in in Bootle - Significant work completed in libraries including a tablet loan scheme and the provision of digital meeting rooms and digital newspapers ;Databank pilot underway, in partnership with Good Things Foundation to provide free data to refugees, plans in place to expand this to support the tablet loan scheme - Two cyber security workshops have been held in September at the Lakehouse in Crosby and Formby Hall, over 30 businesses attended each workshop, The workshop was a jointly delivered by InvestSefton and Cyber Resilience Centre (CRC)- feedback from delegates has been positive. The CRC is a new initiative which has been launched by Merseyside Police, Sefton is the first authority to engage with the CRC. InvestSefton have now introduced the CRC to all other LCR local Authorities. CRC is part of a package of support available to businesses from Merseyside Police. The CRC and Merseyside Police have committed to attend three other events being held by InvestSefton next quarter.</li> <li>Mini digital survey launched with businesses who attended the workshops, results currently being collated – these will be shared at the next digital and skills board meeting.; Dedicated digital page on InvestSefton site, frequently updated.</li> <li>-1:1 support to businesses who are looking at digitalisation continues to take place, during the last quarter a business has received support to switch to using financial accounting software.</li> <li>-Team is encouraging Sefton business leaders to join apply for one of the new LCR Cluster groups-Digital &amp; Creative, Advanced Manufacturing and Health/Life Sciences</li> <li>-Deployment of cloud telephony completed, and project closed; ICT Client represented and involved with ICB digital forums, Sefton group now established to move this forward ;M365 upgrade complete and monthly updates automated -TECS web page development - will include short videos of a day in the Life of a Telecare Installer and of a Minor Works Technician to promote both services and TEC equipment. ASC front door development and ASC prescribing teams have been invited to produce short promotional videos. 2 videos completed and another team is scheduled to produce video in October ;Telecare service will switch over to ELMS system by Sept 23 – all data and equipment required for switch has been completed/ordered, working with Ethitech to progress this. - Improved version of Street Lighting process is complete; go-live is pending completion of automated process by Agilisys</li> <li>-Air Quality Sensors installed at 7 locations in Sefton, as part of LCR traffic signal upgrade project, and adjacent to 3 schools, as part of School Street Pilots. Sensors provide real time AQ data, and could potentially be used to determine traffic light strategies/sequences for reducing pollution</li> </ul>