

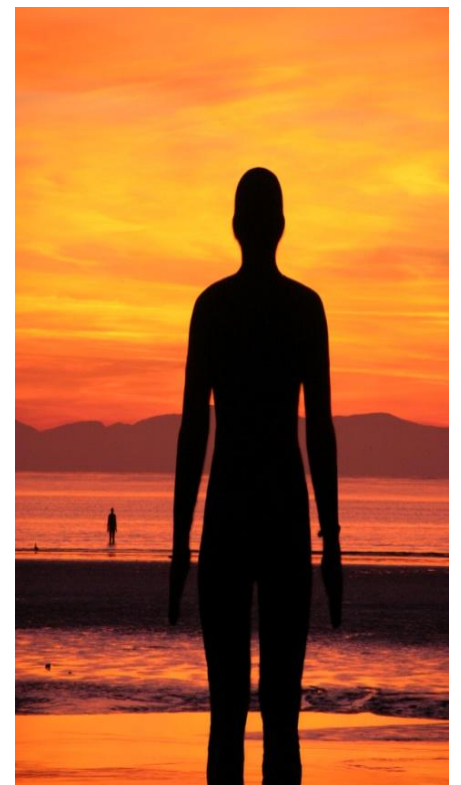
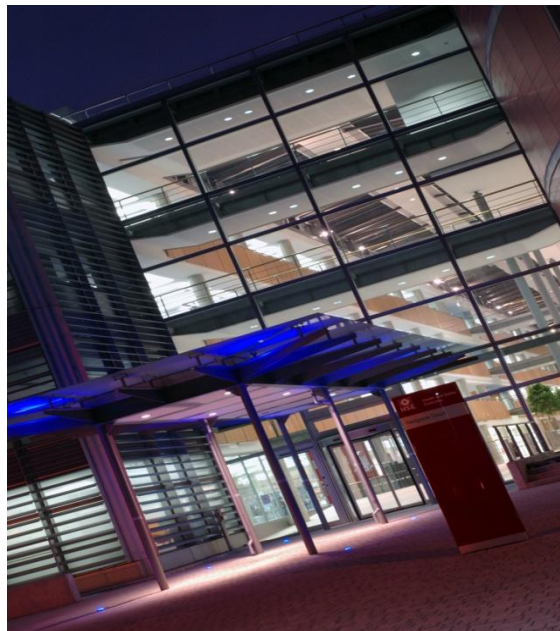
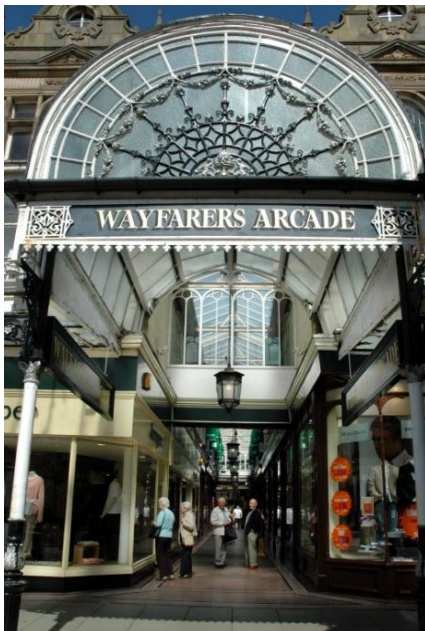
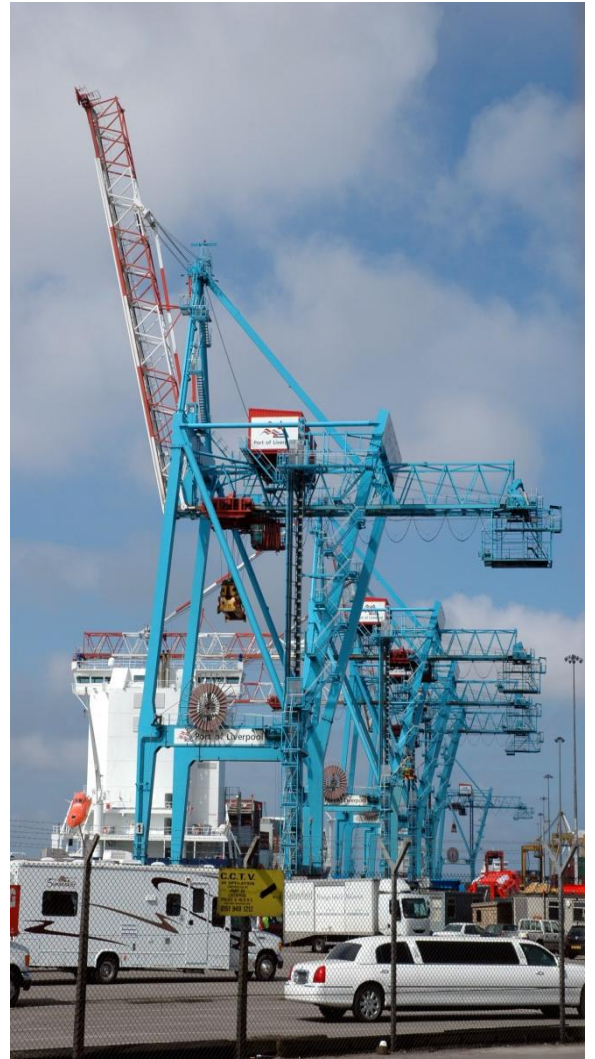


Sefton Council 

Sefton's Economic Strategy

Second Performance Monitoring Report

September 2013



Sefton's Economic Strategy

**Second Performance Monitoring
Report**

September 2013

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1. Introduction

Welcome to the Second Performance Monitoring Report on Sefton's Economic Strategy, approved in January 2012.

It provides an account of the overall economic climate we have to work in, and shows progress in 2013 towards each of the five objectives of the Strategy for Sefton:

- More new businesses
- Growing existing businesses
- Support for the four growth sectors: Superport, Visitor Economy, Knowledge Economy and Low Carbon Economy
- Development of strategic sites and premises
- Increasing employment and opportunity

The key message in this report is that the environment for growth has gradually started to turn in our favour. A national economic recovery appears to be in progress. The city region and Sefton are starting to respond positively. The support and encouragement of the Council and its partners in economic development has been particularly important in building confidence and eliminating barriers to growth.

Selected achievements include:

- 431 new businesses started in Sefton
- 1,100 businesses engaged by InvestSefton and Sefton@work and offered advice and guidance
- 1,057 participants in 30 business events
- 150 participants at innovation-themed Sefton Economic Forum
- Special workshop for 17 maritime businesses on the Port of Liverpool estate
- Successful delivery of signature Southport events including the most successful 3 day attendances ever for the British Musical Firework Championships
- Successful delivery of LCR investment programmes for energy efficiency in homes and businesses, and in superfast broadband
- 334 registration with Sefton@work in the last 6 months, and 106 entries to employment
- Implementation of the Sefton Apprentice Scheme for 18-24 year olds
- Ongoing delivery of Work Programme and Families with Complex Needs contracts for those furthest from the labour market

I hope you enjoy reading this report and find it useful. Please get back to me if you want further information or to make comments. The Third Performance Report will be available in mid-2014 covering the period October 2013 to March 2014.

Alan Lunt
Director of Built Environment, Sefton MBC

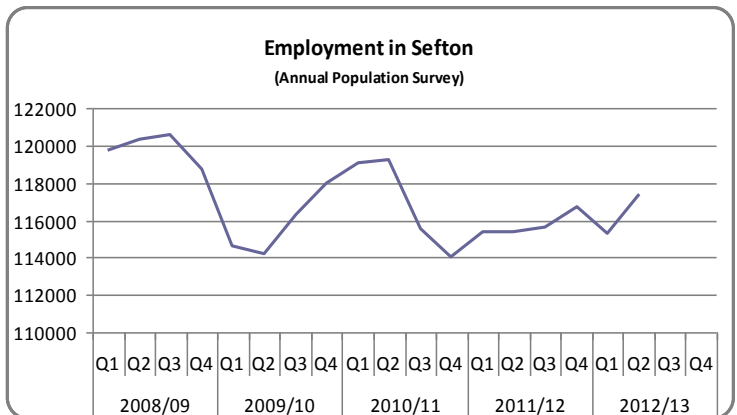
2. Statistical Profile – Latest Indicators

| 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 | | | | |
| Gross Disposable Household Income | N/A | £15,391 | 2011 | Strong: Sefton remains 108% higher than the LCR | ↑ | The gap with the UK continues to close and is now £643. 😊 |
| Worklessness Rate | 14.7 | 25,790 | May 13 | Strong: Sefton's rate is lower than for the LCR and is continuing to improve. | ↑ | The gap is slowly closing as Sefton's rate continues to improve. 😊 |
| Working Age Population with no qualifications | 9.5 | 15,800 | 2012 | Strong: Sefton continues to improve and is now 3.5% lower than the LCR. | ↑ | Sefton is now outperforming the UK 😊 |
| Business Stock/Density per 1,000 population | 45 | 7,570 | 2012 | Strong: Sefton has 45 businesses per 1,000 population compared with 39 for the LCR. | ↑ | The gap with the UK has narrowed 😐 |
| Business Births | 53 | 895 | 2012 | Similar : Sefton had 53 business starts per 10,000 population, a significant improvement compared to 48 for the LCR | ↑ | The gap with the UK has narrowed over the last 12 months 😐 |
| Self Employment Rate | 7.3 | 12,200 | Apr 12 – Mar 13 | Strong: Sefton is continuing to outperform the LCR | ↑ | The gap with the UK remains at 2.2% 😞 |
| Employment Rate | 69.6 | 115,300 | Apr 12 – Mar 13 | Strong: Sefton's rate is now over 3% higher than for the LCR | ↑ | The gap has started to widen again. 😞 |
| Working age Population Educated to level 4+ | 28.0 | 46,200 | 2012 | Strong: Sefton's performance is 3.4% higher than for the City Region | ↑ | The gap between Sefton and the UK is now 6.2% 😞 |
| JSA Claimant Rate | 4.2 | 7,103 | Sept 13 | Strong: Sefton has seen a much greater improvement in its claimant rate. | ↑ | Although improving Sefton's claimant rate is still much higher. 😞 |
| NEET Population | 6.28 | 556 | Sept 13 | Strong: the rate is 1.5% lower than for the LCR | ↑ | N/A N/A |
| Average Earnings (residents) | N/A | £23,026 | 2012 | Similar : Sefton's residents earnings are falling, but are still similar to those for the LCR | → | The gap continues to widen 😞 |
| GVA per head | N/A | £11,797 | 2011 | Weak : Sefton is 75% of the LCR average, due to there being some improvement over the last two years | ↓ | The gap with the UK continues to show no improvement. 😞 |
| Business Deaths | N/A | 910 | 2012 | Similar: Sefton's saw a 18.2% increase in the number of business failures in 2012, twice the increase for the LCR | ↓ | Sefton performed poorly in comparison to the UK and the gap has widened 😞 |
| Average Earnings (workplace) | N/A | £20,143 | 2012 | Weak : Sefton's average workplace earnings are falling and are over £3,000 lower than for the LCR | ↓ | The gap continues to widen. 😞 |
| Unemployment Rate | 9.9 | 12,600 | Apr 12 – Mar 13 | Weak : For the first time Sefton's unemployment rate is higher than for the LCR | ↓ | The gap between Sefton and the UK is now widening 😞 |
| Private Sector Emp | 74.3 | 65,600 | 2012 | Weak : Sefton's proportion of public sector employment is 1.5% higher than for the LCR. But the gap has closed slightly in 2012. | ↓ | Sefton has a much lower proportion of private sector employment. But the gap has closed very slightly in 2012. 😞 |
| Public Sector Emp | 25.7 | 22,700 | 2012 | | | |
| Sefton Jobs | N/A | 88,200 | 2012 | Weak: Sefton experienced a 3% fall in employment numbers between 2011 and 2012, but the LCR saw less than 0.5% fall. | ↓ | Sefton suffered much greater job losses than the country as a whole in 2012. 😞 |
| LTU Rate All Ages | 34.0 | 2,410 | Sept 13 | Weak: Long term unemployment continues to be over 2% higher than for the City Region. | ↓ | Sefton continues to have a rate over 3% higher than for the UK. 😞 |
| JSA Claimant Rate 18-24 | 9.1 | 2,010 | Sept 13 | Weak: Although improving slowly, the rate remains higher than for the LCR | ↓ | The gap is over 3% higher than for the UK 😞 |
| LTU Rate 18-24 | 20.9 | 420 | Sept 13 | Weak: rate is now 1% higher than for the LCR. | ↓ | The rate is almost 2% higher than for the UK 😞 |

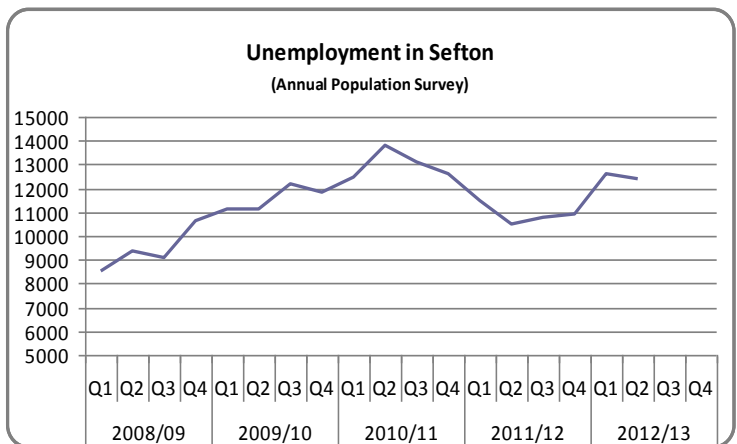
3. Headline Performance

Mitigating the local impact of the recession

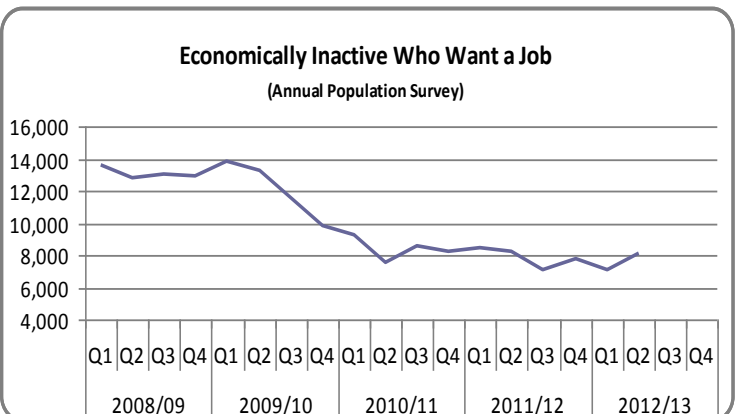
- **Employment** has been showing signs of recovery, particularly in the last recorded quarter, but remains several thousand below peak values in the 2008.



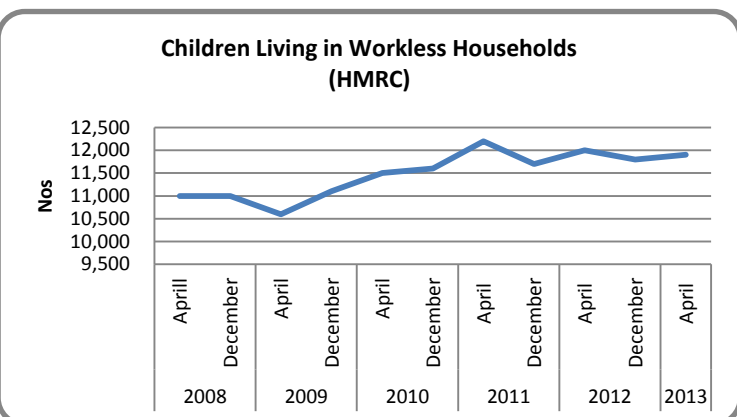
- **Unemployment in Sefton** rose significantly in the first recorded quarter of 2012/13, and remains high despite a dip in the most recent quarter.



- The number of **economically inactive people who want a job** has halved in the last two years. This reflects increased transition to the labour market as inactive benefits are tightened up.

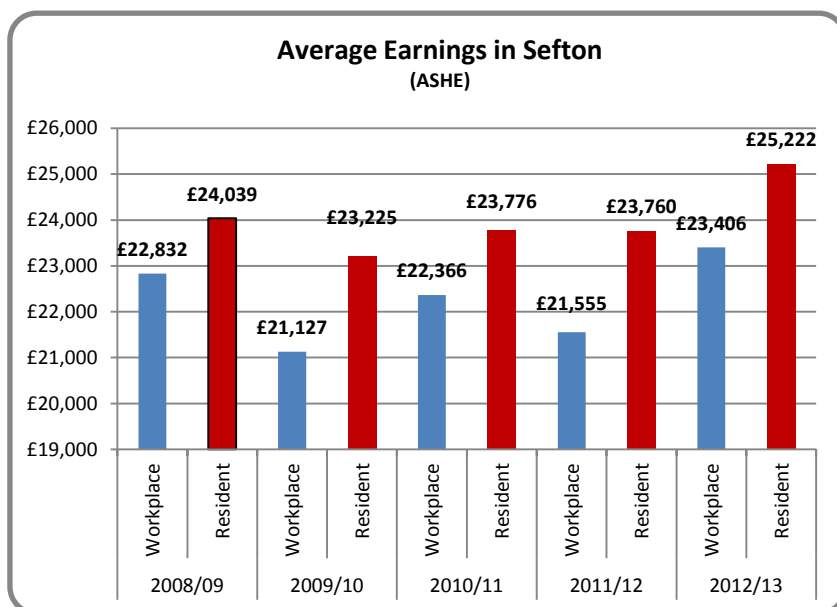


- The number of **children living in workless households** is a proxy measure for child poverty, and shows a sustained increase since 2009.



Narrowing the performance gap

- Although Sefton's **GVA** has grown over the past 10 years, there is still a gap between Sefton, the LCR and the UK. However, in the last two years the gap between Sefton and the LCR has narrowed further and Sefton now stands at 75% of the LCR total, an improvement of 5 percentage points.
- Gross Disposable Household Income** in Sefton has continued to grow and is 7% higher than that for the LCR, but still 4% lower than the UK average.



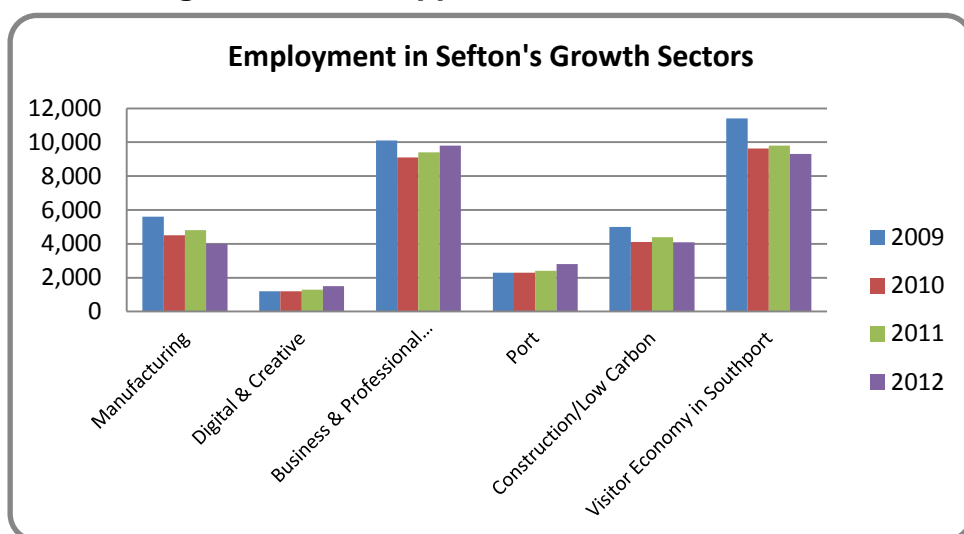
The **average wages** paid by Sefton businesses saw a significant rise in 2012. Average full time wages paid in Sefton are currently £23,406, however, this is still 4.4% lower than for Merseyside and 11.5% lower than for the UK.

In comparison, the **wages of residents** are significantly higher, this is due to the fact that Sefton offers an attractive environment for higher-earning residents of the city region. The average wage for Sefton residents is £25,222, 2% higher than that for Merseyside, but remains 4.9%

lower than for the UK.

- Sefton's **business stock** has fallen by 2.6% since the beginning of the economic downturn. This fall is approximately 0.6% greater than for the City Region, whilst the UK stock is now 2% higher than it was in 2008.
- The number of **business births** is down now identical to the performance in 2008, however **business deaths** are up by 23.8% over the same period. These figures are slightly higher than those for the City Region, but significantly higher than for the UK as a whole.

New growth sector opportunities



About 31,000 (35%) of Sefton's workforce is employed in the City Region's four **Transformational Sectors**, or in supporting sectors manufacturing and construction. Sefton's Business Advisors are available to provide advice and guidance to all sectors but there is special targeting of the Knowledge Economy, Super Port, Construction/Low Carbon and the Visitor Economy. The table shows Sefton's performance in key elements of these sectors over the past 4 years. In 2012 there was an

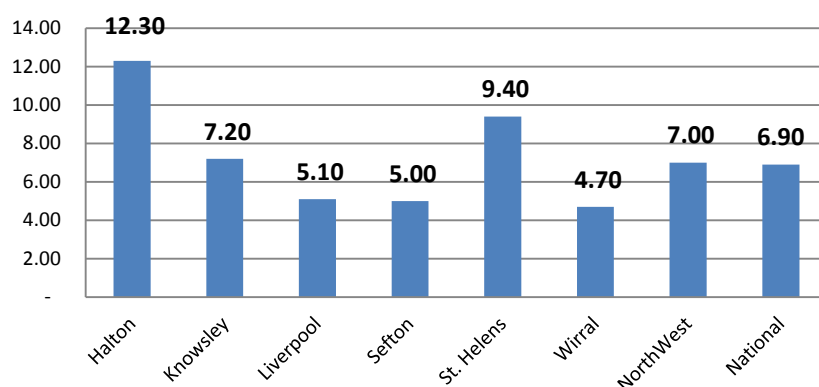
increase in employment in Port and Port Related Sectors and Business and Professional Services. The Visitor Economy and Construction Sectors are continuing to struggle in the current climate.

Green growth

- Sefton's CO₂ emissions continue to fall. The borough's emissions are the 2nd lowest in the LCR and lower than both the North West and Nationally.

Overall CO₂ Emissions Per Capita 2011

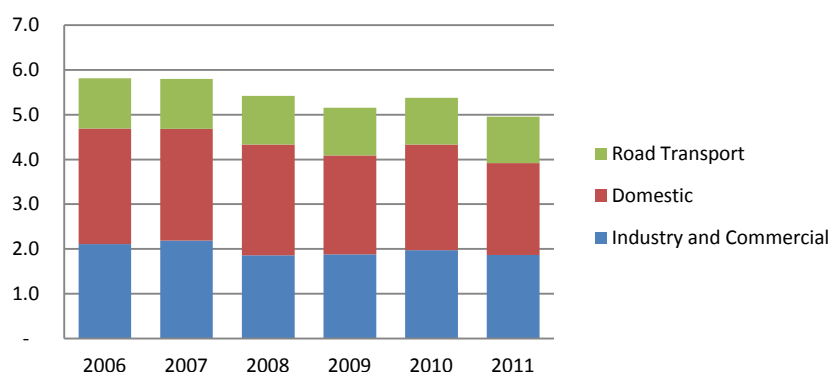
(DECC)



- The slight increase in 2010 has now been reversed and there were reductions in emissions across all sectors.

Carbon Emissions Per Sector

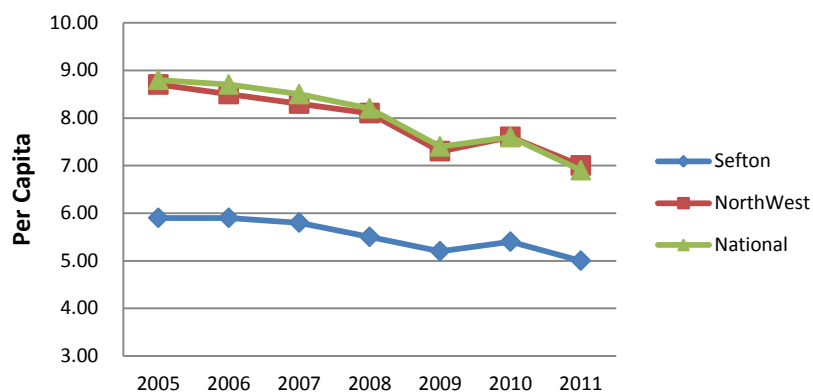
(DECC)



- Sefton continues to perform strongly against both the North West and National achievements in carbon reduction. This partly reflects the downturn in economic activity associated with the recession.

Carbon Emission Trends 2005 - 2011

(DECC)

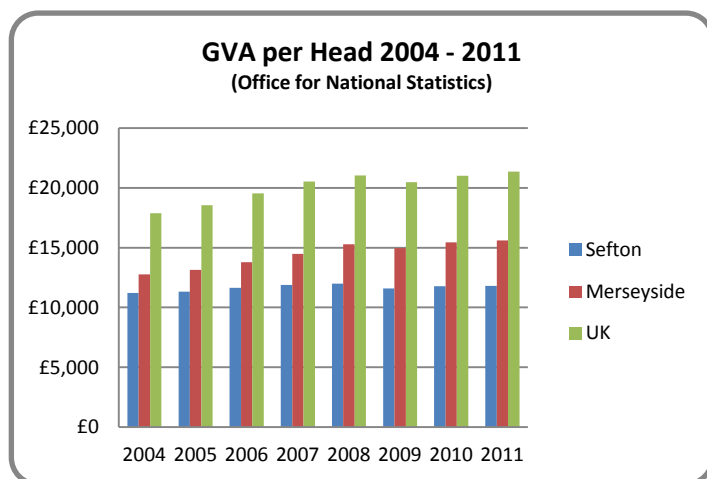


4. Trends in Sefton's Economy

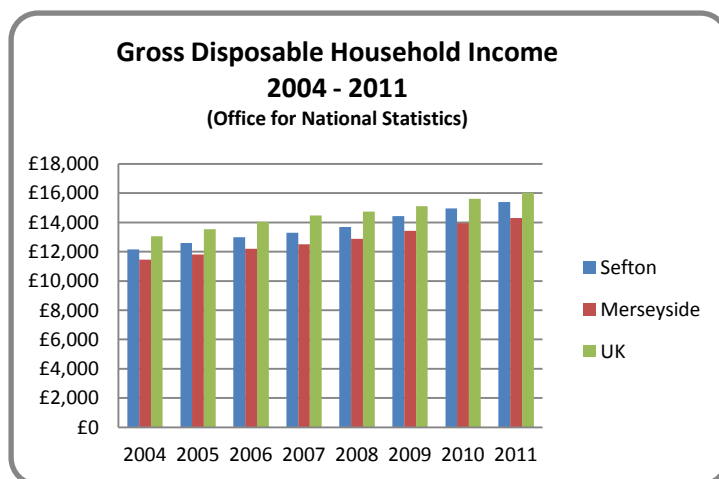
Sefton's **GVA** (the difference between the cost of producing goods and selling them) is currently £11,797, significantly lower than for Merseyside and the UK. Sefton's businesses are predominantly in the Service Sector, which means that we are not a high productivity area and therefore GVA remains lower.

The **Gross Disposable Household Income** (the amount of money left after payment of tax, NI, pension and mortgage costs) has risen again to £15,391. Rising living costs will, however, use up much of the GDHI in the area. The Sefton figure is 7% higher than that for Merseyside, but remains lower than for the UK.

Graph 1



Graph 2

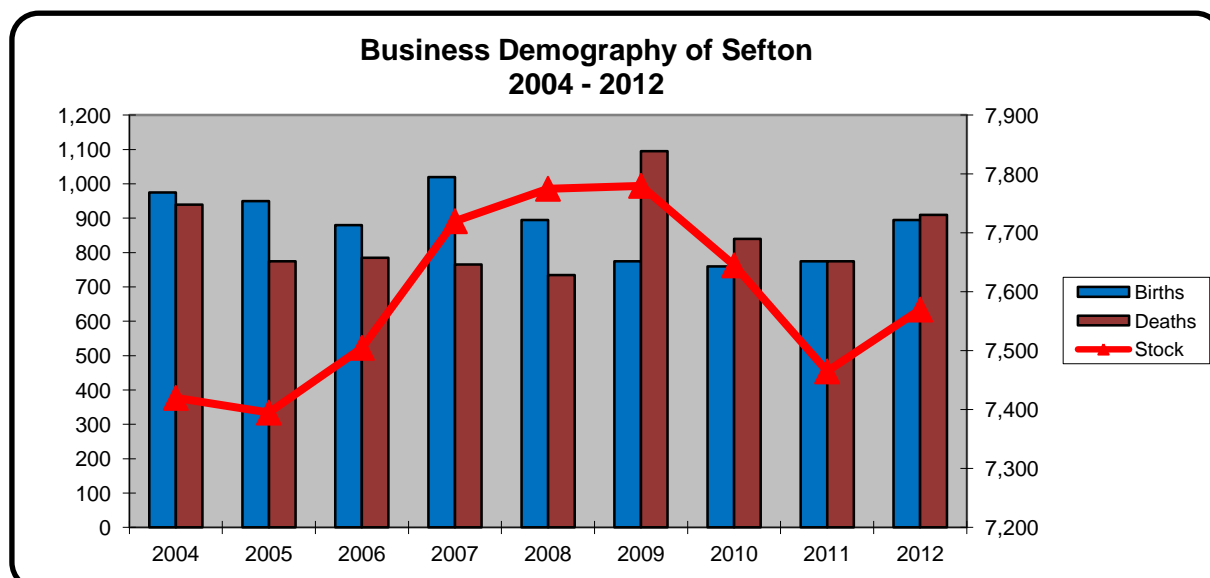


In 2012, Sefton's **business stock** was just under 7,600, a rise on the previous year. Since 2008 Sefton has seen its business stock fall by 2.6%, compared with an increase of 0.6% for the LCR. The UK as a whole has seen a continued increase in its business stock in 2012, and is now 2% higher than it was in 2008.

There were just under 900 **new businesses** created in Sefton, however, approximately 910 **businesses failed** during the same period. There was an 18.2% rise in the number of businesses closing in Sefton in 2012, this compares with an 7.2% rise for the LCR and an 11.0% rise for the UK.

In 2012, Sefton now had 53 **new businesses start ups per 10,000 working age population**, a significant rise on the previous year. This compares with 48 for the City Region whilst the gap with the UK has also narrowed during this period.

Graph 3



Employment in Sefton

In 2012 there were 88,200 people employed at a workplace in Sefton.

The **health sector** currently has the largest proportion of jobs in Sefton at 18.6% (16,000), despite suffering an overall loss of around 500 jobs. Over 45% (7,500) of health sector employment is based in the north of the borough.

The **retail sector** accounts for 14.1% (12,400) of jobs in Sefton, again the largest proportion of jobs is in the north of the borough.

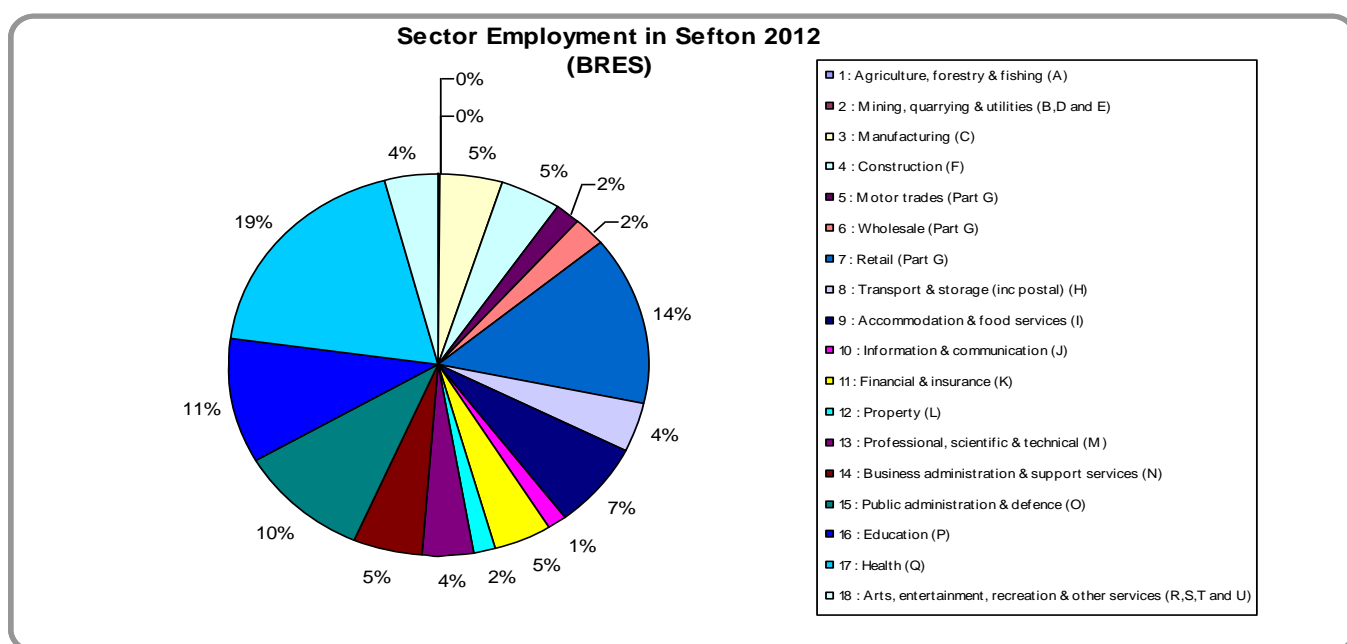
Employment in **public administration** accounts for 10.2% (9,000) of the employment in Sefton, 83% (7,500) of all public administration jobs in Sefton are in the south of the borough, where it accounts for 20.4% of the south Sefton total employment, a significant fall on previous years, when it represented over 35% of all jobs in the area.

The largest number of **job losses** in 2012, was in public administration, a fall of close to 2,000.

The next highest number of job losses in Sefton in 2012 was in manufacturing, with an overall loss of approximately 800 jobs.

Construction, Finance, Accommodation & Food and Health have also seen significant losses.

Graph 4



Public sector employment is continuing to fall, in the last year we have seen a 3.3% reduction in the number of public sector jobs (source: BRES). The contraction of jobs has been mainly in public administration (rather than education and the NHS).

Despite the cut in jobs over the last two years, Sefton continues to have a much higher level of **public sector, health and education employment**. In 2011, Sefton 25.7% of jobs are in the public sector, compared with 24.3% in the LCR and 19.4% the UK. Between 2011 and 2012 the total number of jobs in Sefton has fallen by almost 3%, from 90,900 to 88,200.

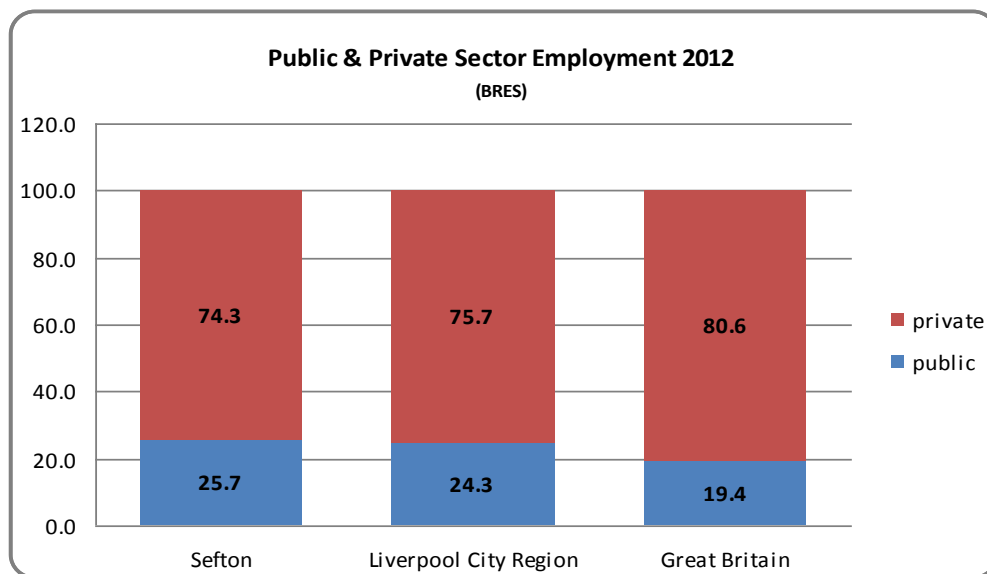
Central Government predicted that private sector job creation would off-set job losses in the public sector, however to date this has not occurred in Sefton.

| Area | % Change 2011-12 | |
|------------|------------------|----------------|
| | Public Sector | Private Sector |
| Sefton | -14.0 | 1.5 |
| LCR | -5.9 | 2.6 |
| North West | -5.1 | 1.7 |
| UK | -4.5 | 1.9 |

| % Change 2009 - 2012 | |
|----------------------|----------------|
| Public Sector | Private Sector |
| -20.4 | -2.0 |
| -8.1 | 2.5 |
| -4.9 | 1.3 |
| -5.1 | 0.8 |

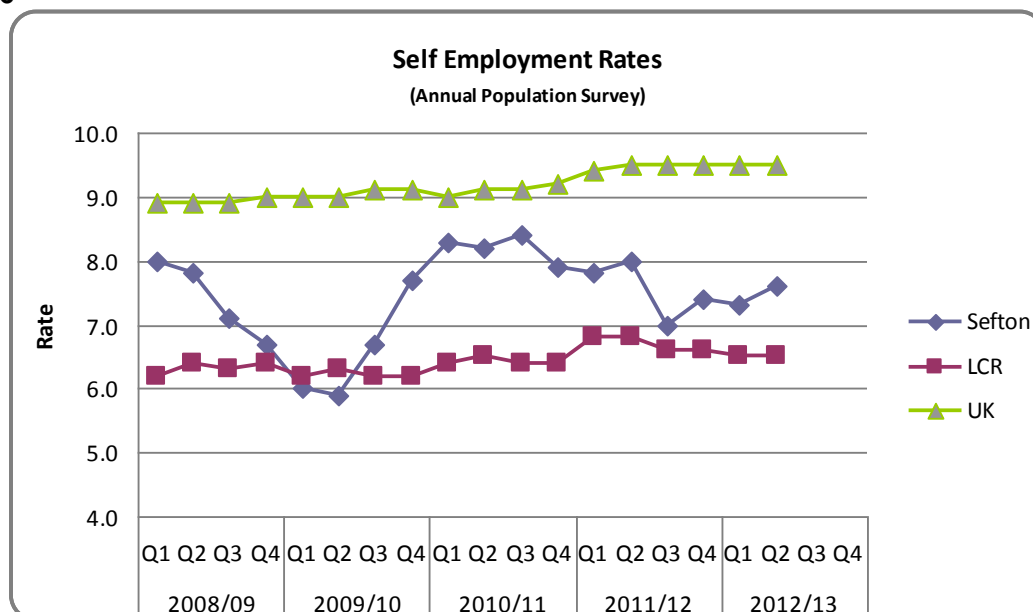
Although the percentage split between the private and public sector is changing in Sefton, the number of jobs is also falling. Despite current rationalisation of public sector accommodation by Government Departments seeing public sector staff being relocated to Bootle's Office Quarter, the number of public administration jobs in Sefton has still reduced.

Graph 5



Self employment in Sefton has shown signs of recovery over the last 4 recorded quarters. It is now 7.6%, over 1% higher than the rate for the LCR. However, the rate still remains lower than that for the UK as a whole.

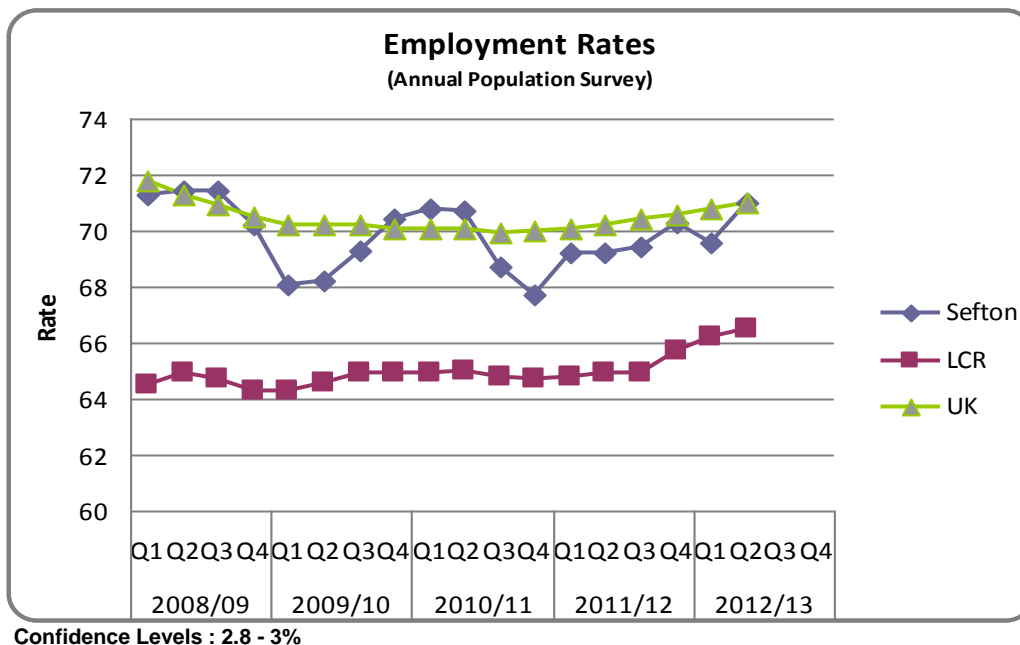
Graph 6



Confidence Levels :1.7%

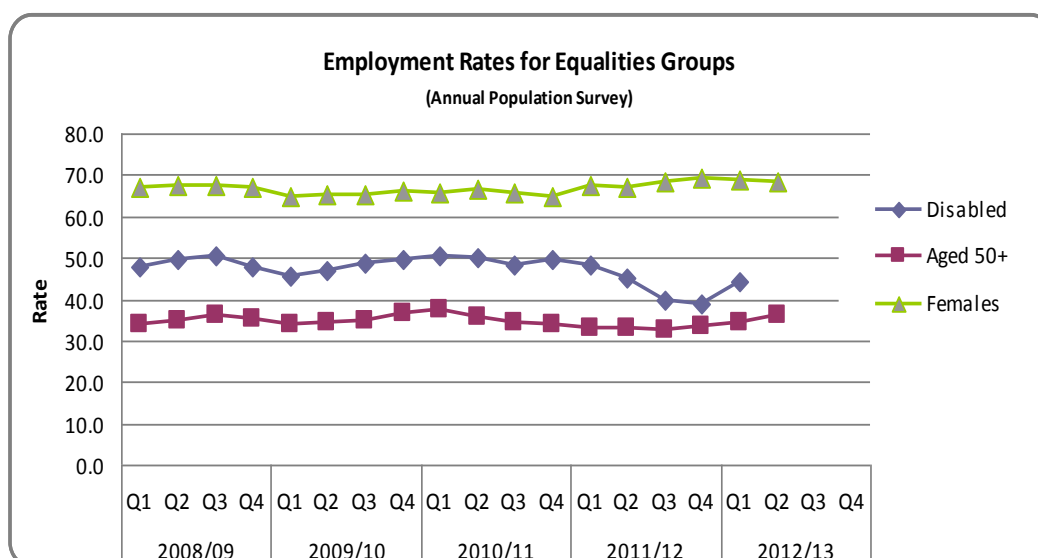
Sefton's overall **employment rate**, has also shown significant signs of recovery particularly over the last two recorded quarters. It has now recovered to 71%, identical to the UK rate, and 3.5% higher than the rate for the LCR.

Graph 7



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

Graph 8



Female employment rates in Sefton remain high and are currently standing at 68.6%. 4.4% higher than for the LCR and 2.6% higher than the UK.

Employment amongst those residents who have a **disability**, was showing signs of recovery, the last recorded rate was 44.3%. This is an improvement of more than 4% since the last recorded quarter. However, it should be noted that confidence levels for these figures are plus or minus 6.9 percentage points (see Glossary for further explanation). Due to a change in the wording of disability questions in the Annual

Population Survey it has been necessary for Nomis to remove this indicator. New data will now only be released annually, in the April – March dataset.

Employment rates for **older residents** (aged 50+) are also starting to show some improvement, rising from 33.3% at the end of 2011/12 to 36.2% in the second quarter of 2012/13.

This group should also include information on **ethnic minority groups**, however due to low numbers the estimate and confidence levels are unreliable.

The new Census of Population 2011, provides us with a more accurate picture of the ethnic population within Sefton. Sefton has a relatively low ethnic population and therefore, often statistical information is unreliable. According to the 2011 Census the **ethnic population** is now 2.5%, a 1 point rise on the Census 2001 figure.

Unemployment in Sefton

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

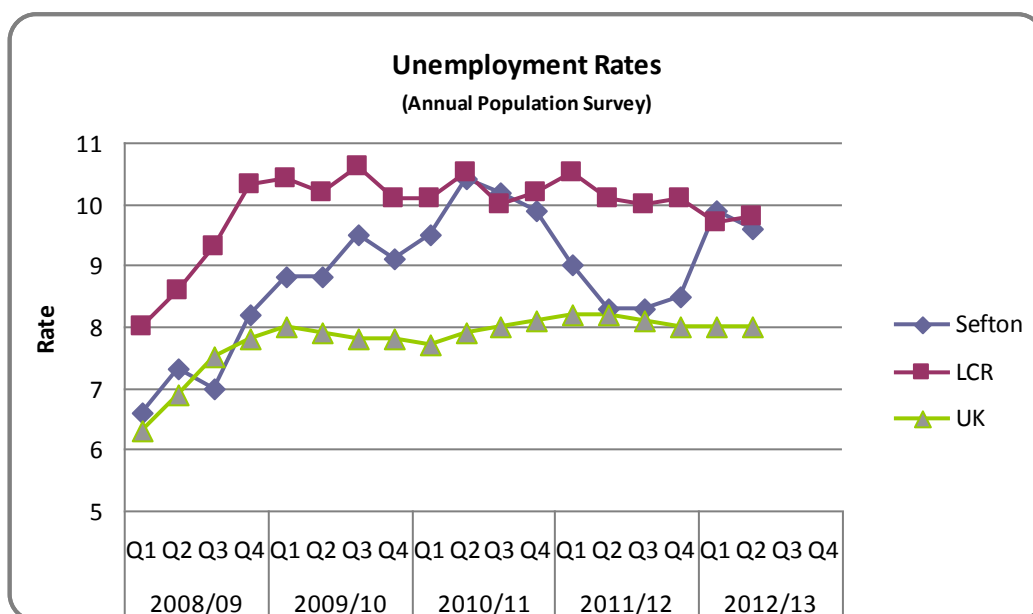
Unemployment is measured by a national sample survey – the Annual Population Survey – and is the most comprehensive dataset for understanding the number of residents who are without a job, regardless of whether they are receiving benefits (the definition used by the International Labour Organisation). 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.

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.

Overall **unemployment** has seen a significant rise in the last year and is currently 9.6%. In the first quarter of 2012/13 it peaked at 9.9%, but has now recovered slightly. It is now just below the rate for the LCR (9.8%), and almost 2% higher than the rate for the UK (8.0%).

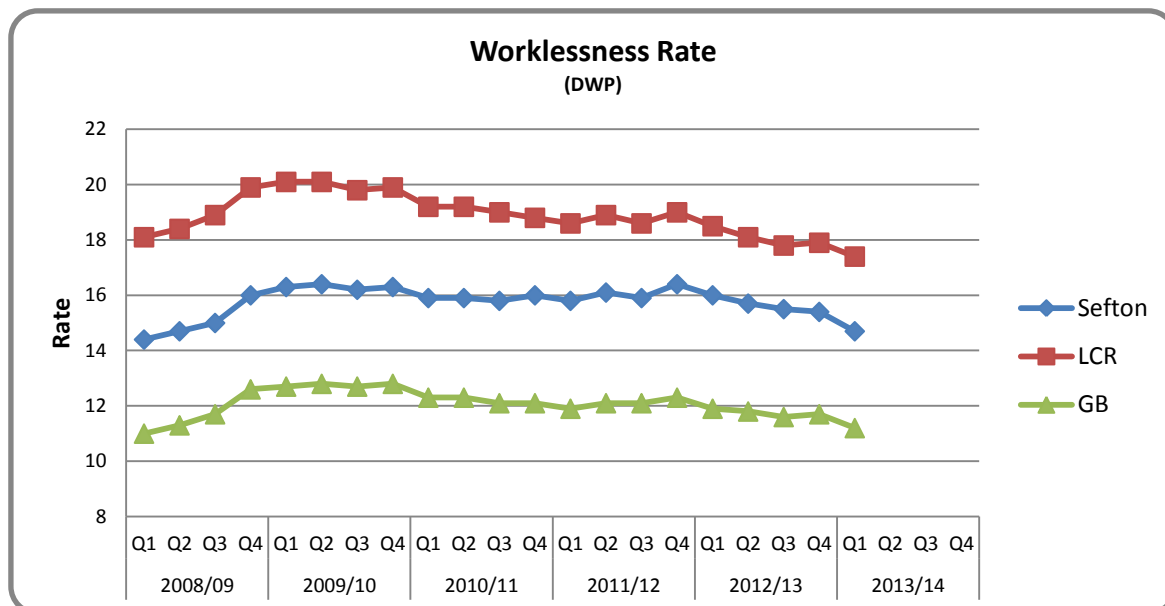
Graph 9



Confidence Levels : 2 – 2.3%

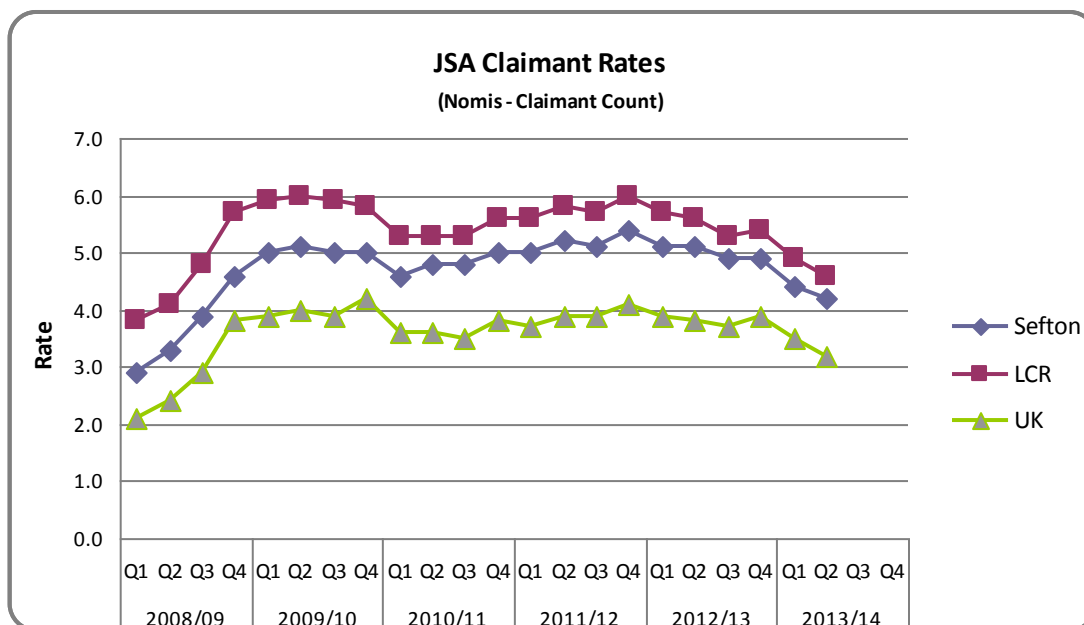
Worklessness rates in Sefton have fallen slowly but consistently through 2012/13. Rates reached a peak of 16.4% in mid 2009/10 and currently stand at 14.7%. Sefton's rate is 2.7% below the rate for the LCR, but is 3.5% higher than the rate for Great Britain. The gap between Sefton and Great Britain is narrowing.

Graph 10



JSA claimant rates in Sefton continue to improve and are currently lower than the rate for the LCR, however they remain higher than the national figures. The rate in Sefton is currently 4.2%, almost half a percent lower than for the City Region, but still 1.0% higher than for the UK as a whole.

Graph 11

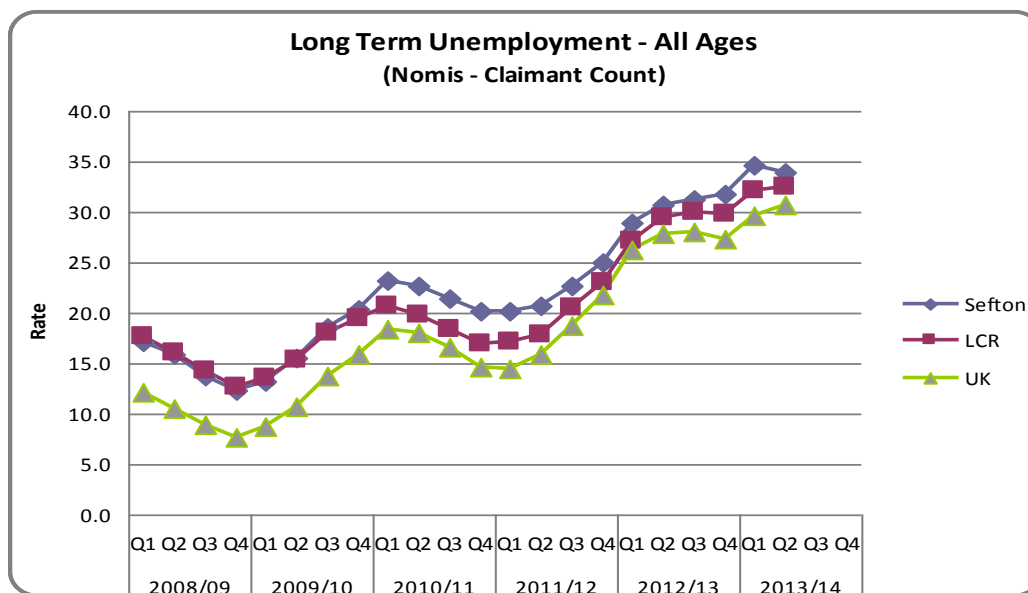


Claimant Count Unemployment, ILO Unemployment and Worklessness Comparison Table

| Area | Claimant Count May 2013 | ILO Unemployment May 2013 | Worklessness May 2013 |
|-----------|----------------------------|------------------------------|--------------------------|
| Halton | 3,806 | 6,400 | 13,130 |
| Knowsley | 5,310 | 8,300 | 19,790 |
| Liverpool | 19,050 | 24,400 | 62,800 |
| Sefton | 7,044 | 12,400 | 24,630 |
| St Helens | 5,071 | 6,000 | 18,170 |
| Wirral | 7,483 | 10,000 | 30,730 |
| LCR | 48,167 | 67,600 | 169,250 |
| GB | 1,432,607 | 2,411,400 | 4,467,090 |

New claimants tend to have more success accessing employment, rather than those employed for 12 months or more. **Long term unemployment** is a particular problem in Sefton and continues to rise, particularly amongst the younger cohort. Sefton's overall long term unemployment is currently 34.0%, 1.5 points higher than the City Region (32.5%) and over 3 points higher than the UK (30.8%).

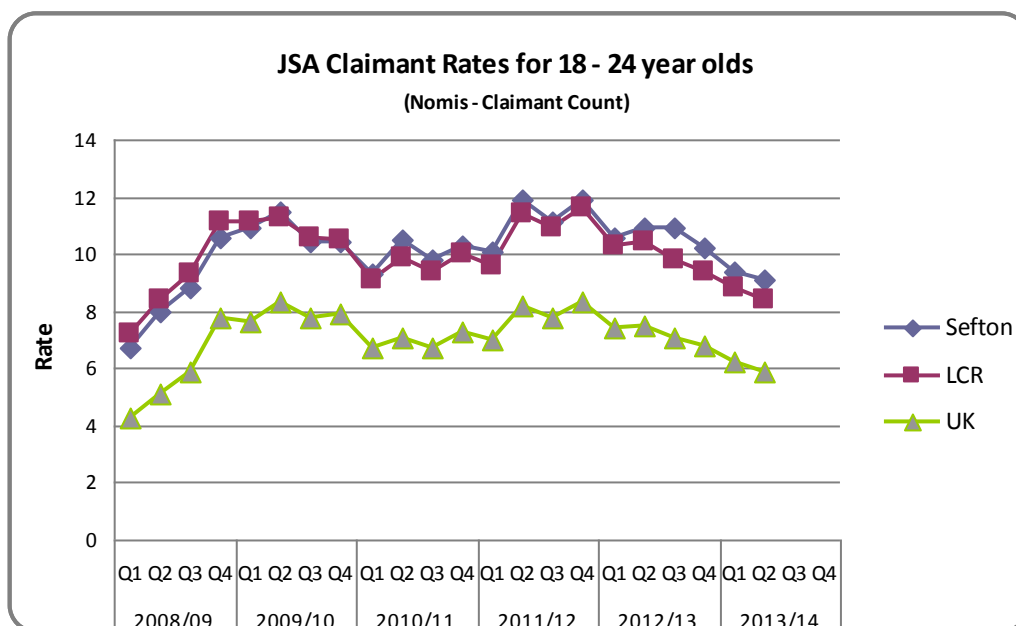
Graph 12



The **youth claimant rate**, at 9.1%, is now 0.7% higher than that for the LCR, and over 3% higher than the rate for the UK.

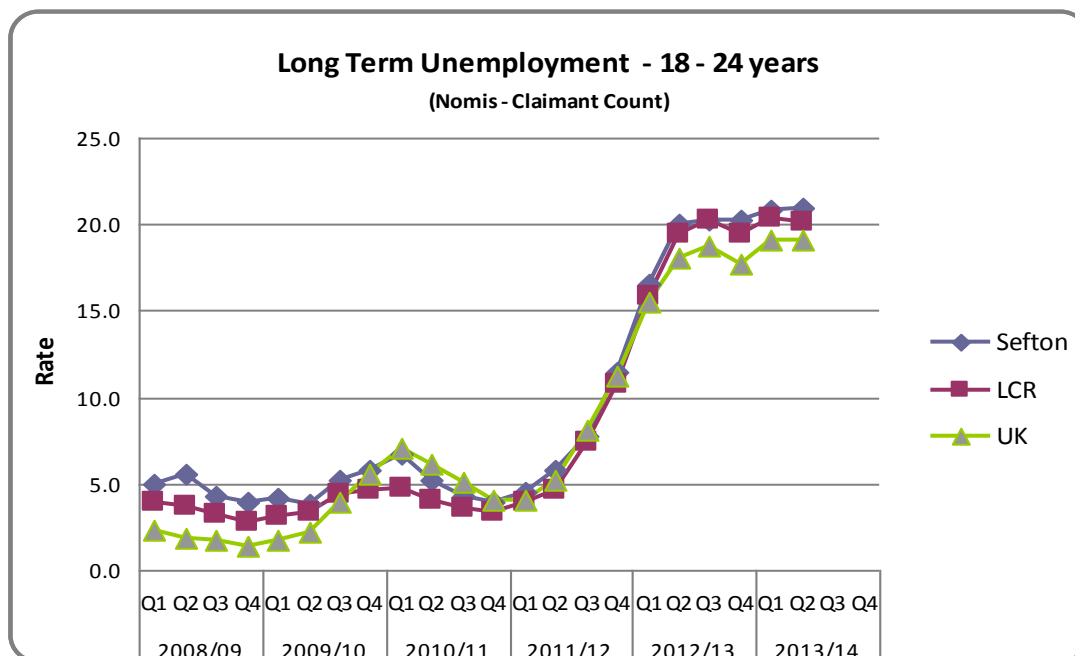
The number of **young claimants** has seen some improvement over the last 12 months, but continues to be a great concern in the borough.

Graph 13



Long term youth unemployment continues to grow across Sefton, where 21% of young claimants have been claiming JSA for more than 12 months. This is slightly higher than the LCR and is almost 2 points higher than the rate for the country as a whole.

Graph 14

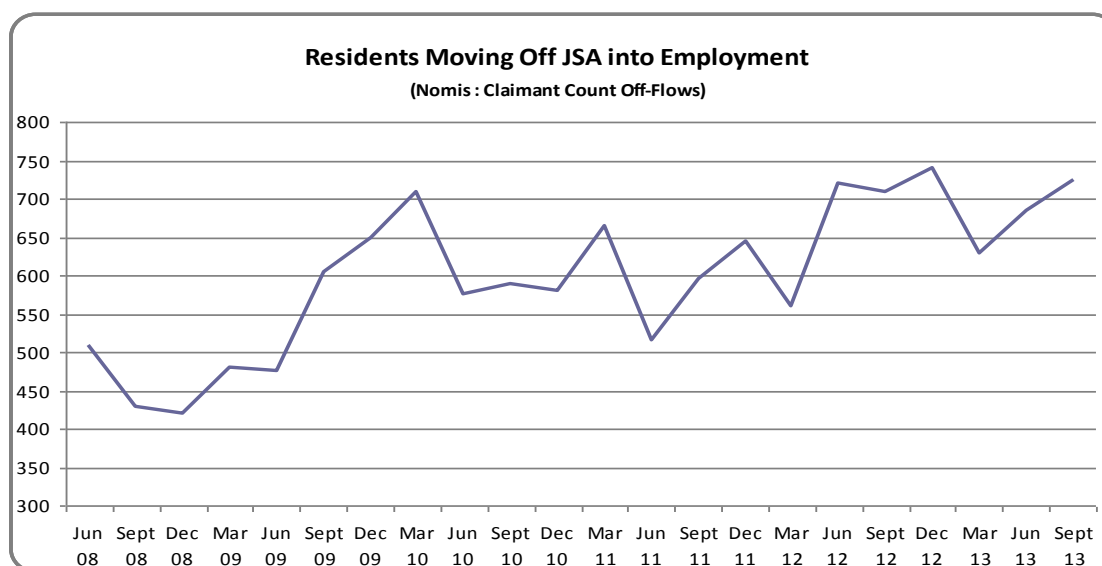


The DWP provides us with information on the number of former claimants who **move off benefits and into employment** each month.

The percentage of off-flows with a "not known" or "failed to sign" destination has increased since the start of the series (representing 44% of total UK off-flows in July 2009). 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.

The number of residents, known to have moved into employment, reached its highest level in December 2012. Sefton is following a similar pattern to that for the LCR and UK.

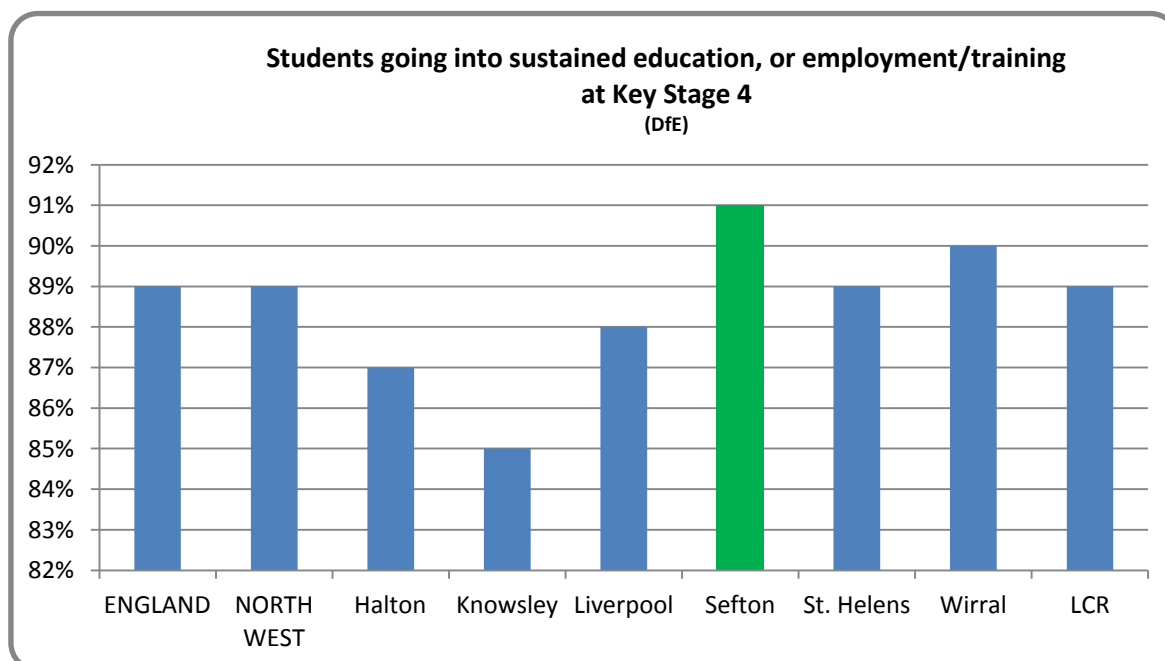
Graph 15



The Department of Education has recently released figures for the **Destination of School Leavers** at Key Stage 4 and Key Stage 5, for 2010/11. Sustained participation is based on attendance at two terms, October – March.

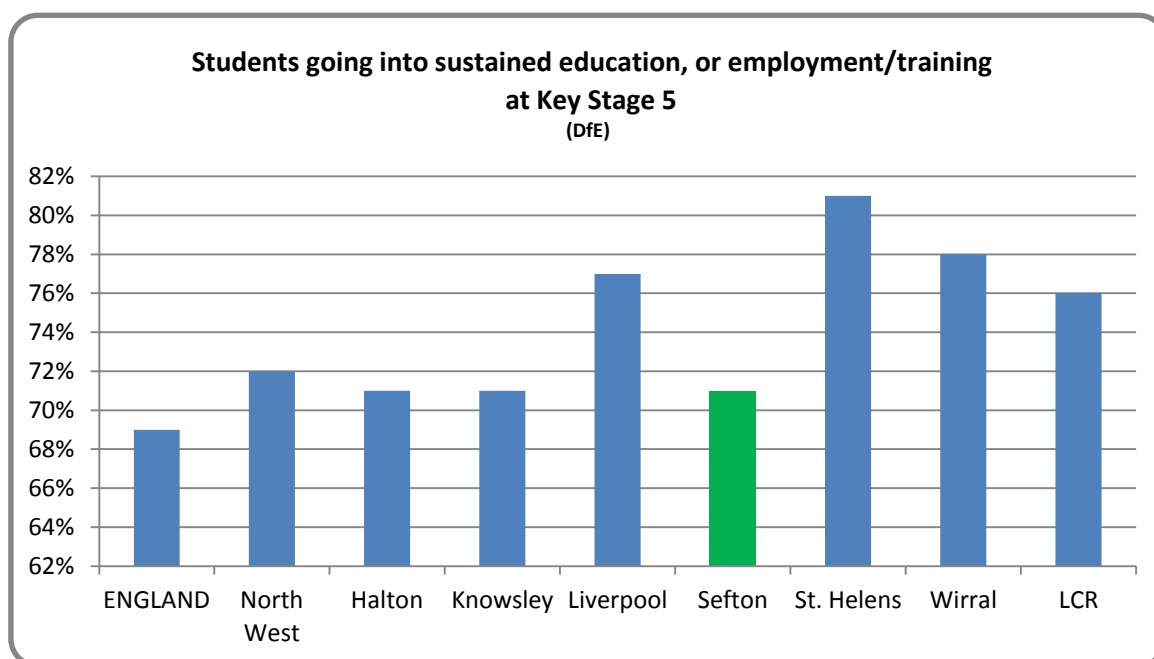
Sefton performs strongly at the end of Key Stage 4 with 91% of students moving into sustained education or employment and training. 89% remain within the education system. Sefton is the highest performing borough in the City Region and also outperforms both the North West and England.

Graph 16



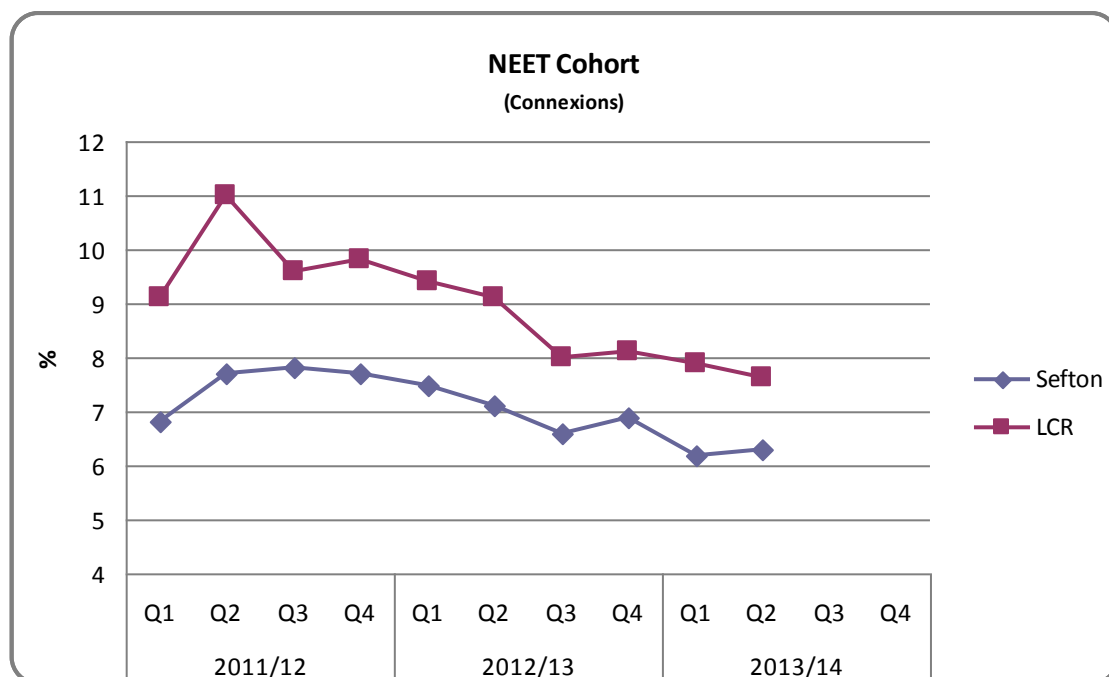
At the end of Key Stage 5, 71% of young people continue with their education or move into employment/training. 63% remain within the education system. Sefton still performs well against England as a whole, but less well against other local authority areas. 51% of Sefton young people move onto to UK Higher Educational Institutes.

Graph 17



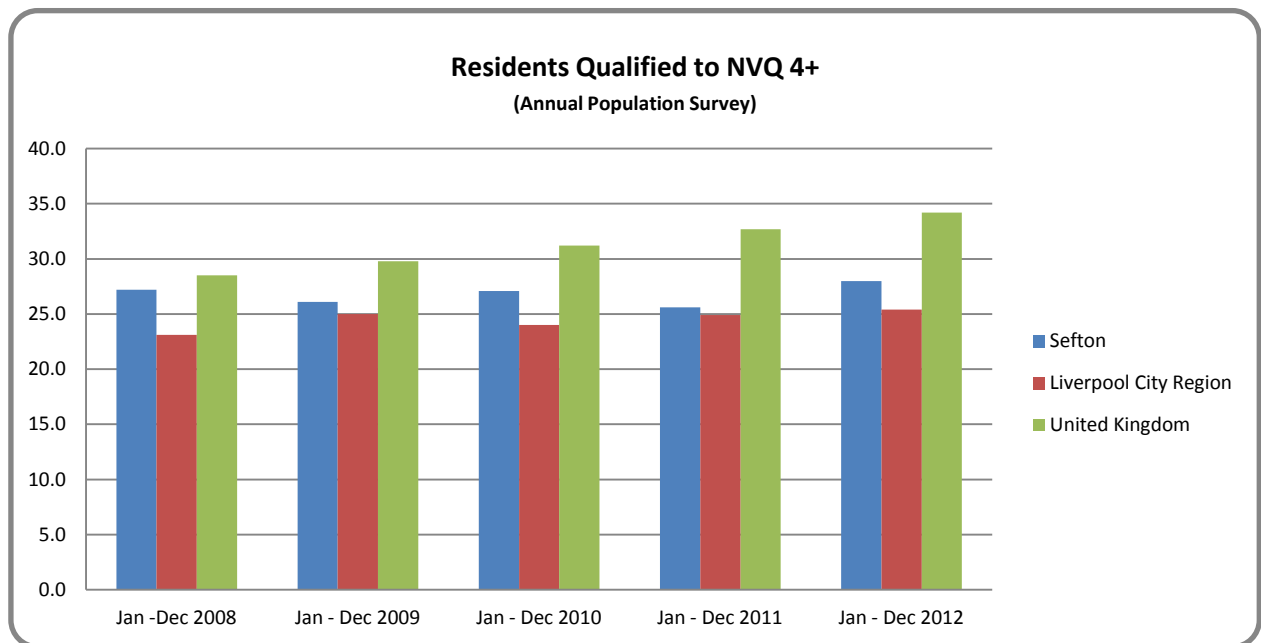
The **NEET (Not in Education, Employment or Training)** figure for Sefton continues to have small peaks and troughs, and stood at 6.28% in September 2013, compared with 7.62% for the City Region. National data is not available.

Graph 18



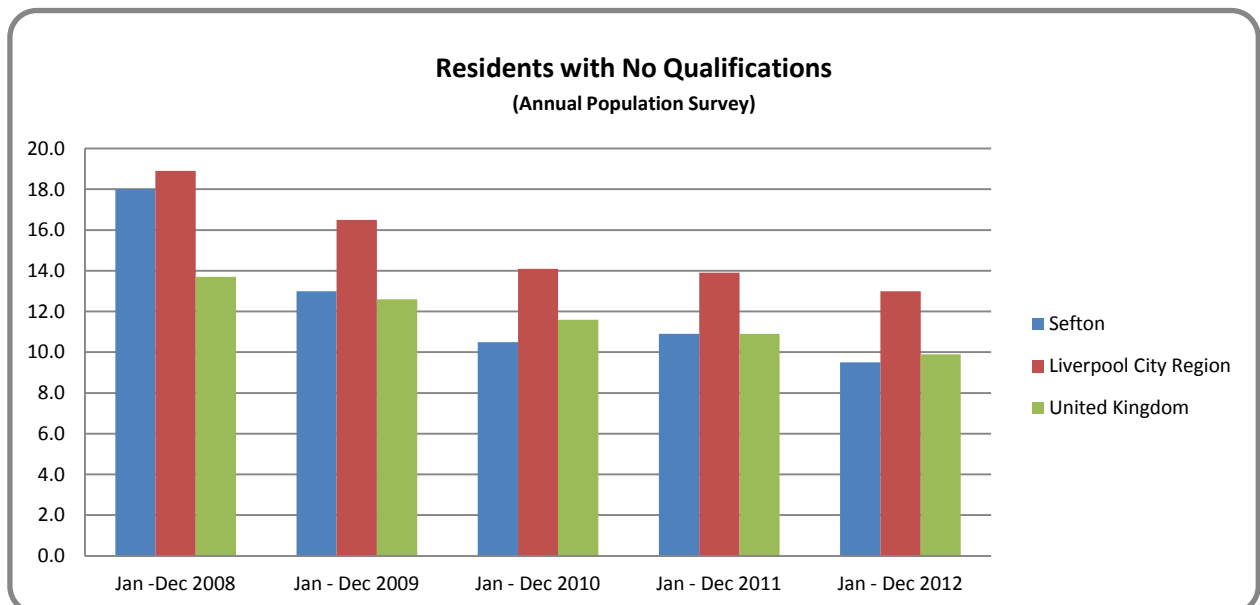
In 2012, 28.0% of Sefton's working age population were **qualified** to NVQ Level 4+. There has been a 2.5% improvement since 2011, with the rate 2.6% higher than that for the Liverpool City Region. However, the gap with the UK, although improving, is still wide at 6.2%.

Graph 19



The % of Sefton's working age population with **no qualifications** has fallen significantly since 2008 and now stands at 9.9%. This is now lower than both the City Region and UK figures.

Graph 20



5. Strategy Monitoring Report

Objective 1 More new starts to replenish the business population

Headline Achievements

- 46 new business start-ups created through Invest Sefton's Stepclever Legacy Fund
- Over 1,100 businesses engaged through Invest Sefton and Sefton@work
- Sefton partners have supported over 1,240 new business start-ups since 2008

Sefton has traditionally performed well at a LCR level in terms of creating new business start ups and this has been reflected in local business support programmes over the past five years through Stepclever and the Working Neighbourhood's Fund which have generated over 670 new businesses in the borough.

The latest business births data shows Sefton creating 46 new start ups per 10,000 of the population compared with 45 for the rest of the LCR. However this is still significantly below the UK. The same applies to Sefton's self employment rate which at 7.3% continues to outperform the LCR but at national level the gap remains at 2.2%. The creation and development of sustainable new businesses remains a key priority for the council and its key stakeholders.

The UK Government has looked to a range of private sector led initiatives to help stimulate business growth including New Entrepreneurs Allowance (managed locally by St Helens Chamber of Commerce and Blue Orchid), Government loan schemes and business mentoring programmes. St Helen's Chamber has a weekly session for local residents in Sefton@Work's Bootle office.

Invest Sefton has responded to this challenge with a mix of both direct and partner led support to help stimulate new business start ups in Sefton. It has established a referral process for Sefton residents seeking to set up their own business or become self employed with the Big Enterprise in the Communities programme- a consortia of providers funded by ERDF and led by Social Enterprise NW. Consortia partners including South Sefton Development Trust and The Women's Organisation.

Social Enterprise North West (SENW)

SENW has secured £3m ERDF matched against a further £3m to deliver the Big Enterprise in Communities programme. The aim is to stimulate enterprise in disadvantaged communities and underrepresented groups in the Liverpool City Region. SENW leads a consortium of partners delivering start up advice support and guidance to individuals and social enterprises through a staged programme of delivery:

Stage One - (Pre) Pre-start up awareness raising workshops (community engagement)

Stage Two - Pre-start up group based workshop support and action planning

Stage Three - Business creation start up assistance, including business planning

Stage Four - Social Enterprise Intermediate business development support

Stage Five - Social Enterprise Intensive Support - Growth, Income & Diversification

Progress in Sefton up to 30th September 2013 is as follows:

| | |
|--------------|--------------|
| Stage One | 459 |
| Stage Two | 379 |
| Stage Three | 385 |
| Stage Four | 9 |
| Stage Five | 15 |
| | |
| Total | 1,247 |

Stepclever Legacy Fund

Invest Sefton also manages the Stepclever Legacy fund which is available to both new business start-ups and existing businesses located in six south Sefton (Derby/Linacre) and north Liverpool (County/Anfield/Kirkdale/Everton) wards. Grants are available from £750 up to a maximum of £25,000. **A total of 46 new business start-ups have been supported with funding, advice and support.**

Objective 2 Grow existing businesses and stimulate the economy

Headline Achievements

- 1,057 business participants attended 30 Invest Sefton business support events & Workshops.
- Over 1,100 businesses engaged through Invest Sefton and Sefton@work activities.
- 80 jobs created through Stepclever Legacy fund.

The latest business stock/density data (per 1,000 of the population) shows Sefton as the highest LCR district with 44 businesses per 1,000 of the population compared with 39 across the city region. Sefton also saw a 7.8% improvement in the number of business failures, almost 2% higher than for the LCR although the gap with the UK continues to widen.

InvestSefton remains at the heart of business growth support and together with **Sefton@work** has secured £1.2m ERDF as part of the **Merseyside Business Support Project**. This will help deliver support to up to 400 Sefton businesses. Businesses can receive up to 12 hours of free support covering a wide range issues.

A team of highly experienced accredited business and employment support specialists will provide dedicated support to Sefton businesses. The team has now engaged with over 1,100 businesses offering a mix of support including:

- Free business events and workshops to meet business needs
- Financial support in the Stepclever Legacy project wards
- Providing business advice and guidance
- Helping businesses to access finance
- Dealing with Sefton Council more easily and effectively
- Quality signposting to partners
- Recruitment of new staff through Sefton@work
- HR advice and support through Sefton@work
- Finding premises and helping businesses relocate in Sefton
- Supporting business to access new markets, including export
- Developing supply chain opportunities in public/private procurement.

The Business Support Specialists recently achieved the national Small Firms Enterprise Development Initiative (SFEDI) accreditation

Invest Sefton 'One to Many' approach

Invest Sefton's 'one to many' approach' includes an extensive events/workshop programme which can accommodate from 15-50 businesses up to the more formal setting of Sefton Economic Forum which regularly attracts 200 businesses. The events are part of a wider model that provides a 'ladder of participation' for all businesses ranging from a light touch support (attending an event/phone enquiry/initial meeting) through to an extensive 12 hour programme of support including a full business diagnostic and managed referrals.

30 workshops/forums took place between April-September 2013 attracting 1,057 business participants. The majority of workshops have had a maximum number of 15 places available for companies and in some cases we have had to re run workshops to satisfy demand, in particular the Marketing Essentials and Marketing Clinic workshops. Other event topics have included Export for

Growth; Get it Write First Time; Cloud & Business Continuity; Credit Management; Facebook and Twitter. Sefton@Work run dedicated HR/discipline events for businesses.

The model ensures that all businesses have access to information and support, with a 'filtering' of businesses through the various stages so that targeted sectors and high growth opportunity business receive 1 to 1 support – 'Working with Winners'- intensive support aimed at maximising positive outcomes and return on Investment .

International Festival for Business 2014

The Council has allocated £37,500 capital monies to develop Sefton's business offer in the build up to the International Festival for Business in 2014. This funding was recently used as match to secure a further £37,500 ERDF funding via the complimentary New Markets. An 'International Sefton' delivery plan is currently being prepared which will be shared with CMR.

Invest Sefton will also work in conjunction with Liverpool Vision and UKTI to host a Sefton based event and dinner on 10 June 2014 as part of the actual six week festival

Access to Finance

Stepclever Legacy Fund

The fund also offers capital grant support to existing businesses in the six Stepclever qualifying wards of Derby/Linacre (south Sefton) and County/Anfield/ Kirkdale/Everton (north Liverpool). Grants range from £700 up to £25,000 up to 45% of eligible costs

The project has supported 76 businesses over the past six months and engaged with 276 businesses.

Regional Growth Fund (RGF) – LCR Business Growth grants

Cabinet has approved the delivery of Liverpool City Region Business Growth Grants in Sefton. The fund offers grant support for job creating projects with grants from £50,000 up to £1m. Invest Sefton will deliver the programme in Sefton and has had three expressions of interest pass through the LCR Competitiveness and Consistency Group, which will see grant support of just under £1m support ,total investment of over £2.75m and lead to the creation of 34 jobs. These projects will now be progressed into full applications for final approval by a Sefton steering group to be chaired by Cabinet Member for Regeneration, Housing & Tourism. In addition an RGF round 4 application for a further £4-5m will be formally approved shortly. This will again be LCR wide (including Liverpool) and will have a lower minimum grant of £10,000. A pipeline of Expression of Interest and applications from Sefton businesses is being developed.

Section 106 – Linacre Bridge

Invest Sefton is developing a new business fund for start ups and existing businesses in the Linacre Bridge Improvement model area. The £25,000 fund will provide grant support from £700 up to £3,000.

Merseyside Special Investment Fund (MSIF)

MSIF offer a mix of loans and equity funding to new and existing businesses in the LCR. Performance to date in Sefton is as follows:

- Loan & equity fund - £150k to Sefton solicitors firm in addition to previous awards of £445k in Sefton
- Start up loans - 4 loans made to the total value of £17,700 to new businesses in Sefton

- Sub £50k loans 17 awards to Sefton businesses totalling £698k. In addition a further 5 Sefton businesses received a total of £117k through the Legacy fund.

Inward Investment

InvestSefton continues to work directly with potential inward investors and collaboratively with Liverpool City Region LEP and UKTI on maximising investment opportunities for Sefton.

There are a number of highly confidential enquiries which cannot be identified by company name but include:

- Advanced negotiations relating to a 500,000 sq ft requirement for a major site in Dunning's Bridge Road that could lead to 300-500 jobs. InvestSefton is working with the developer and occupier to access financial assistance to secure the investment in Sefton. Final decision imminent subject to funding being available. Planning application likely to be submitted by end of 2014 with occupation taking place mid 2015.

Supporting relocation of a long established Bootle company to a 100,000 sq ft industrial facility on Wakefield Road. In the process of developing a grant application for just under £600k from the LCR Business Growth Grant for an investment that will secure the existing 59 staff and create a further 15 new jobs.

Objective 3 Target traditional and emerging growth sectors:

(i) Superport , (ii) Visitor Economy, (iii) Knowledge Economy, and (iv) Low Carbon Economy

Overall Achievements

- 351 businesses in key growth sectors engaged

(i) Superport

Headline Achievements

- 42 businesses classified as SuperPort-related were engaged over the 6 month period
- Sefton Council/Peel Ports Partnership Meetings established
- 42 maritime related businesses are/have received intensive support as part of Mersey Business Support Programme

Records show that 42 businesses classified as being SuperPort related were engaged over the 6 month period. Many businesses that could be SuperPort related are also recorded as members of other sectors.

Investment in Liverpool 2 has commenced with piling work being undertaken for the construction of the new quay wall.

A Sefton Council/Peel Ports partnership meeting was established in May to implement and coordinate operational activities to maximise the opportunities associated with the investment in Liverpool 2. Further meetings scheduled throughout the year and it is hoped a strategic agreement between Sefton Council and Peel Ports will be forthcoming.

One of the early outcomes of the partnership meeting was a Port Tenants Event held in July. This was attended by 15 representatives from 10 businesses, with over 91% rating the event as either good or excellent and 100% of those in attendance stating that they would attend future events.

A number of maritime related businesses are/have received intensive support as part of MBSP (in many cases from both InvestSefton and Sefton@work), including ongoing work to assist businesses access funding to support investment, and to bid for Liverpool 2 construction contracts

The scope to attract inward investment as a result of port expansion is also being developed; with Sefton MBC supporting a LEP-sponsored study to develop a strategy for supply and demand of distribution sites.

In addition InvestSefton is working to bring forward a key investment scheme in the borough as a direct result of port expansion. The scheme would see close to 500,000 sq ft of warehousing developed on Atlantic Park, with the building potentially fully let to highly regarded 3PL operator and with the scope to create several hundred jobs in the borough.

(ii) Visitor Economy

Headline Achievements

- Supporting the development of Southport's BID which is building momentum
- The refresh of the Visit Southport website
- All events to date have been delivered
- The British Musical Fireworks generated the most successful attendance over the 3 nights
- The Air Show the event was a great success
- 31 Visitor Economy businesses have been supported under Merseyside Business Support Programme

General update

Major areas of focus have been supporting the development of Southport's BID which is building momentum. The STBN marketing partnership continues to deliver benefits and the membership has proved remarkably resilient despite the recession. A considerable effort has gone into managing the re-tender for the operation of the Southport Theatre and Convention Centre which is due to go before Cabinet shortly. In addition working with our Market Hall operators has been an important area of activity. Progress has been made in all areas.

Marketing and promotions

Whilst the previous tourism marketing team have been rationalised and centralised into Central Communications the day to day 'business as usual' is still housed in the Southport Town Hall and working in conjunction with the rest of the remaining tourism team just as they always have. This has enabled notable amounts of activity to still be delivered despite the reduced resources.

The refresh of the VisitSouthport website, instigated before the above mentioned reorganisation, has proved very successful with strong growth evident as shown by the Saturday of this year's Air Show generating 25,000 unique users that day, which our destination management platform suppliers who host the service for us, advise is a record.

Events

All bar the Christmas Lights Switch have been delivered at time of writing. Apart from severe weather causing the cancellation of one day of the Air Show they have been successfully delivered without notable incident. A claim under the cancellation insurance is being progressed and assuming successful should confirm a positive contribution from the event.

The most recent event, the British Musical Fireworks was staged for the first time from Victoria Park and generated the most successful attendance results over the 3 nights.

Conferences

After a long hard slog that has lasted a number of years due to reducing resources and general reductions in potential business as a consequence of the recession we have noticed some evidence of improvement with the target of 20 conferences secured being achieved half way through the year. It is expected that the announcement of the operator of the STCC for the next 10 yrs will act as a catalyst to improve further.

Business Support

31 businesses classed as Visitor economy have been supported under MBS. These are predominantly Southport based businesses although support is restricted due to ERDF eligibility issues which rules out any assistance to retail. Nevertheless InvestSefton has provided light touch assistance to this sector, through initial advice and referral, and is also lending its support to the Southport BID. InvestSefton, Sefton@work and the Southport BID team is co-located in the Promenade office which serves as a local focus for support to businesses in north Sefton.

(iii) Knowledge Economy

Headline Achievements

- 191 Knowledge Economy businesses have been engaged.
- Special Innovation-themed Sefton Economic Forum in October attracted 150 participants

191 businesses classified as being part of the Knowledge Economy have been engaged, with a significant number of these receiving intensive assistance (including completed 12 hour + assists as part of MBSP).

In June InvestSefton worked closely with Liverpool Vision to ensure that Sefton businesses participated in Accelerate 2013, a high profile one day conference for high growth businesses. Invest Sefton arranged for 10 specially selected businesses to receive invitations to 'Accelerate 250'. In addition InvestSefton has supported up to 10 businesses with subsidised support for the Accelerate 2013 event. Headline speakers included Jimmy Wales (Wikipedia Founder), Lord Bilimoria (Founder & chairman of Cobra beer) and Edwina Dunn (Creator of Tesco club card).

InvestSefton has also worked closely with LCR LEP in the development of the 'Making It' project, aimed at supporting advanced manufacturing businesses with the ultimate objective of creating a number of national and international specialisms and key strengths within the city region, developing supply chains and driving forward inward investment. Sefton businesses have been invited to participate, with CNC Robotics having been involved in workshops and exhibiting at the October Conference, which was attended by Vince Cable.

Sefton Economic Forum (October 2013) focused on the theme of 'innovation'; the message being that you don't have to have words such as 'advanced' or 'digital' associated with your description to be innovative and to be part of a knowledge focused economy. The event was sponsored by the University of Liverpool, with several prominent speakers from the university delivering workshops and seminars on the day.

Digital Infrastructure

Sefton has two unique assets in Hibernia Atlantic (a high speed fibre optic cable and data centre in Southport) and The Vault, a former Tier 4 HSBC owned data centre now seeing significant investment (and local job creation) to create a large, high capacity data centre and internet exchange in the heart of Liverpool City Region. Data, the management, storage and movement of it are crucial in supporting growth in a modern economy. Both Hibernia and The Vault are potentially strategically important assets to the entire city region; as such InvestSefton, Liverpool Vision and the LCR LEP are working together to gain greater understanding of these assets to maximise the opportunity and investment potential associated with them.

Merseyside Connected - Superfast Broadband Project

Merseyside Connected aims to bring Superfast Broadband and improved broadband speeds to businesses across Merseyside.

Merseyside Connected is a joint project between Knowsley Borough Council, Liverpool City Council, Sefton Borough Council, St Helens Borough Council and Wirral Borough Council.

Funding has now been secured from BDUK, (part of Department for Culture, Media and Sport) and ERDF (European Regional Development Fund) to enable high speed broadband to be installed in 'white' areas where there are limited or no broadband facilities available. The European Funding can only be used to target SMEs, although there are likely to be significant benefits to those residents that are also served from the same 'green' cabinets that are to be upgraded as SMEs.

Within the Merseyside Connected Project there is a proposal to deliver Business Support, which will involve engaging some 400 of the 7,820 eligible SMEs to provide assistance to exploit the benefits of having access to superfast broadband connections. More information on the project together with its current delivery status can be found on the dedicated website - www.merseysideconnected.org.uk

iv) Low Carbon Economy

Headline Achievements

- GVA Increased by £3m
- 174 indirect jobs generated within the low carbon sector
- 1,707 of houses refitted with energy improvements
- 10,017 tonne reduction of CO² emissions

The REECH Project

The REECH Project is one of the largest projects (£7,784,486 ERDF) within the Merseyside element of the European Programme, and in the main entails retrofitting low income and social housing stock with energy saving technologies to deliver an area based approach that helps to stimulate local supply chain engagement and catalyse a wide range of additional local environmental and social outcomes, including:-

- Fostering skills development and local apprenticeship opportunities
- Creating more sustainable communities through behaviour change programmes
- Catalysing delivery partners to coordinate local environmental improvement projects

The REECH Project also has a small amount of ERDF funding (£293,000) allocated for energy assessments and installation of energy saving technologies in SME premises.

To date £5,367,045 ERDF grant has been claimed for work already undertaken by REECH delivery partners, with the balance of some £1.9m being claimed over the next six months, when the domestic property element of the REECH Project comes to an end. However, the non domestic element involving energy assessments and retrofitting of energy saving technologies will continue until September 2014.

Go Early Project

As part of the Department for Climate Change's desire to test the Green Deal 'Golden Rule' concept, Core Cities including Liverpool were given funding to undertake some pilot schemes. Within the Liverpool City Region's project Sefton was successful in attracting some £224,755 grant, part of which was matched with the REECH ERDF funding, to undertake the following:-

- Energy Assessments on 12 dwellings in a conservation area in Waterloo
- Energy Assessments and installation of energy saving technologies on 23 dwellings in Sefton, and
- Energy Assessments on 26 SME premises within LCR (11 in Sefton), of which 5 (2 in Sefton) had energy saving measures installed

Sefton's Energy Assessments and installation of energy saving technologies on SME premises was the only non-domestic project in the UK, and was recognised as an innovative and exemplar scheme, which produced significant learning on how to progress similar projects involving SMEs.

REECH into Business Project

The ongoing successful delivery of the two above projects has resulted in additional ERDF funding being made available to continue the retrofit activity in social housing, but to also address the use energy saving technologies on SME premises.

The overall objective is to make businesses more competitive by controlling their costs and making them more energy, water and waste efficient, and at the same time ensuring that they undertake climate change adaptation and mitigation measures. In addition, the project will also explore these businesses installing electric charging points, and purchasing electric vehicles.

More information on the above projects can found on the dedicated REECH website:-
www.reech.info

Objective 4 Create conditions for growth

Headline Achievements

- Third year of successful partnership with Liverpool Council & Vision for South Sefton & North Liverpool Strategic Regeneration Framework
- Developer interest sustained in key sites in Southport and south Sefton
- Set of studies authorised to determine the economic potential of key development locations and business clusters connected to port expansion

Liverpool City Region Local Enterprise Partnership

For our conversation with the Liverpool City Region Local Enterprise Partnership (LCRLEP), a prospectus approach is being developed to frame local investment priorities in need of support from future UK and EU regeneration funding, and to show where the private sector can invest with confidence.

The Council is working with the LCRLEP in promoting the emerging growth areas, the construction sector and in identifying ways to unlock development opportunities.

The LCRLEP and Local Authorities have produced a Strategic Local Investment Plan, to prioritise housing and employment sites across the city region. This work is in connection with the preparation of the Local Growth Fund Strategy.

We have recently (in connection with any additional investment that becomes available through the Local Growth Fund from 2015/16 onwards) asked for Dunning's Bridge Road (East) – a Multi Phased Investment Site, and an energy efficiency investment programme for the city region targeting small and medium business premises linked to supply chain development, up-skilling and jobs as possible transformational initiatives.

Sefton's named priorities are:

North Sefton

A major area of focus continues to be the development of Southport's BID which is building momentum. A brief for a new Southport Investment Strategy will be prepared in the New Year for Southport which is expected to have a focus on Lord Street and the town centre.

Sefton Council are about to seek Expressions of Interest for a preferred developer on the extension to Southport Business Park.

David Wilson Homes are progressing a tender for the remediation works on the Town Lane Housing site.

South Sefton

A high level options study for South Sefton will set out the Council's response to Peel's major new investments in the Port of Liverpool at Seaforth. Port expansion is recognised as a key transformational project in Liverpool City Region (LCR) City Deal, by the Local Enterprise Partnership Business Plan, and in the Council's Strategic Regeneration Framework for South Sefton & North Liverpool, agreed with Liverpool City Council & Mayor.

We want to ensure that our communities secure maximum benefit from the Port's prosperity, and pursue solutions to help reduce pollution, congestion and ill-health. Looking 10 years ahead, our

strategy is to magnify the investment by Peel and port users many times over to regenerate the wider area, stimulate jobs, attract investment, improve the environment and improve longstanding concerns. The Prospectus will outline our priorities for helping to make this happen and the next steps.

Bringing forward land for employment, new homes and access are key to this.

- Sefton Council are looking at ways to unlock allocated employment land for development on the Dunning's Bridge Road Corridor (East) and will work with developers and the LCR LEP to achieve this aim. A brief for an Investment Strategy is being prepared.
- Sefton Council are also looking to both improve the residential offer in the borough and to sustain the construction industry through house building. Sefton has already been successful in bidding for Regional Growth Funding for such a scheme which will be delivered in parallel with ongoing housing regeneration schemes in the south of the borough over the next 3 – 5 years.
- A brief for an Investment Strategy is being prepared for the Bootle the Town Centre, which needs adaptation and modernisation to meet the needs of the 21st century
- Port Access – In line with City Deal, a Steering Group has been convened by Sefton MBC 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. Sefton Council provides the supporting arrangements and resources. A work programme, building on the Port of Liverpool Access Study is being developed.

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 needs. A Preferred Options Report has been consulted on and a report on the representations made will be reported to Planning Committee and Cabinet, early in the New Year.

Housing

The Housing Investment Team continues to work with a number of developers and Registered Providers to facilitate new housing across the borough.

There are currently 160 units under construction on Council owned regeneration sites in the south of the borough, and a further 100 scheduled to start onsite before the end of the financial year. In addition, planning applications for a further 270 units are expected to be submitted before the end of the financial year.

Officers continue to work with local Registered Providers and the Homes and Communities Agency regarding the next bidding round for the Affordable Homes Programme to secure a pipeline of social and affordable rented properties, particularly in areas in the north of the borough where they are required most.

Objective 5 Increase opportunity and employment

Headline Achievements

- 106 Sefton@Work clients moved into work between April and September 2013, exceeding annual targets at mid-year
- The most successful group gaining employment compared to annual targets is 18-24 year olds
- Clients suffering from ill health have also moved into employment and overachieved the annual target already by 100%.
- There has been real success in placing very long term unemployed into work, 38 of the clients have been unemployed for a minimum of 12 months, 11 after more than 36 months.
- The performance reflects the targeting within Sefton@Work of resources to those most in need of support to ensure that mainstream services can support those newly unemployed and the more in-depth help is to those furthest away from the labour market.

Young & Workless

Sefton@Work has been focussing support on those aged 18-24 and seeking employment through a number of initiatives. We have developed and commissioned a personal development and motivational course aimed at young people to inspire and encourage young people to consider their options and take steps into following career paths and identifying real opportunities. 50% of the attendees of this course have already gained employment.

The Sefton Apprentice Scheme has been developed over the summer in order to support and encourage the employment of local young people by companies and provide incentives to sign up to an apprenticeship framework paying at least national minimum wage. This has recently been launched and is anticipated to continue the excellent job entry rates for 18-24 year olds in Sefton.

A joint Liverpool City region initiative has been successful in securing funding from government to support the delivery of the Youth Contract. This is currently being developed with partners and is again expected to greatly benefit young Sefton people in gaining employment over the next 12 month period.

Job Readiness

A new initiative has been launched by Sefton@Work entitled the 'Families Programme'. The focus is on potential joint family involvement in the widest sense of the term 'family' and on achieving employment. We will work with family members to support this process through the achievement of progress measures aimed to remove barriers to employment.

A number of progress measures have been developed and are being delivered which include skills development through Digital Inclusion courses which has had extremely popular take up. Demand for the programme has been higher than anticipated and we are delighted that local residents are finding this voluntary programme a real help in identifying work opportunities including placements, and jobs.

Sefton@Work has jointly with Merseytravel been focussing on supporting young people into employment opportunities in the transport sector. Offering incentives to employers has helped to secured supported waged placements with a number of companies, with an aim to providing a long term sustainable post.

High Intensity Support

For Sefton@Work clients claiming Employment Support Allowance, we have recently undertaken a specialised initiative 'Outlook' to help to identify what can be achieved, rather than what cannot. The focus for these clients has been a mix of both teamwork and individual achievement, and aims to overcome what may have been significant long term health barriers for this client group.

Other personal development opportunities have been identified and offered to clients who would benefit on working on aspirations and achievements following long periods of unemployment.

Place-based Regeneration - Superport

Working with Peel and other port employers, Sefton@Work has been busy securing opportunities for local communities relating to growth in the port. In the near future in conjunction with the LEP through Stobarts and Sector based skills academy, it is the intention to run a focussed 'boot camp' with port and logistics companies to maximise job opportunities in this sector. We have run a number of recruitment sessions on behalf of port employers since April and will aim to build on this for the future.

Place-based Regeneration - Visitor Economy/Knowledge Economy















Over the summer, we have been encouraging the take up of tasters at Hugh Baird College for training opportunities in both of these sectors, and we have been working with employers and training providers to encourage the take up of Apprenticeships Grants to Employers (AGE) during 2013.

With Jobcentre Plus and Action4Employment, we have been encouraging recruitment in jobs in the Visitor Economy through new inward investment opportunities.









Support for SMEs

Through the Merseyside Business Support Programme, the Employer Liaison Team within Sefton@Work have been working with SME's to develop good HR practice, to support recruitment, advertise nearly 200 vacancies and aim to get the right people into the jobs to support business growth. Sefton@Work also work closely with InvestSefton in providing a wide ranging support package, and utilise other resources as appropriate such as Stepclever Legacy project for grants and the Sefton Apprenticeship Scheme to help ensure local people can take advantage of current vacancies.

Appendix A – Economy & Tourism Performance Indicators

| Code | Indicator | Actual 2011/12 | Actual 2012/13 | Target 2013/14 | Performance to Date Apr–Sept 2013 | Comments |
|------|--|----------------|----------------|----------------|-----------------------------------|---|
| 1.0 | INVEST SEFTON (includes S@W MBS input) | | | | | |
| 1.1 | No. of businesses engaged | | | | | |
| | Total | 185 | 452 | 831 | 1.285 |  Overall engagement target exceeded by 60% as part of 'one to many approach' using events programme & 1:1 follow up-includes joint ERDF support from both Invest Sefton and Sefton@Work |
| | Construction | 14 | 29 | 70 | 71 |  Remains a strong sector for engagement led by Build Sefton construction forum activities |
| | Knowledge Economy | 53 | 110 | 150 | 194 |  Strong representation from a range of sectors including Financial & Professional, manufacturing, digital/creative/Leisure |
| | Superport | 17 | 26 | 150 | 42 |  More intensive support required for a smaller number of businesses. Has cross over with a number of other sectors and as such some a number of businesses relating to SuperPort will be classified elsewhere (e.g. Knowledge and Other) |
| | Low Carbon Economy | 8 | 10 | 50 | 13 |  Difficult sector to define and has cross over with a number of other sectors |
| | Visitor Economy | 21 | 43 | 40 | 31 |  Steady progress which should increase as Southport BID develops although this sector has a strong retail element in Southport. Much of this sector is ineligible for ERDF support |
| | Other | 72 | 234 | 371 | 934 |  Residual sector and 'unclassified' businesses. This includes retail; other business services and StepClever assisted businesses. Requires review to correctly classify businesses. |
| 1.2 | No. of jobs created | 502 | 10 | 115 | 80.5 |  StepClever job creation in line with contract agreement |
| 1.3 | No. of jobs safeguarded | 100 | 0 | 20 | 11 |  Likely to increase upon completion of output monitoring |
| 1.4 | Amount of private sector investment secured | £3,715,341 | £5,058,255 | £10,000,107 | £367,098 |  Includes StepClever private sector contributions. Also awaiting confirmation of several major investment projects |
| 1.5 | No. of business engagement and consultation events | 17 | 43 | 30 | 30 |  Targets exceeded-excellent demand for events and workshops from businesses |
| 1.6 | No. of businesses attending engagement and consultation events | 850 | 993 | 1,000 | 1,057 |  Targets include business representatives attending events |
| 1.7 | No. of business start-ups in the StepClever area | 208 | 12 | 62 | 46 |  StepClever outputs in line with contract agreement |
| 1.8 | No. of StepClever grants awarded | 308 | 17 | 50 | 58 |  StepClever outputs in line with contract agreement |

| Code | Indicator | Actual 2011/12 | Actual 2012/13 | Target 2013/14 | Performance to Date Apr–Sept 2013 | | Comments |
|------|---|-------------------|-------------------|-------------------|--------------------------------------|---|---|
| 2.0 | EMPLOYMENT AND SKILLS | | | | | | |
| 2.1 | Total Sefton @work registrations | 1328 | 915 | 650 | 334 | 😊 | |
| 2.2 | No. of registrations by age: 16-24 years | 287 | 219 | 160 | 69 | 😐 | Only slightly behind profile primarily due to mandation of clients to Work Programme. |
| | 25–49 years | 754 | 471 | 360 | 168 | 😊 | |
| | 50+ years | 287 | 225 | 130 | 97 | 😊 | |
| 2.3 | No. of registrations by those making an ill health self declaration | 201 | 175 | 85 | 120 | 😊 | Annual Target exceeded |
| 2.4 | No. of clients accessing employment by age: 18 –24 years | 31 | 27 | 15 | 33 | 😊 | Annual Target exceeded |
| | 25–49 years | 72 | 61 | 30 | 50 | 😊 | Annual Target exceeded |
| | 50+ years | 34 | 31 | 22 | 23 | 😊 | Annual Target exceeded |
| 2.5 | No. of clients accessing employment by gender: Male | 65 | 59 | 33 | 66 | 😊 | Annual Target exceeded |
| | Female | 72 | 60 | 34 | 40 | 😊 | Annual Target exceeded |
| 2.6 | No. of clients into employment with ill health self declarations | 16 | 17 | 10 | 20 | 😊 | Annual Target exceeded |
| 2.7 | No. of long term unemployed accessing employment | 7 | 11 | 8 | 38 | 😊 | 19 in work were more than 12 months + unemployed 8 in work were more than 24 months + unemployed 11 in work were more than 36 months + unemployed |
| 2.8 | No. of looked after children into work/placements | 0 | 17 | 2 | 0 | 😊 | Introduction of LCR Youth Contract initiative will help to target looked after children for latter part of year. |
| 3.0 | LOW CARBON ECONOMY | | | | | | |
| | REECH | | | | | | |
| 3.1 | Reduction of CO2 emissions | N/A | 9,396 | 12,000 | 10,017 | 😊 | The REECH Project has been awarded additional funding, which means that existing outputs will be revised upwards. |
| 3.2 | No. of new technologies introduced | N/A | 8 | 12 | 1,212 | 😊 | |
| 3.3 | Increase in GVA | N/A | £2.8m | £4m | £3m | 😊 | |
| 3.4 | No. of indirect jobs generated within the low carbon sector | N/A | 164 | 229 | 174 | 😊 | |
| 3.5 | No. of houses refitted with energy improvements | N/A | 1,534 | 2,100 | 1,707 | 😊 | |

| Code | Indicator | Actual 2011/12 | Actual 2012/13 | Target 2013/14 | Performance to Date Apr–Sept 2013 | | Comments |
|------------|---|----------------|----------------|----------------|-----------------------------------|---|---|
| 3.6 | Amount of money leveraged | N/A | £12m | £9.5m | £12m |  | |
| Code | Indicator | Actual 2011/12 | Actual 2012/13 | Target 2013/14 | Performance to Date Apr–Sept 2013 | | Comments |
| | Rural Economy | | | | | | |
| 3.7 | No. of rural businesses supported | N/A | 4 | N/A | N/A | | A new European Programme starts in 2014, which will have a ring fenced allocation for SME's in rural areas. |
| | Superfast Broadband Project (Project being finalised & starts in Sep 2013) | | | | | | |
| 3.8 | No. of additional SMEs establishing superfast broadband connection | N/A | N/A | 850 | | | Mobilisation of the project is now underway, with actual site works starting in the new year. The business support element will commence in April 2014. |
| 3.9 | No. of SMEs given Business assistance | N/A | N/A | 210 | | | |
| 3.10 | Amount of funding accessed | N/A | N/A | £12m (approx) | | | |
| 3.11 | GVA generated over 15years | N/A | N/A | £32.1m | | | |
| 3.12 | Number of Jobs created over 15 years | N/A | N/A | 125 | | | |
| | GO Early/REECH into Business | | | | | | |
| 3.13 | No of dwelling getting Energy Assessments | N/A | 37 | 35 | 37 |  | The REECH into Business element of the REECH Project has also secured additional funding, and as a result the outputs will be revised upwards. |
| 3.14 | No of dwellings getting energy saving technologies | N/A | 23 | 25 | 23 |  | |
| 3.15 | No of SMEs getting Energy Assessments | N/A | 26 | 25 | 26 |  | |
| 3.16 | No of SMEs getting energy saving technologies | N/A | 5 | 5 | 5 |  | |
| 4.0 | TOURISM | | | | | | |
| 4.1 | Visitor numbers (calendar year) | 8.37m | 7.95m | 8.00m | TBC | | Annual figures not yet received. |
| 4.2 | Value of visitor expenditure (calendar year) | £446m | £431m | £425m | TBC | | Annual figures not yet received. |
| 4.3 | No. of FTE tourism related jobs | 6,010 | 5,917 | 5,900 | TBC | | Annual figures not yet received. |
| 4.4 | Number of new/existing Brand Partnership/STBN members | 105 | 105 | 107 | 109 |  | Encouraging membership numbers despite difficult trading conditions |
| 4.5 | No. of major events | 5 | 5 | 5 | 5 |  | Maintained at agreed number and successfully delivered as a sustainable portfolio of events |
| 4.6 | No. of conferences confirmed | 20 | 18 | 20 | 20 |  | After many quarters of challenging business conditions we have enjoyed 2 quarters of growth in confirmed business YTD |

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 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

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.

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