



# Sefton – Open for Business

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[www.sefton.gov.uk](http://www.sefton.gov.uk)

# Introduction

- Sefton is “Open for Business”
- We are Preparing for the Future
- Share the Journey!



# Key Messages

- Promising last 12 months:
  - More jobs
  - Fewer unemployed
  - More business starts
- Confidence returning to property market
- Our ambition fuelled by devolution debate
- New focus on private sector leadership
- Key message: “We’re open for business”



# Working For You

invest**sefton**

- Experienced Business Advisors
- Opportunity to Review your business
- Identifying Issues and **Opportunities**
- Provide /bring in support **appropriate for your business**
- 35% Funding available via New Markets



- Recruitment of New Staff & Apprentices
- HR Support for the Small Business

# Working with You

- Mersey Business Support
  - 850+ businesses engaged (events and one 2 one)
  - 400+ businesses with 5 hours + intensive support
  - 200+ Intensive Business Assists (>12 hours)
- Business Growth Grant
  - 18 Sefton businesses
  - £1.2m in grant
  - £6m plus private sector spend
  - 215 new jobs
- Establishing Export Sefton
- 400 Sefton members of International Festival for Business club

# Working with You

- REECH
  - retrofits 2,000 premises with energy efficiency measures
  - wins top EUROCITIES award
- 870 residents registered for work and 232 placed into employment
- 8m visitors to Southport, spending £425m, and sustaining 5,500 jobs

# Preparing for the Future

- Devolution
  - One North
  - Growth Deal
  - Combined Authority
- City Region priorities
  - SuperPort and the Maritime Cluster
  - Southport and the Visitor Economy
  - Low Carbon
  - Skills and Employment



LIVERPOOL  
CITY REGION

# Preparing for the Future

- Town Centre Investment Strategies
  - Bootle
  - Crosby
  - Southport
- Growth Sectors
  - Employment Potential of Port-Related Investment
  - Dunnings Bridge Road
- City Region partnerships for low carbon, entry-to-employment, and superfast broadband



# Share the Journey...

- Find help from
  - InvestSefton
  - Sefton@Work
  - REECH (energy efficiency in SMEs)
- Join
  - Sefton Exporters Network
  - Southport Tourism Business Network
  - BuildSefton
- Participate in the Economic Forum & today's workshops

# Any questions?

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