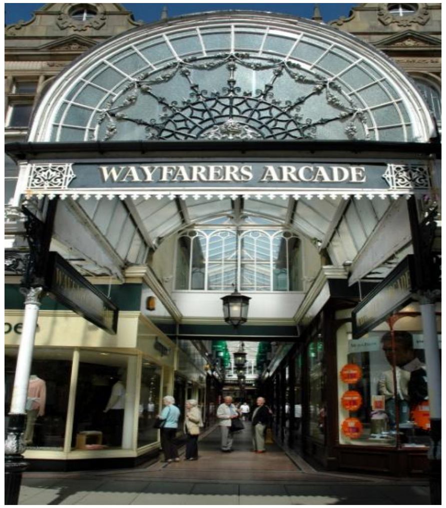
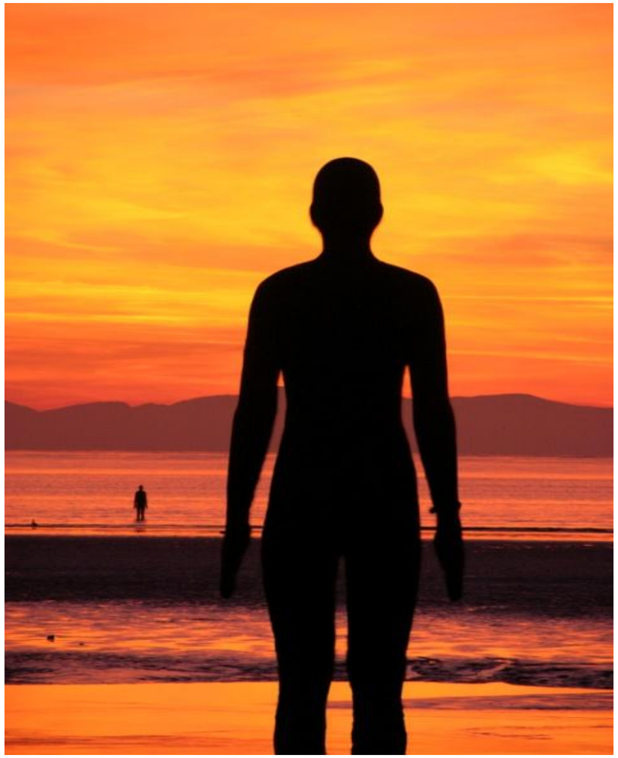
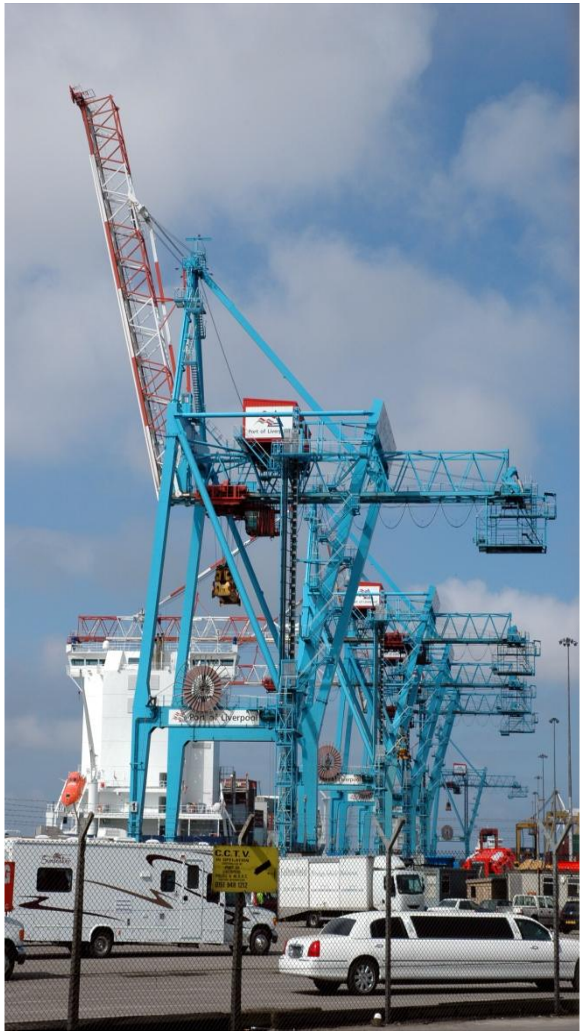


Sefton Council

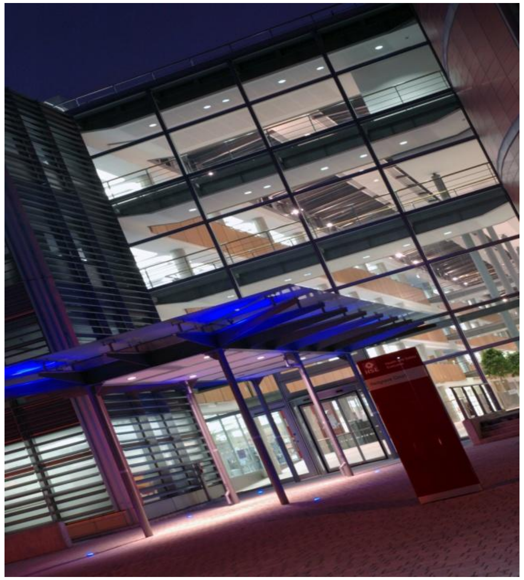




Sefton's Economic Strategy

Fourth Performance Monitoring Report

April - September 2014



Sefton's Economic Strategy

Fourth Performance Monitoring Report

April - September 2014

Alan Lunt
Director of Built Environment
Sefton MBC

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Trinity Road
Bootle
L20 3NJ

Contents

1. Introduction

Welcome to the Fourth Performance Monitoring Report on Sefton's Economic Strategy, approved by Cabinet Member – Regeneration on 5th February 2015.

In common with much of the north of England, and in line with recent Performance Monitoring Reports, the economic recovery is slow and patchy.

However, many individual businesses have performed well, entered new markets, won awards for innovation and made significant investments – case studies of these companies can be found throughout the Report.

Implementation of Sefton Economic Strategy continues to demonstrate solid progress towards sustainable jobs and prosperity:

- Merseyside Special Investment Start Up Loans fund programme has supported **31 start-ups** in Sefton with £213,800 of loan finance

- The city region Business Growth Grants programme has 18 projects at full application and/or appraisal stage, at a value of **£1.2m potential investment** generating £6.6m of private sector leverage, leading to the creation of 215 new jobs and a further 327 jobs safeguarded

- Linacre Bridge Business Grant fund has to date **supported 10 businesses** with the potential of creating 16 jobs. 7 are business start-ups.

- **493 residents registered for work** with Sefton@Work between April and September, and 156 found employment

- Through the Troubled Families programme, which has engaged 650 people, Sefton@Work has **helped 35 adults into work**, and 39 young people into education, employment and training.

- **145 business owner/managers** learned about New Ways of Doing Business with the Council at five events organised by Sefton Council.

- **38 conference enquiries** were generated with a potential economic impact of approximately £16.5m. Eight events confirmed with a spend c. £2.7m.

- The British Musical Fireworks was the most successful to date with **over 16,000** people attending over the three day event. The Southport Air show continues to be the most popular event in our programme and **over 58,000 people** attended one of the biggest events in the North West.

- The Southport Business Improvement District became **fully operational** on the 1st November 2014. A full time manager has been appointed and a private sector board established.

- REECH **retrofitted 1,768 properties** in April-September, leveraging in £11.8m private sector investment, and reducing annual emissions by 10,193 tonnes of CO_2

The Fifth Performance Monitoring Report will be available in mid-2015. My thanks to Tracy Brennan and colleagues for preparing this document.

Alan Lunt
Director of Built Environment, Sefton MBC

2. Sefton vs UK – Latest Performance

Performing Well

Employment Rate

Worklessness Rate

JSA claimant rate

JSA claimant rate young people

NEET Population

Working age population educated to Level 4+

Average

Business Stock per 1,000 population

Business births

Sefton jobs

Performing Less Well

Gross Disposable Household Income

GVA per head

Self Employment

Unemployment

Average Earnings

Long term unemployment

Long term unemployment for young people

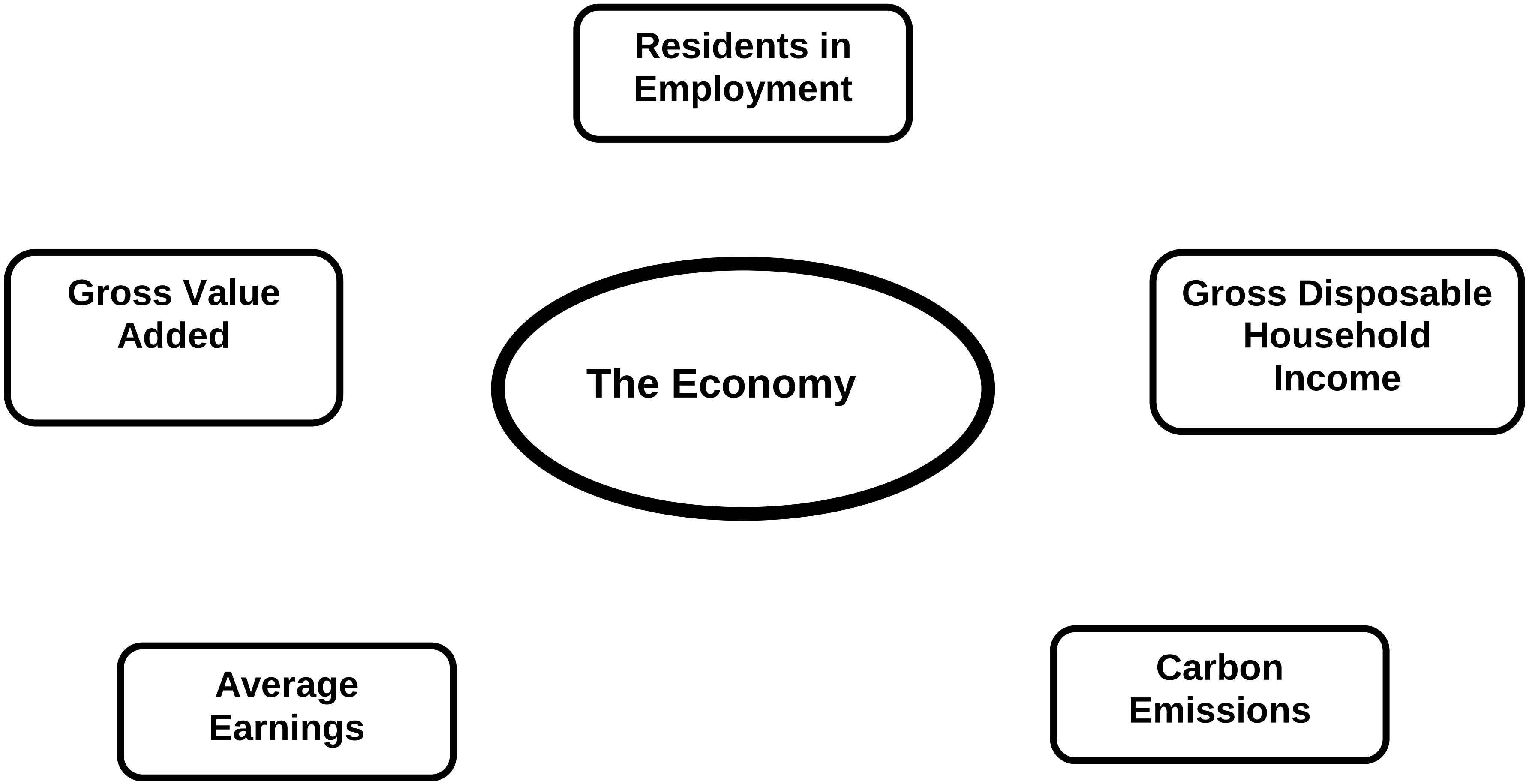
Working age population with no qualifications

Business deaths

Private sector employment

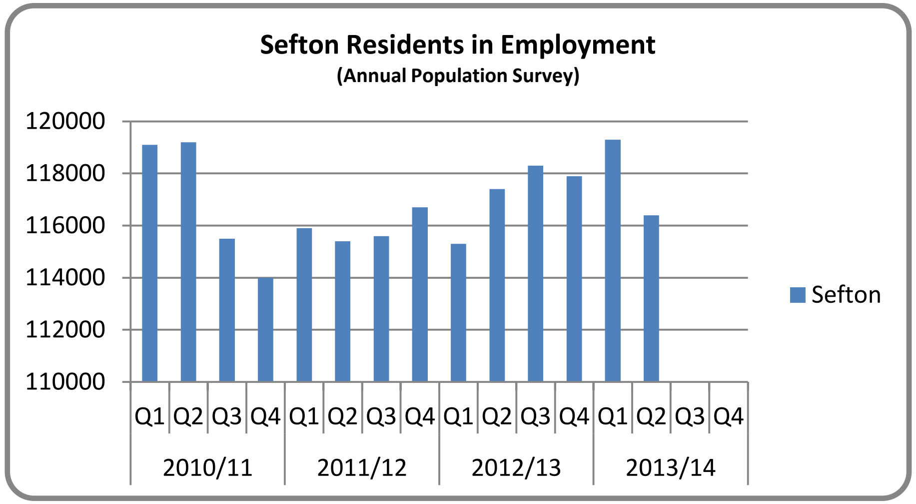
N.B. Source data can be found in Appendix A

3. Sefton's Economic Performance



The Economy

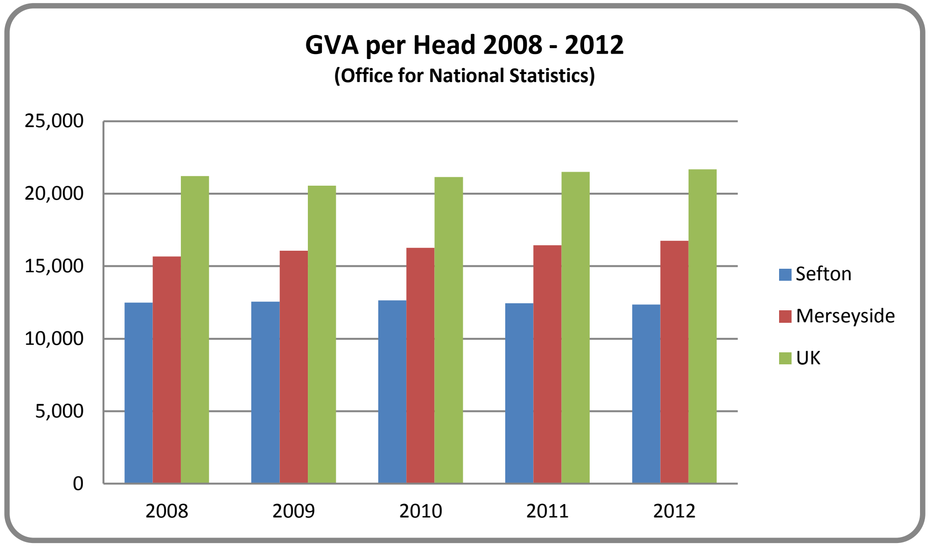
Residents in Employment



There are currently just over 116,000 Sefton **residents in employment**. The figures remain very unstable, with a great deal of fluctuation over the last few years.

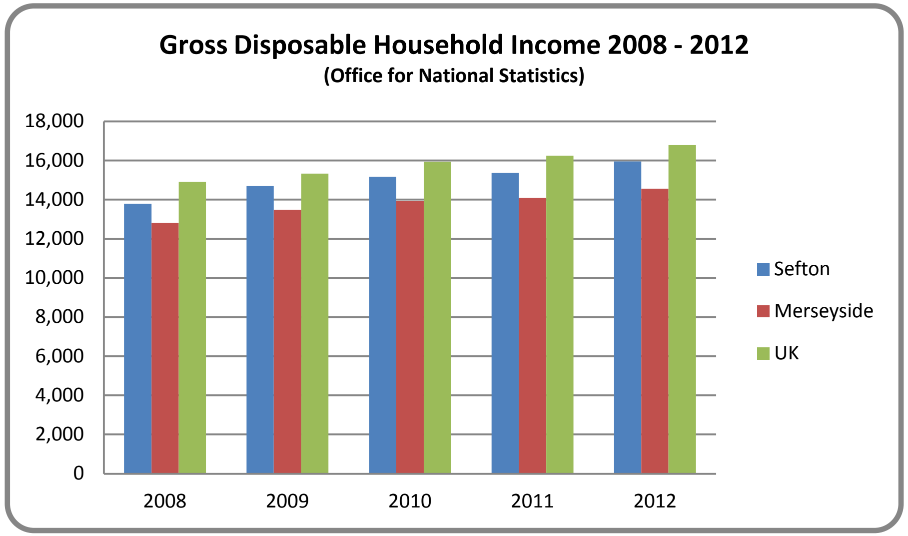
Employment numbers hit their highest level in Quarter 1 2013/14, but fell back significantly in the latest quarter.

Gross Value Added



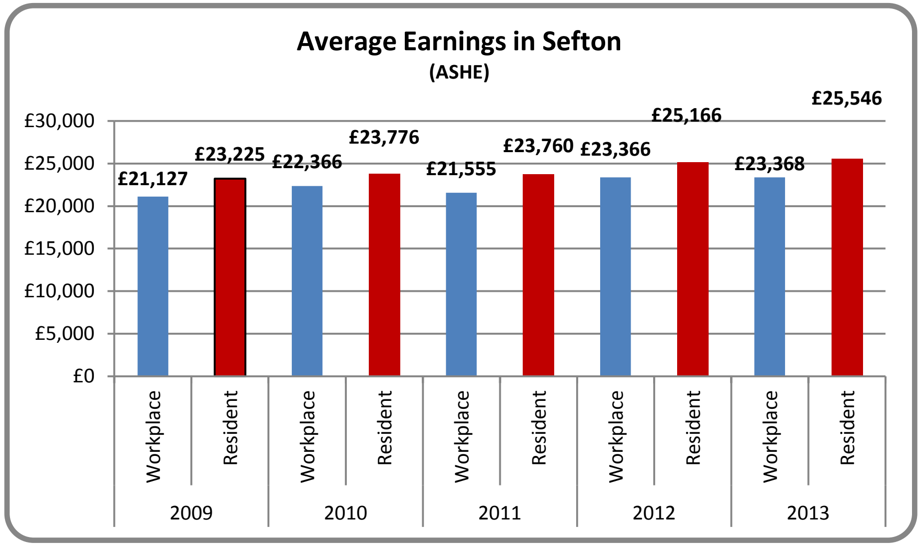
Sefton’s **GVA** (the difference between the cost of producing goods and selling them) is currently £12,363, significantly lower than for Merseyside and the UK, despite seeing growth in recent years. Sefton’s businesses are predominantly in the Service Sector, which means that we are not a high productivity area and therefore GVA remains lower.

Gross Disposable Household Income



The **Gross Disposable Household Income** (the amount of money left after payment of tax, NI, pension and mortgage costs) has risen again to £15,960. The continued increase in living costs will, however, use up much of the GDHI in the area. The Sefton figure is 9.6% higher than that for Merseyside, but remains significantly lower than for the UK, with the gap continuing to widen.

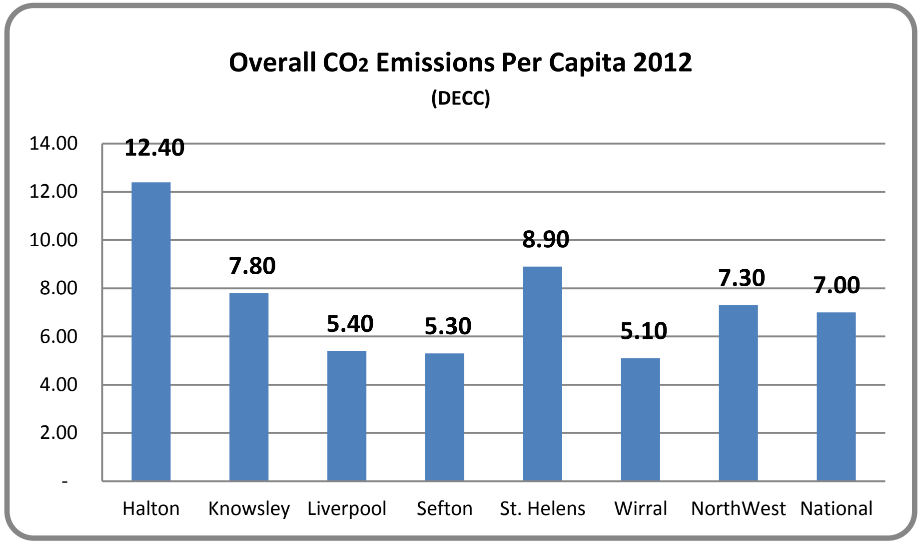
Average Earnings



The **average wages** paid by Sefton businesses continued to rise in 2013. Average full time wages paid in Sefton are currently £23,368, however, they are failing to keep up with increases across the country, now 8.7% lower than for Merseyside and 15.6% lower than for the UK.

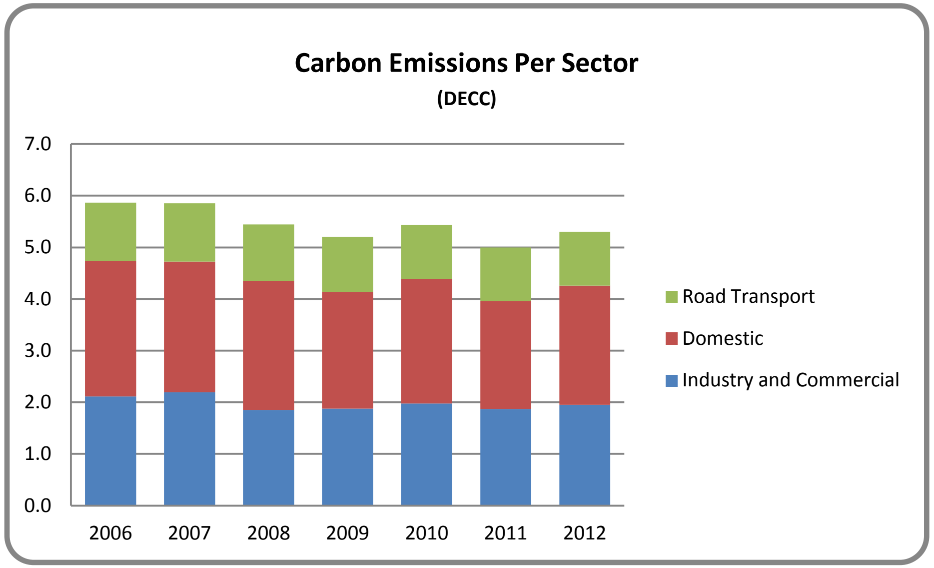
In comparison, the **wages of residents** are significantly higher; this is due to the fact that Sefton offers an attractive environment for higher-earning residents of the City Region. The average wage for Sefton residents is £25,546, slightly higher than that for Merseyside, but now 5.7% lower than for the UK.

Carbon Emissions

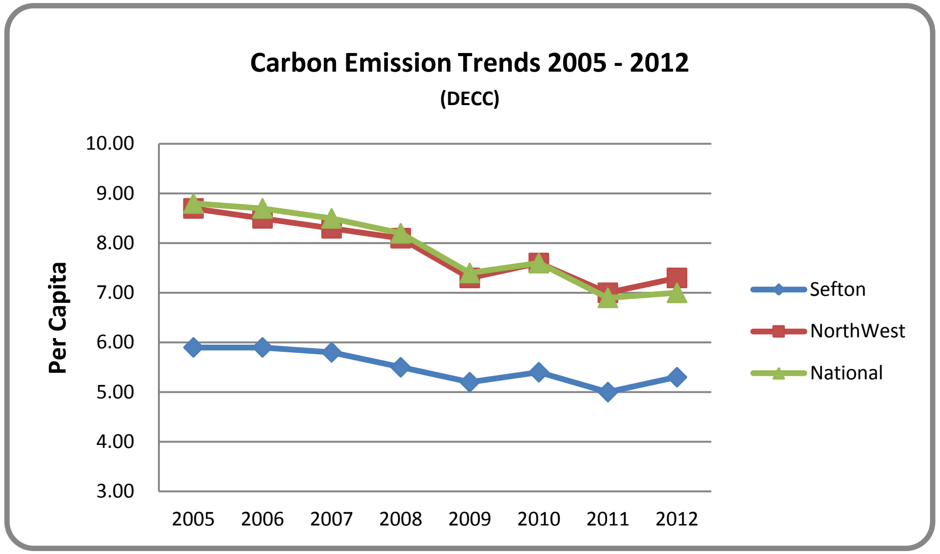


Despite a small increase in Sefton's **CO_2 emissions**, the borough continues to have the second lowest in the LCR and is lower than both the North West and Nationally.

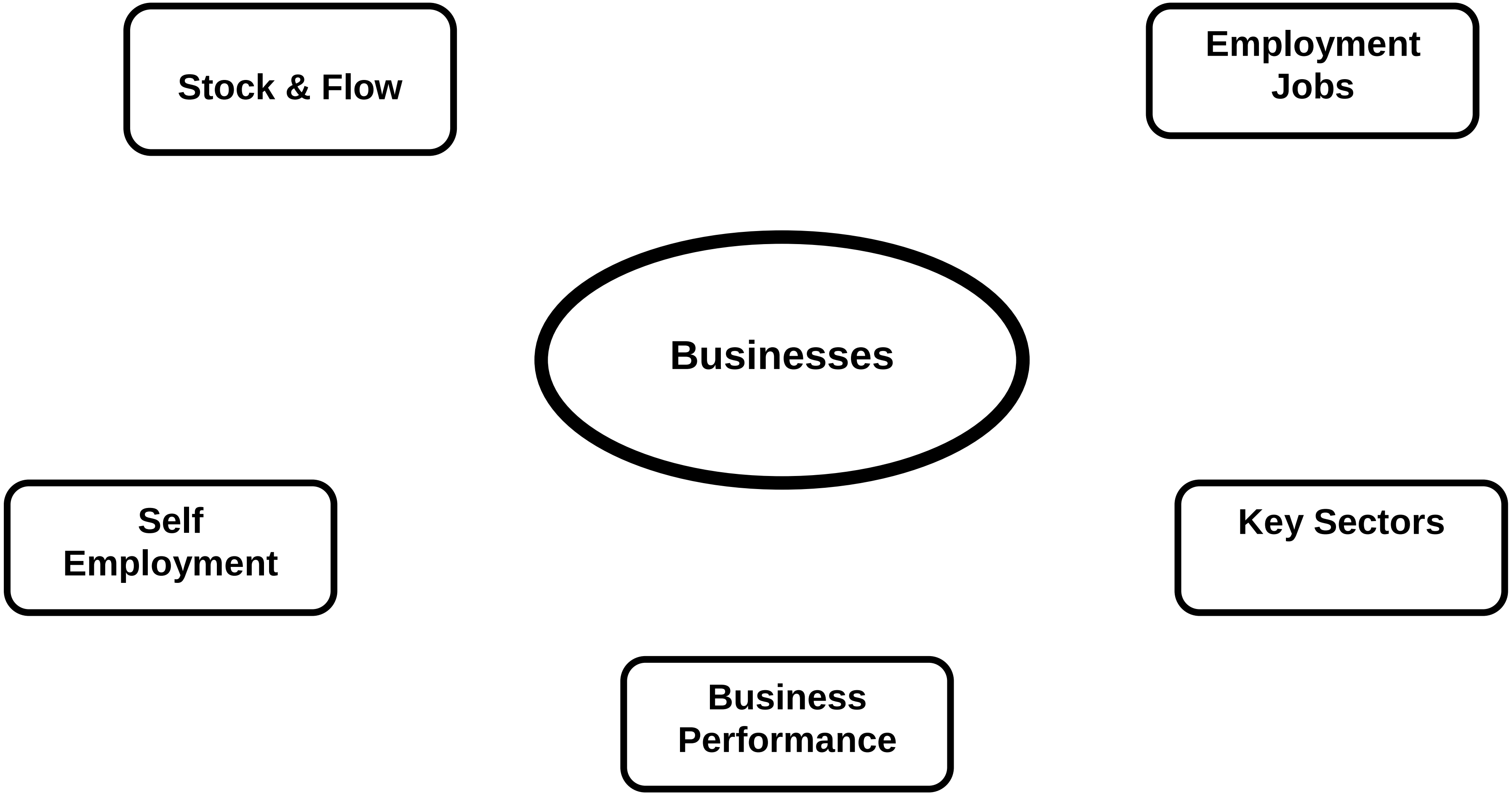
The rises are reflected across all geographies.



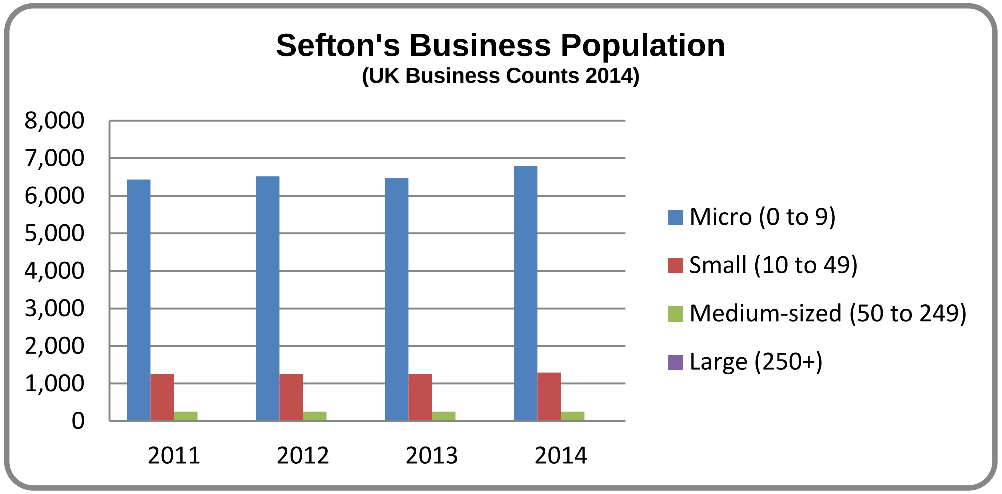
There was an increase in **domestic and industrial & commercial emissions** in 2012. The emissions from road transport remained unchanged.



Sefton continues to perform strongly against both the North West and National achievements in **carbon reduction**. As we continue to emerge from recession the increased economic activity will have an effect of the level of emissions.


Stock & Flow
Employment Jobs
Businesses
Self Employment
Key Sectors
Business Performance

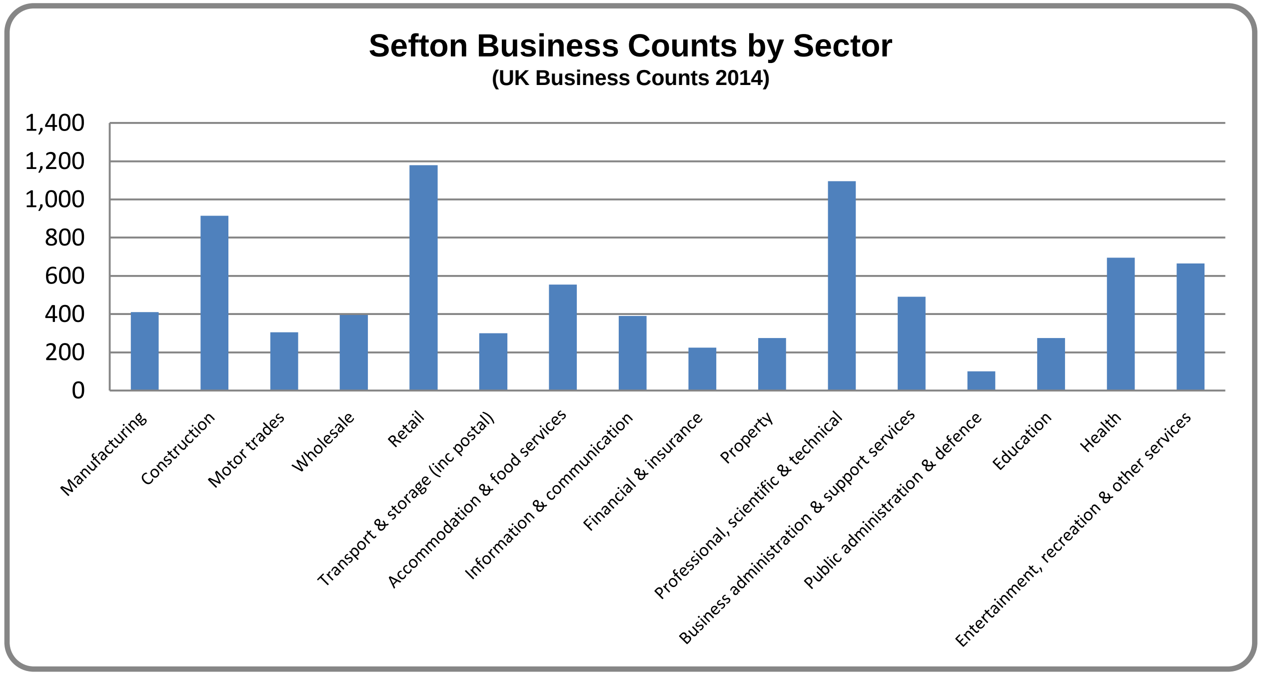
Business Stock & Flow



In 2014, Sefton had approximately 8,300 **business units**; this was an increase of almost 400 on the previous year.

Businesses in Sefton are predominantly small, with 96% employing less than 50 people.

There are very few larger employers in the borough.

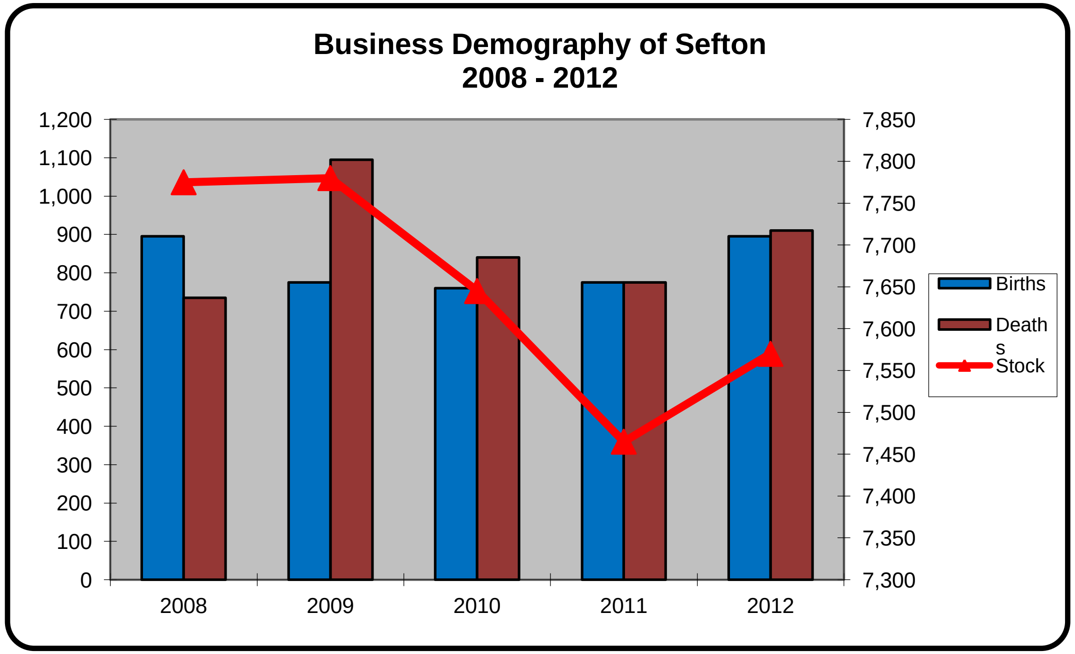


Sefton's **largest industry sector** is retail which has over 1,000 business units in the borough.

Professional, scientific and technical businesses also make up a large proportion of the business population.

Public administration organisations are few but tend to employ more people.

Business Performance

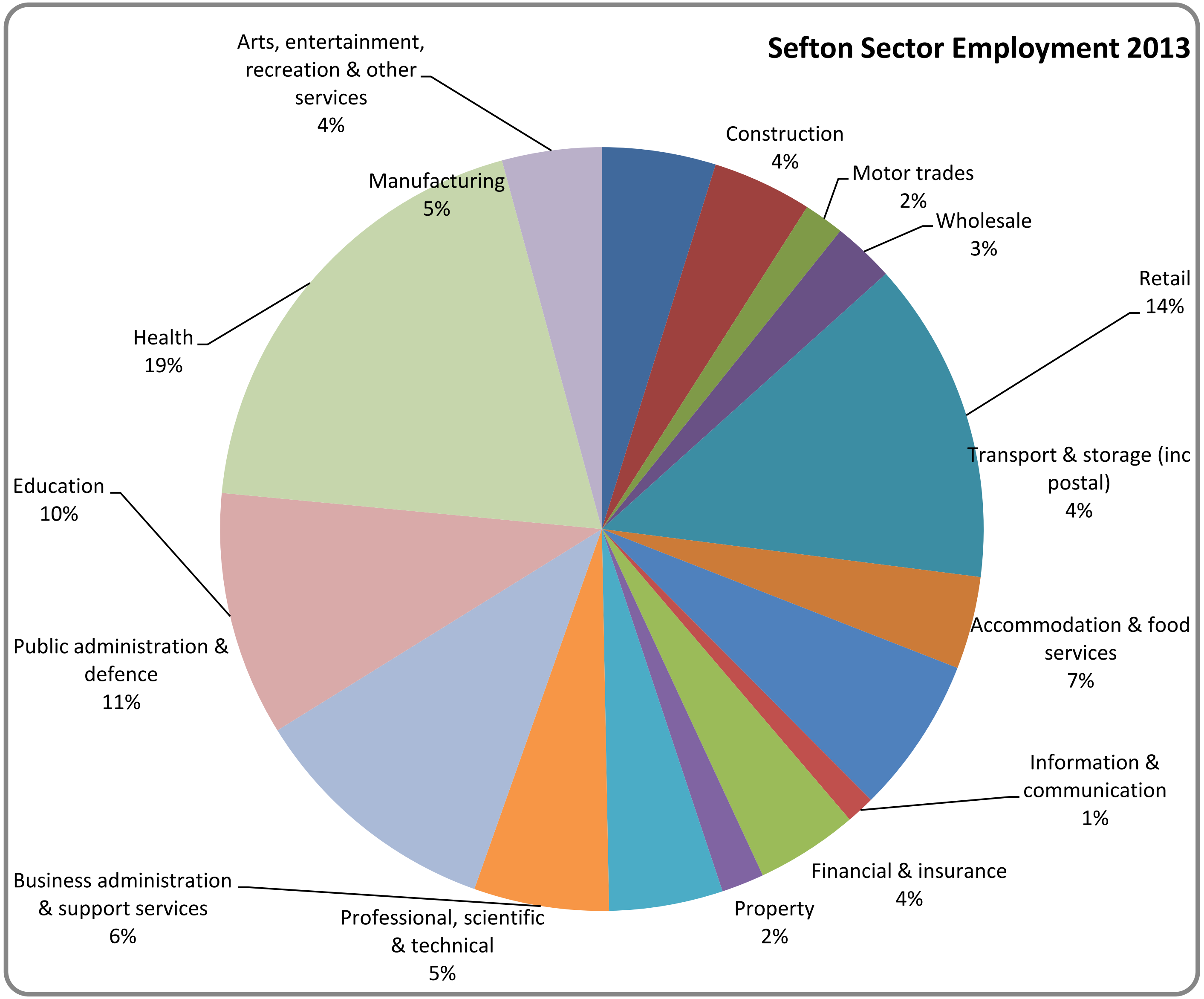


Sefton's **business stock** has fallen by 2.6% since the beginning of the economic downturn. This fall is approximately 0.6% greater than for the City Region, whilst the UK stock is now 2% higher than it was in 2008.

The number of **business births** is 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.

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

Employment in Sefton



In 2013 there were approximately 90,000 people employed at a workplace in Sefton.

The **health sector** currently has the largest proportion of jobs in Sefton at 18.6% (17,300). Over 45% of health sector employment is based in the north of the borough.

The **retail sector** accounts for 13.6% (12,000) of jobs in Sefton, again the largest proportion of jobs is in the north of the borough.

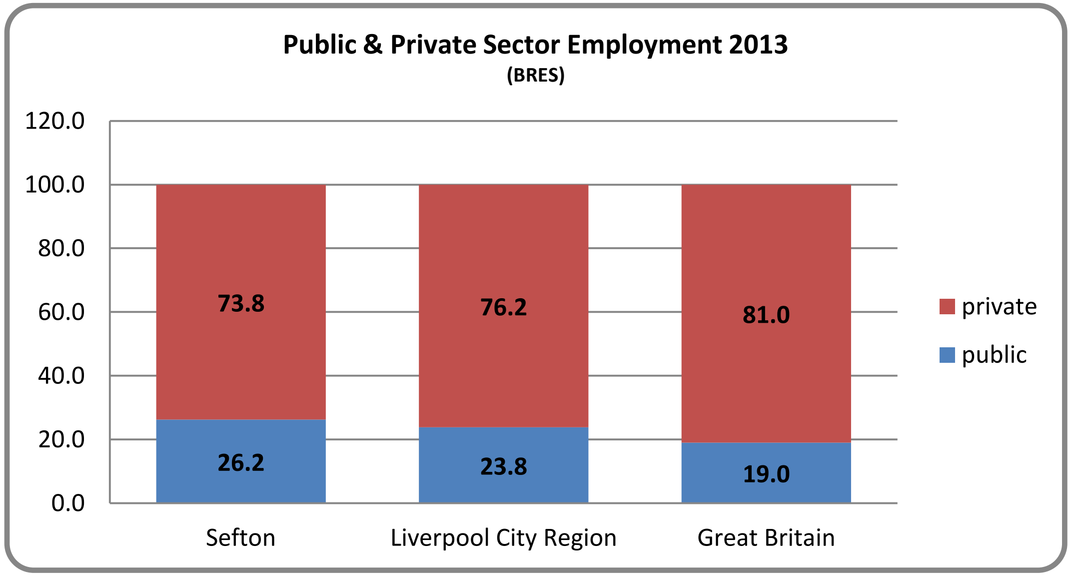
Employment in **public administration** accounts for 10.7% (9,600) of the employment in Sefton, 83% of all public administration jobs in Sefton are in the south of the borough, where it accounts for 20.5% of the south Sefton total employment.

The largest number of **job losses** in 2013, was in **accommodation and food services,** but it should be noted that this sector is associated with seasonal work and short term contracts.

The **construction** and **motor trades sectors,** also suffered job losses in 2013.

Source: Business Register and Employment Survey 2013

Public/Private Sector Employment

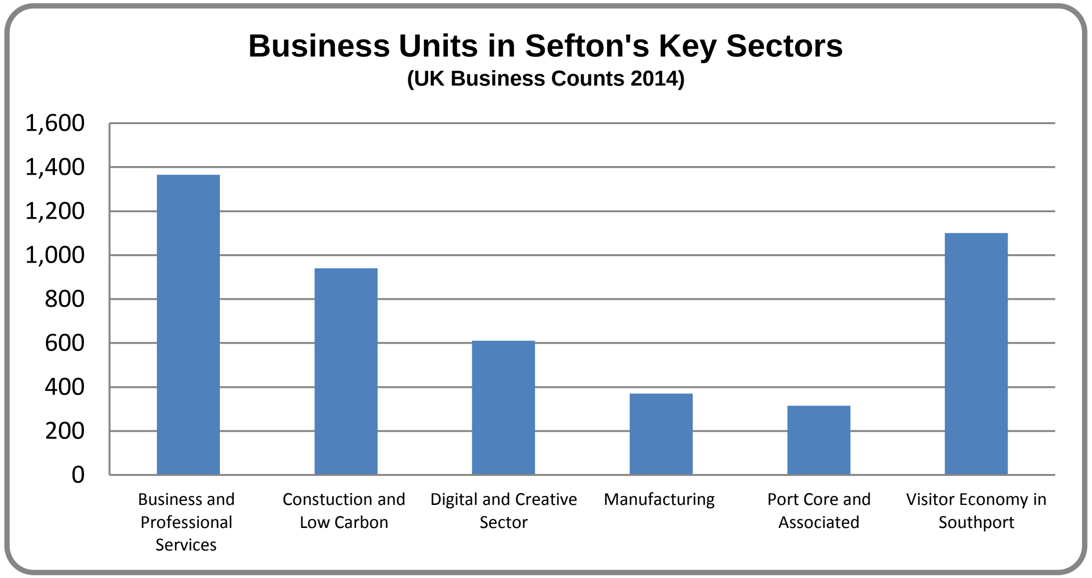


Public sector employment experienced a small amount of growth in 2013, with a 4% increase in employment numbers. Overall public sector has contracted by 17% since 2009.

Despite changes in the level of employment, Sefton continues to have a much higher level of **public sector, health and education employment** than the UK as a whole**.** In 2013, 26.2% of jobs in Sefton were in the public sector, compared with 23.8% in the LCR and 19.0% the UK. Between 2012 and 2013 the total number of jobs in Sefton rose by almost 2%, to 90,000.

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

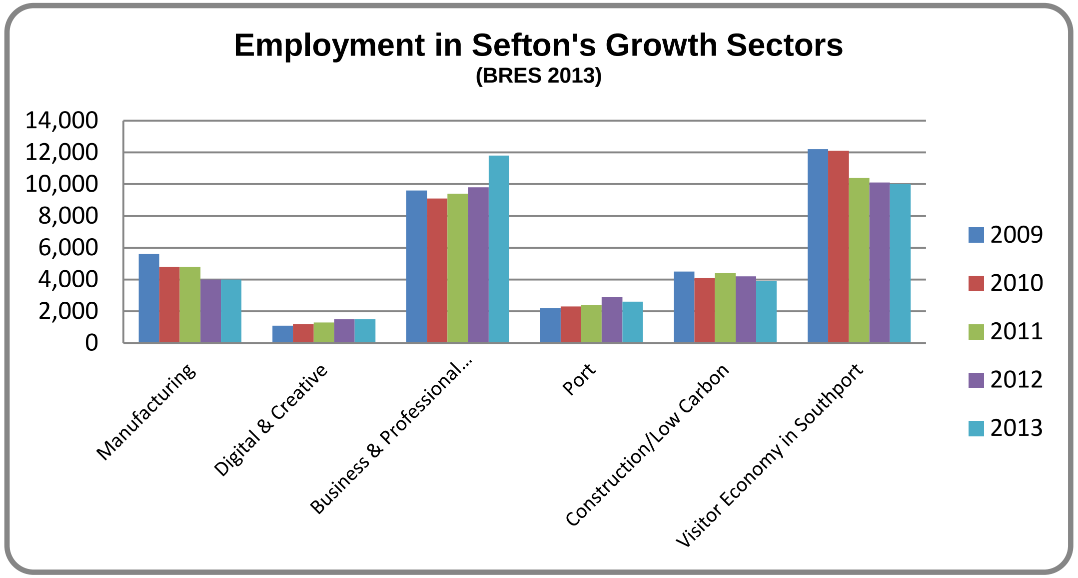
Sefton's Key Growth Sectors



In 2014 there were 4,700 business units within Sefton's key sectors.

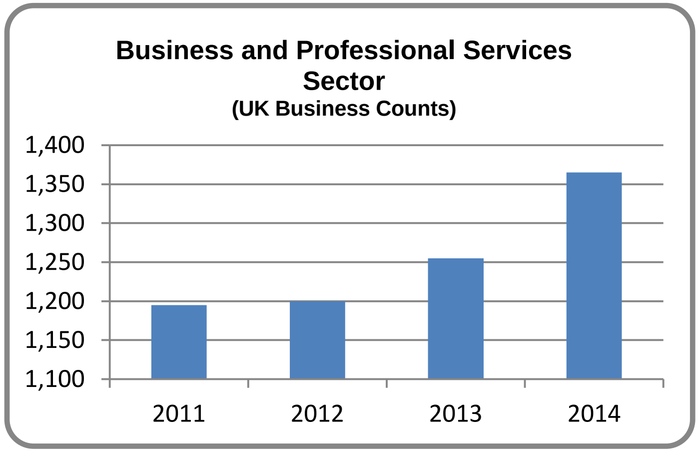
The number of businesses within these sectors has increased by around 300 in the last 12 months.

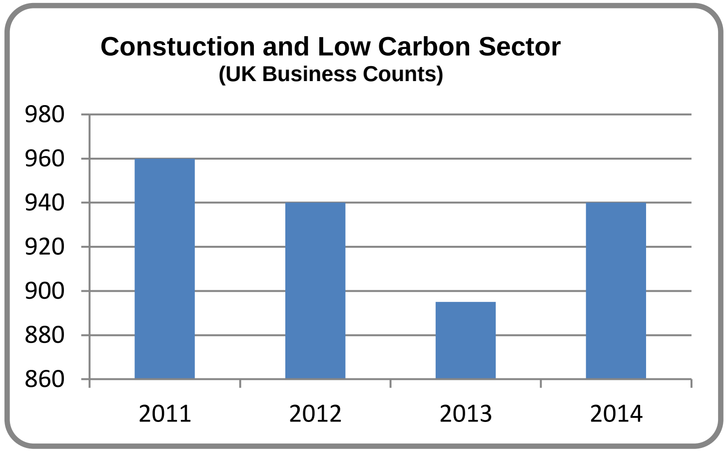
Business and Professional Services has seen the biggest increase in business numbers in the last 12 months.

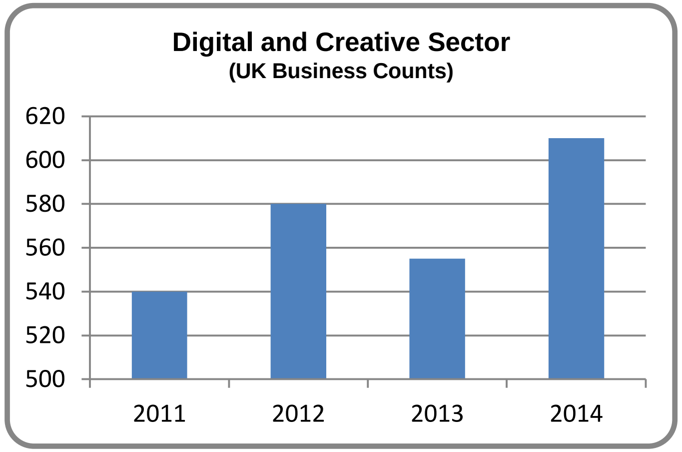


Approximately 34,000 (37%) of Sefton's workforce is employed in the City Region's four **Growth Sectors (**Knowledge Economy, Super Port, Construction/Low Carbon and the Visitor Economy) or in supporting sectors manufacturing and construction. The graph shows Sefton's performance in these sectors over the past 5 years. In 2013 there was an increase in employment in Business and Professional Services. However, the Construction and Port sectors saw their employment numbers decline slightly.

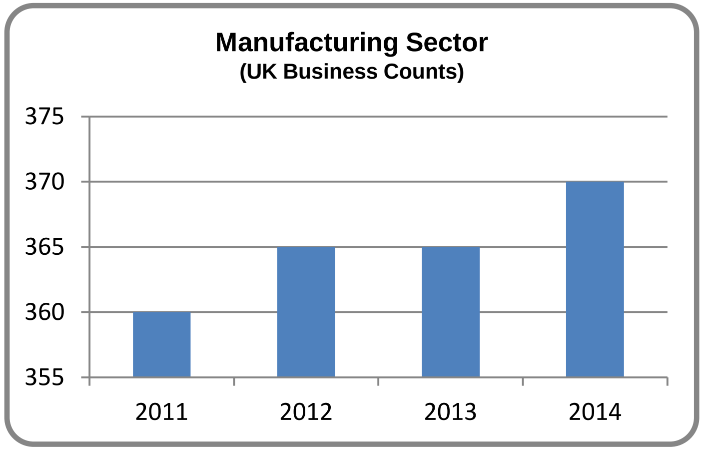
Business Units in Sefton's Key Sectors

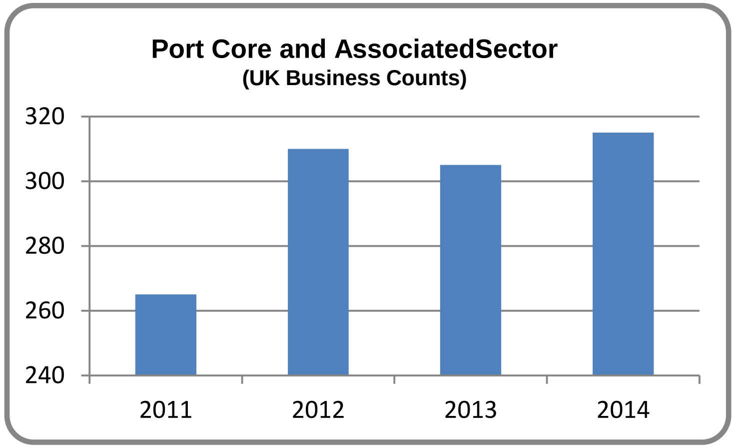


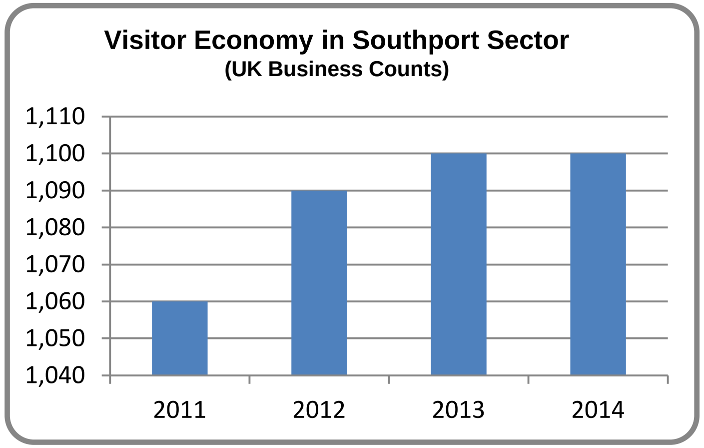




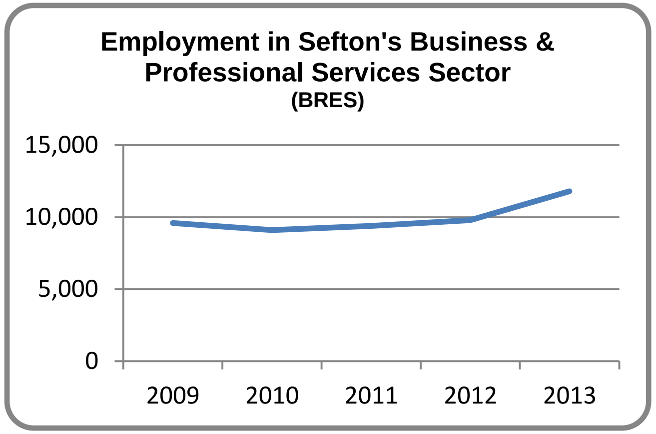
The number of **business units** within Sefton's key sectors has shown signs of growth over the last year. The biggest growth has been in Business and Professional Services. The Visitor Economy saw some growth in 2013, and has remained stable in 2014.

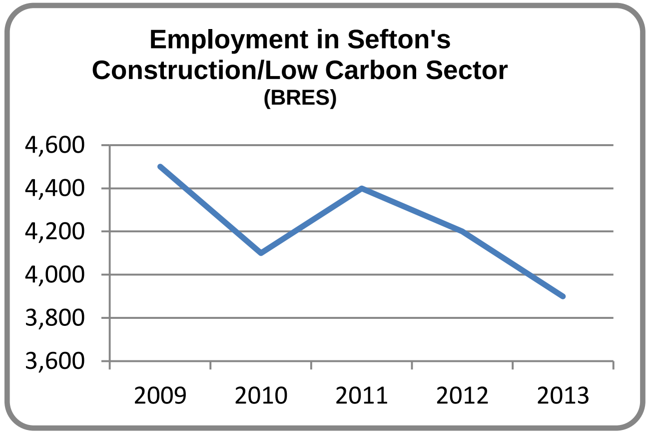


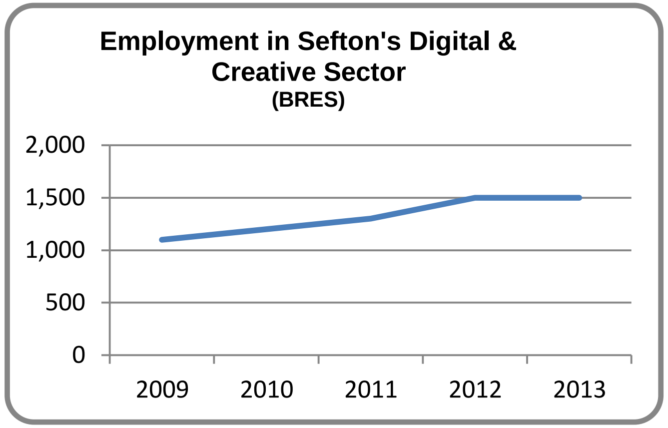




Employment in Sefton's Key Sectors

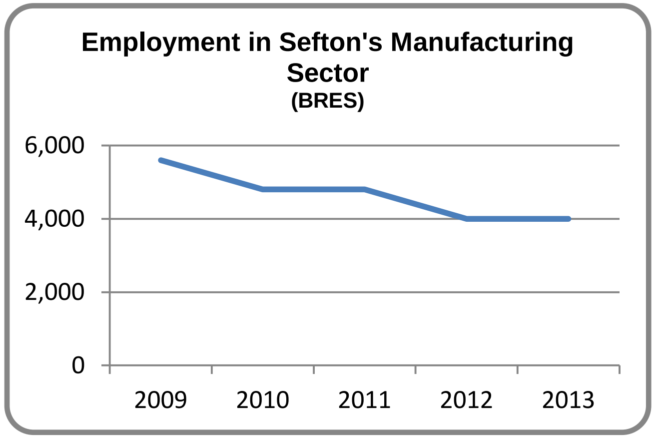


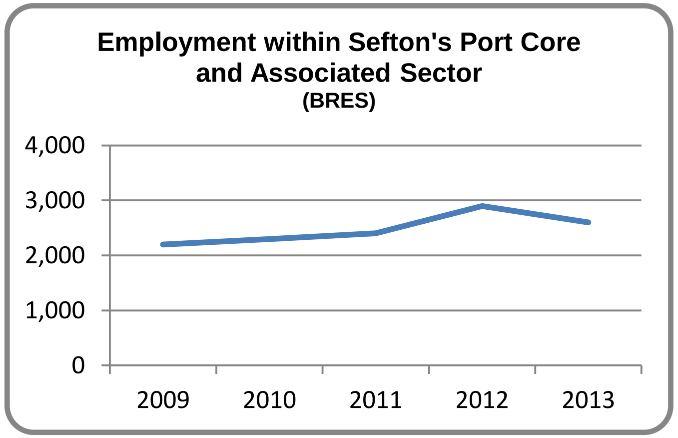


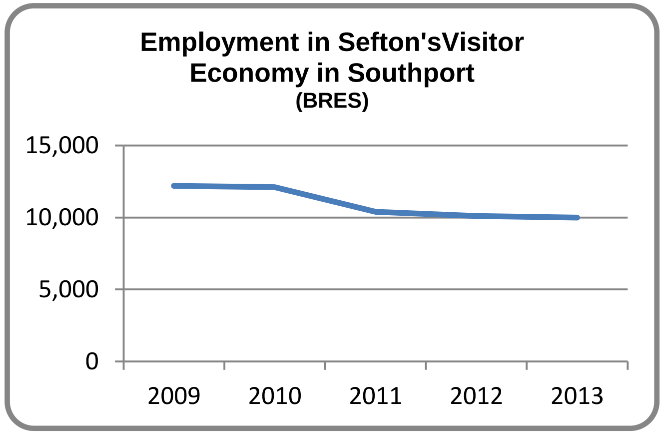


Employment data relates to 2013, when the number of businesses in these sectors suffered **employment** losses in all but one sector.

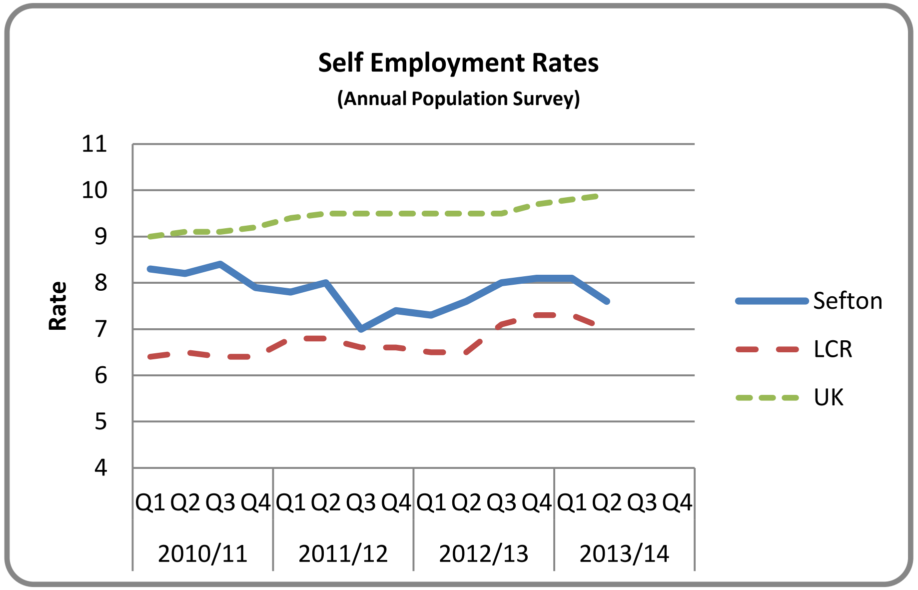
It is envisaged that the increase in the number of business units seen in 2014, will be reflected in the employment count when it is released in September 2015.



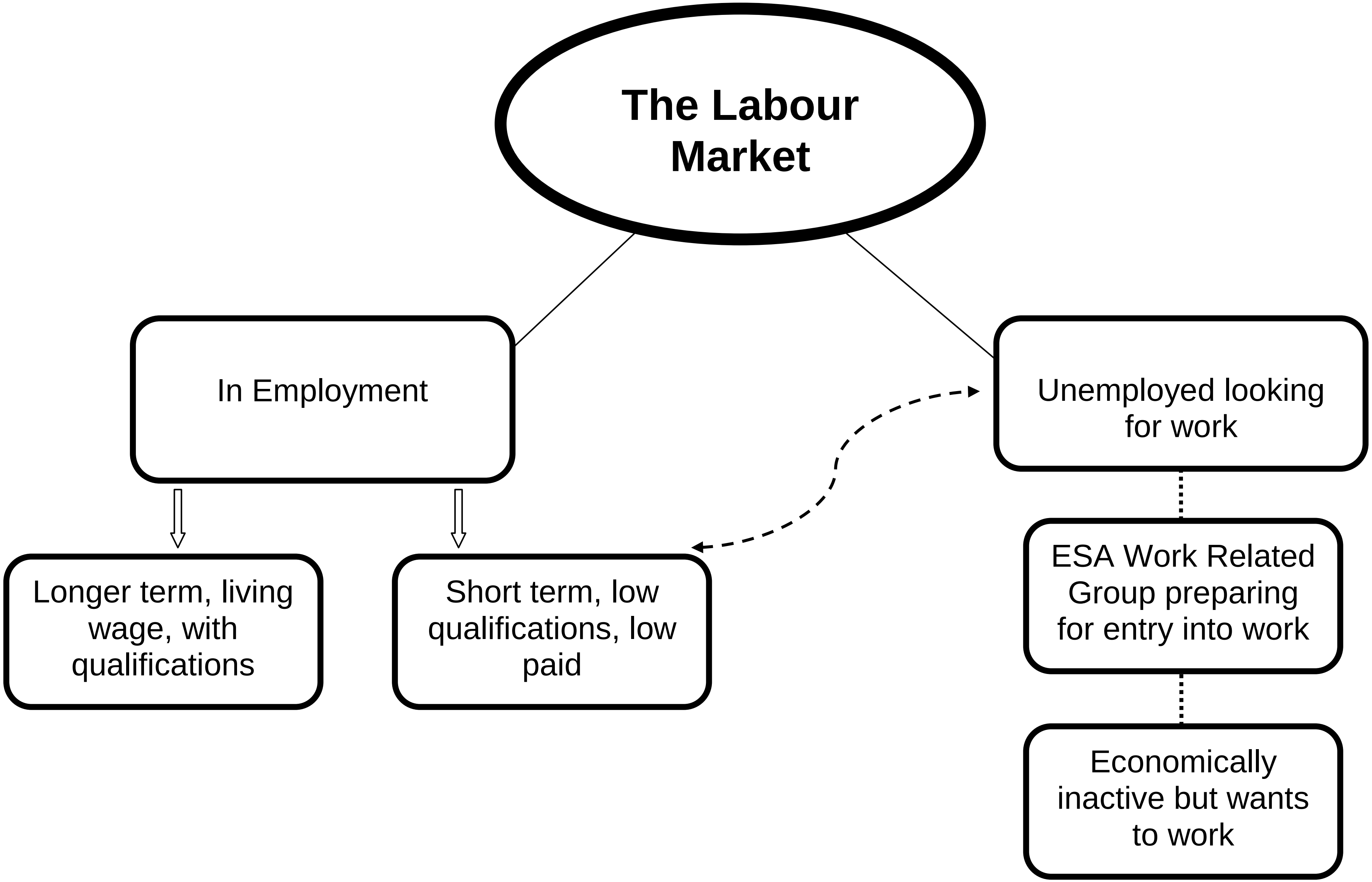




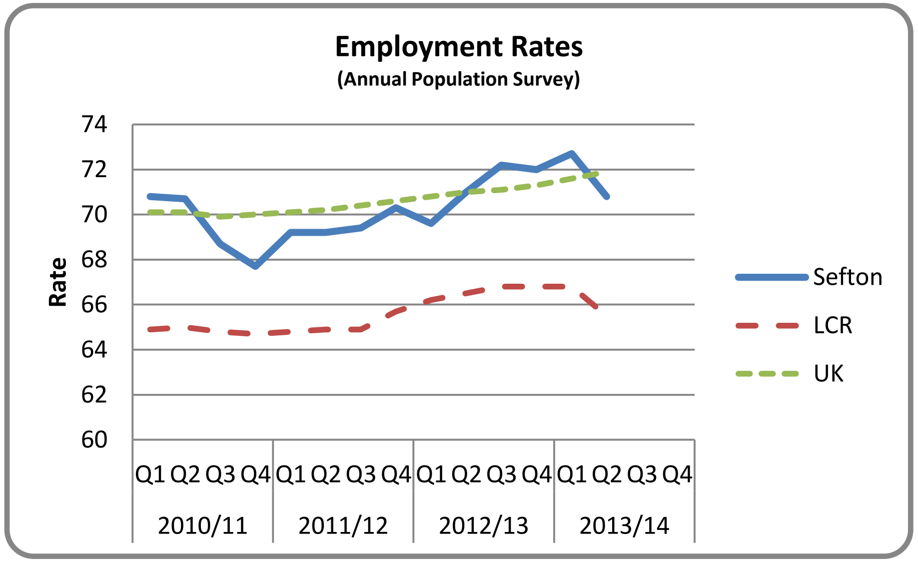
Self Employment



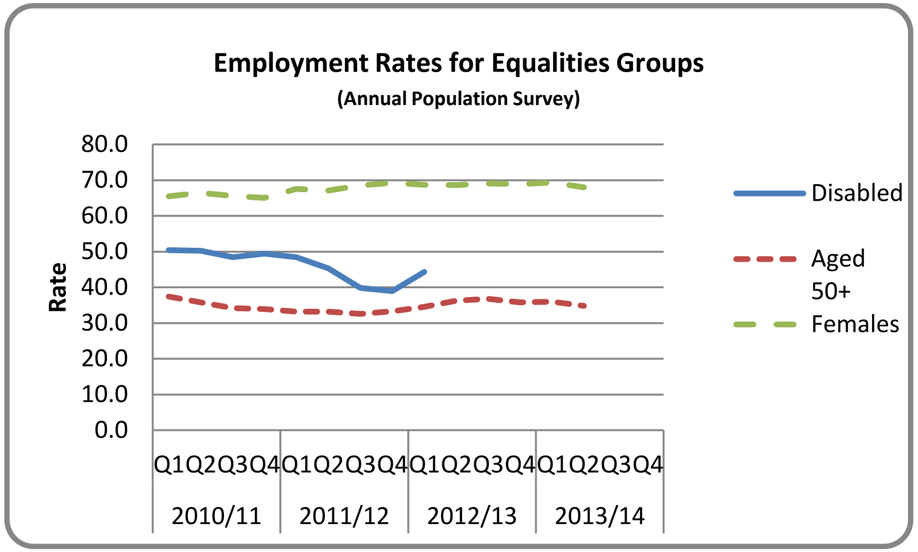
Following a period of steady improvement, **self employment** in Sefton has started to show signs of contraction. The rate remains lower than that for the UK and the gap is starting to widen.


The Labour Market
In Employment
Unemployed looking for work
Longer term, living wage, with qualifications
Short term, low qualifications, low paid
ESA Work Related Group preparing for entry into work
Economically inactive but wants to work

Employment Rates



Sefton's overall **employment rate** has fallen in the last 6 months to 70.8%. The rate is now slightly lower than that for the UK, but remains over 5% higher than the rate for the LCR.



Confidence Levels : 2.8 - 3%

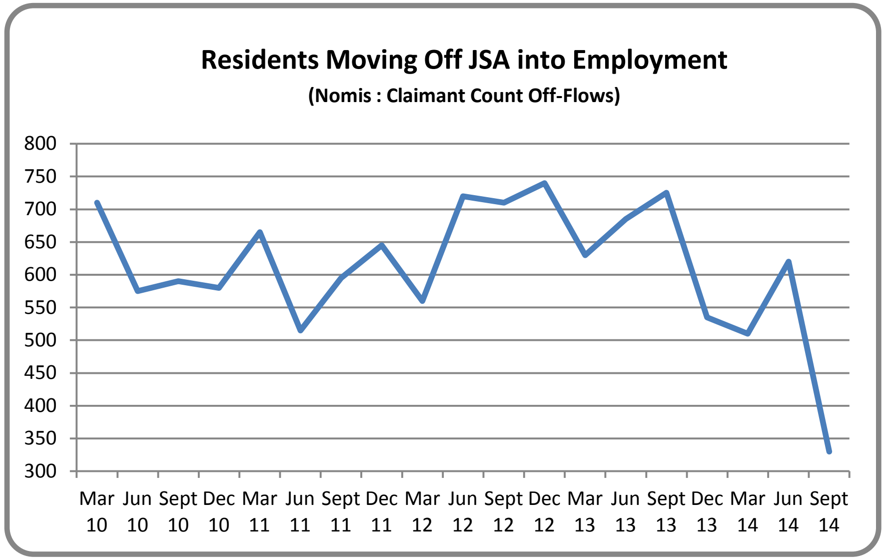
Employment rates for those who are at risk of being disadvantaged vary in the borough.

The **female** employment rate in Sefton remains relatively high and currently stands at 68.0%, experiencing a small fall over the previous 6 months. However, it is 5.0% higher than for the LCR and 1.0% higher than the UK.

The employment rate for **older residents** (aged 50+) was starting to show steady signs of improvement, but recently has started to fall back and now stands at 34.8%.

The data available to monitor the employment rates for disabled residents has been temporarily withdrawn.

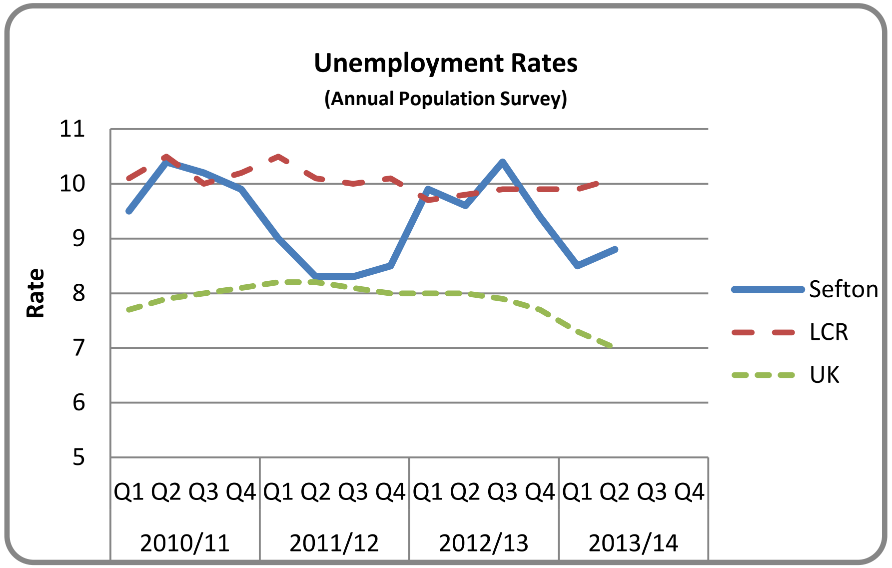
Moving into Employment



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

The number of residents, known to have moved into employment has fluctuated in Sefton, and recent figures showing a distinct fall in the numbers. The borough is following a similar pattern to that for the LCR and UK.

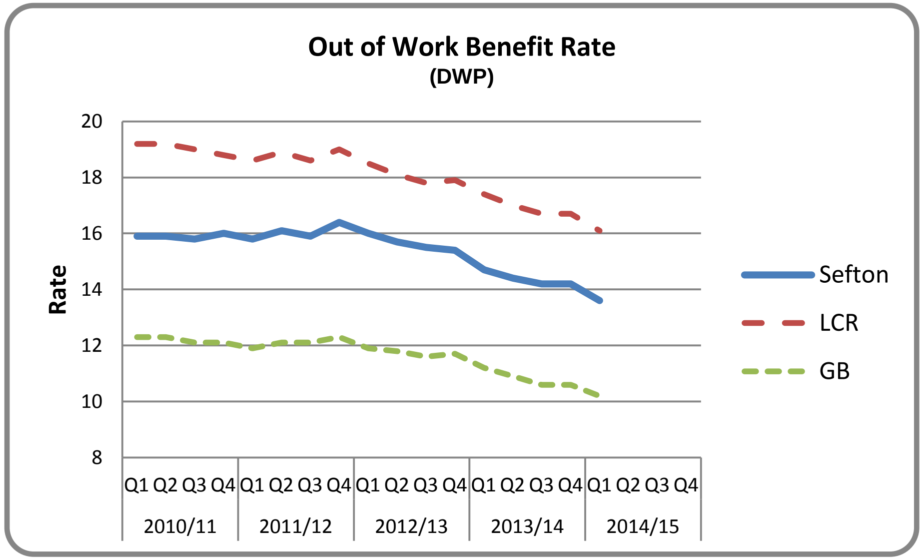
Unemployment



Overall **unemployment** has seen some improvement over the last 6 months, with the latest rate now recorded at 8.8%. The rate is now 1.3% lower than that for the LCR, but the gap with the UK has widened slightly to 1.8%.

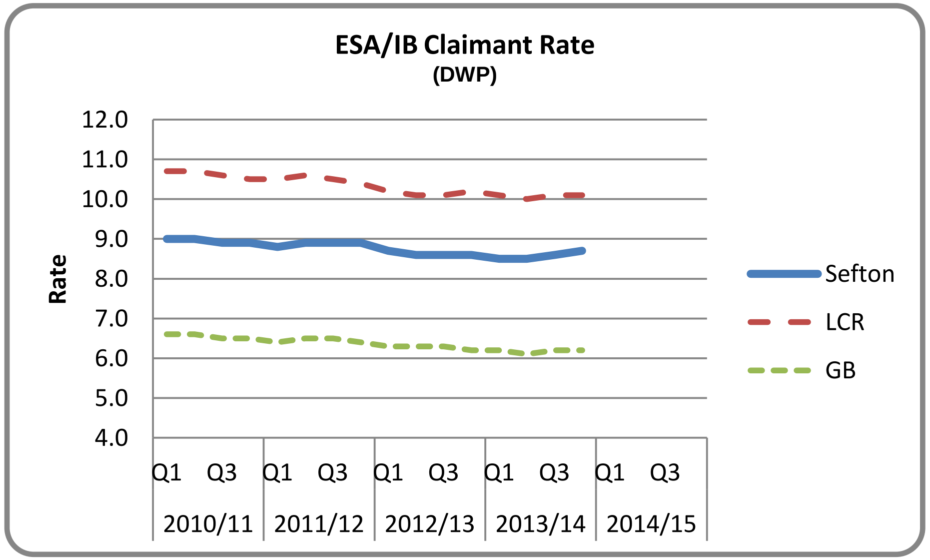
Confidence Levels : 2 – 2.3%

Out of Work Benefits



Out of Work Benefit rates in Sefton continue to fall. Rates reached a peak of 16.4% in mid 2009/10 and currently stand at 13.6%. Sefton's rate is 2.5% below the rate for the LCR, and the gap between Sefton and Great Britain has reduced to 3.4%, but still requires further improvement.

Health Related Out of Work Benefits



In Sefton approximately 60% of out of work benefit claimants are in receipt of **Employment Support Allowance/Incapacity Benefit (ESA/IB).**

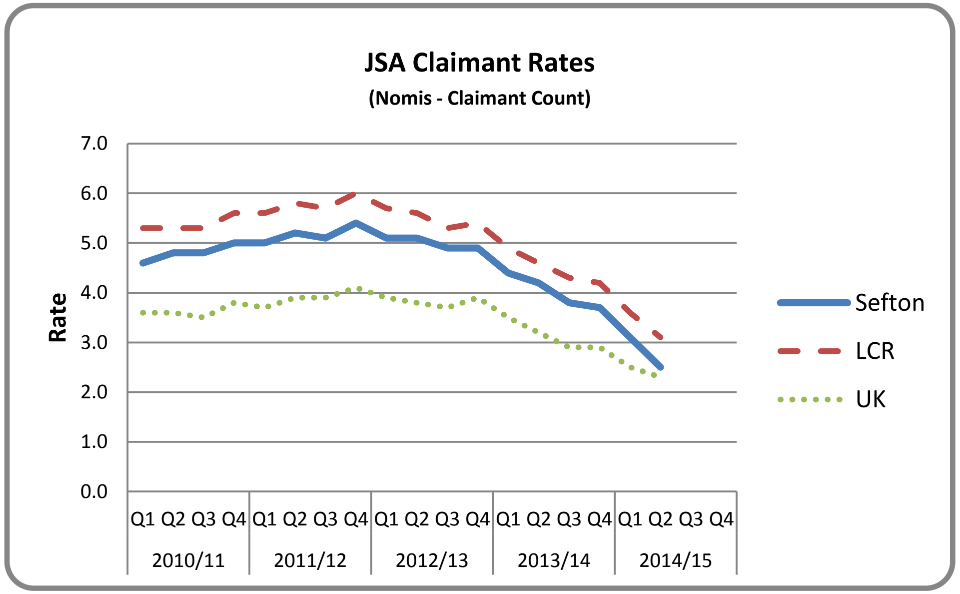
When being assessed for ESA claimants will fall into three categories:

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

Claimants requiring additional support and placed in the Work-Related group represent approximately a quarter of all ESA claimants.

Sefton's current rate is below that for the LCR but significantly higher than for the country as a whole.

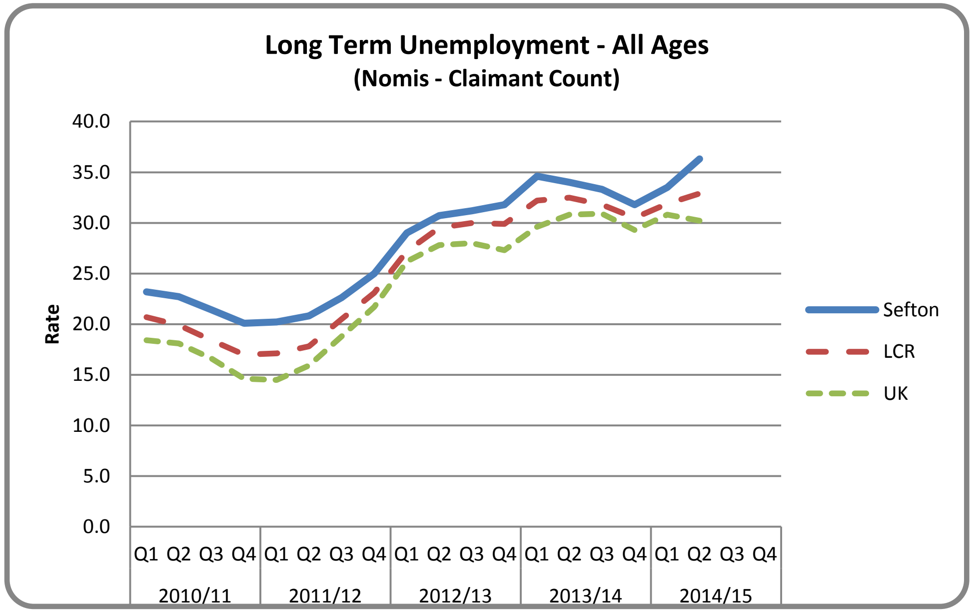
Job Seekers Allowance Claimant Rates



The **JSA claimant rate** in Sefton continues to fall. The rate in Sefton is currently 2.5%, over half a percent lower than for the City Region, and just 0.2% higher than for the UK as a whole.

With the implementation of **Universal Credit** the on-flow to JSA has slowed with new claimants being diverted onto the new benefit regime. We do not have detailed information on the types of benefit being claimed and therefore it is difficult to determine how Sefton is truly performing.

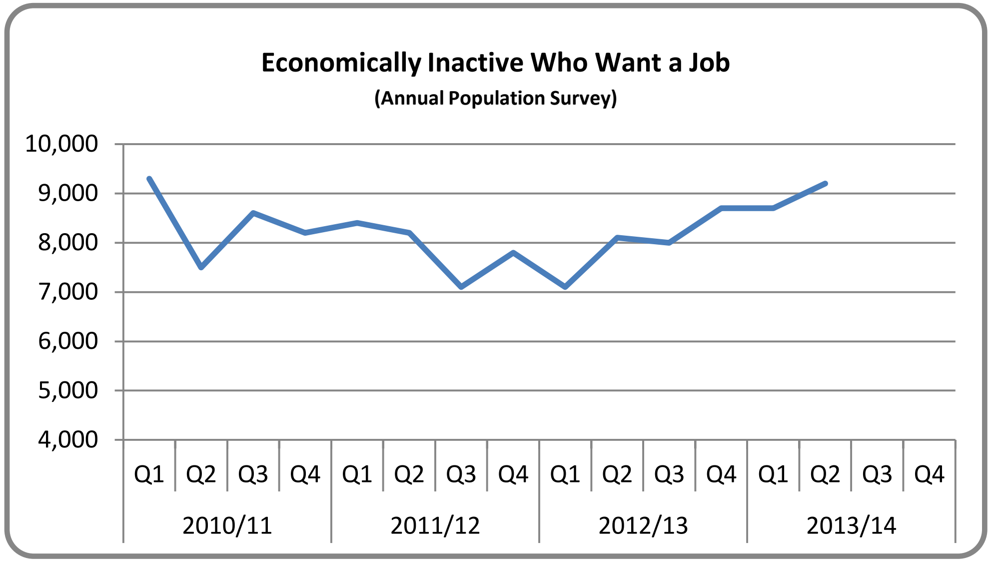
Long Term Unemployment



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

Long term unemployment has been a particular problem in Sefton across all age groups, but the count is starting to improve. However, Sefton's overall long term unemployment rate is currently 36.3%, 3.4 points higher than the City Region (32.9%) and over 6.1 points higher than the UK (30.2%). The gaps continue to widen.

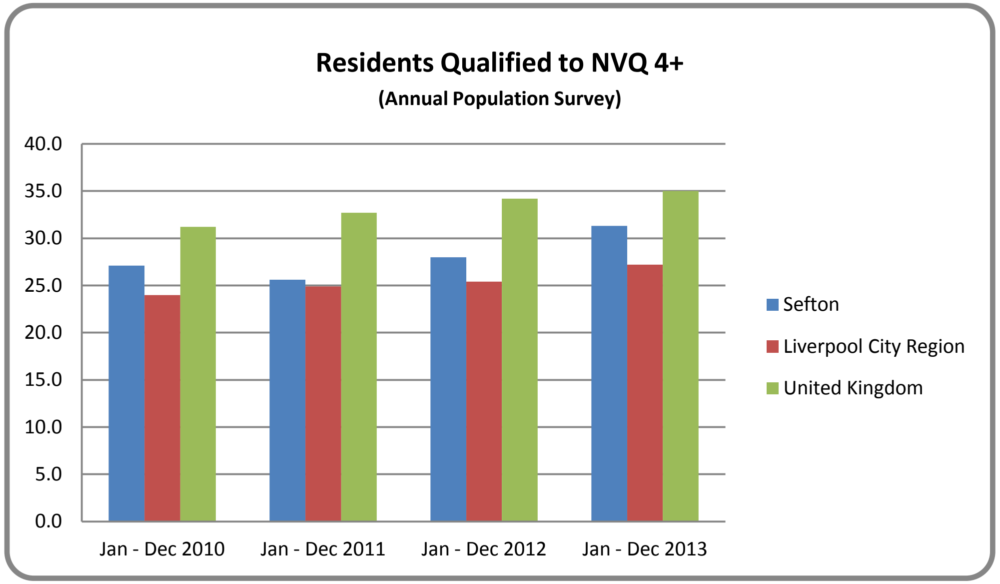
Encouraged Workers



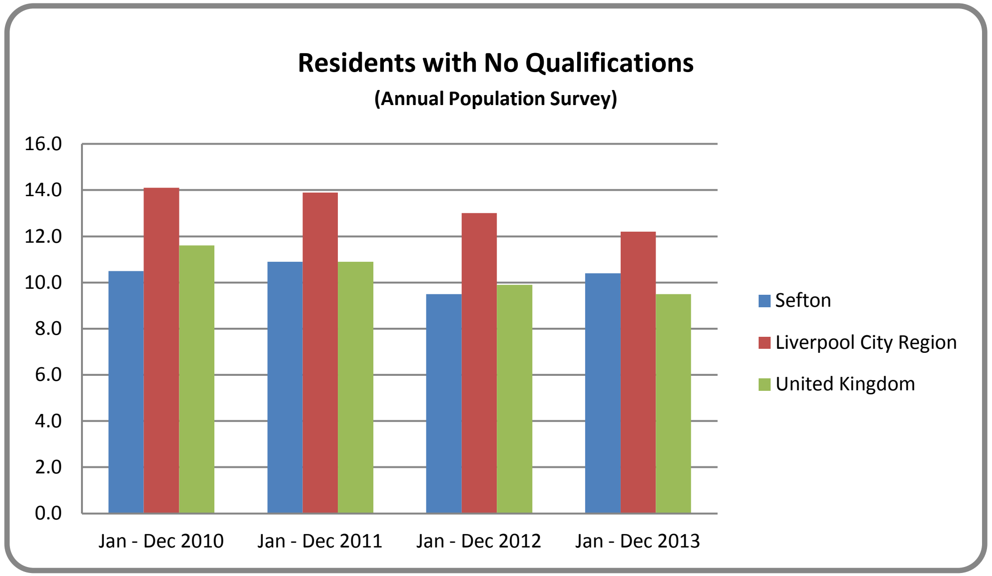
There is an increasing number of **'encouraged workers'** who are classed as Economically Inactive but wish to move into work.

The figure continues to grow in Sefton and may be as a result of the increased cost of living and restrictions on benefit payments.

Qualifications

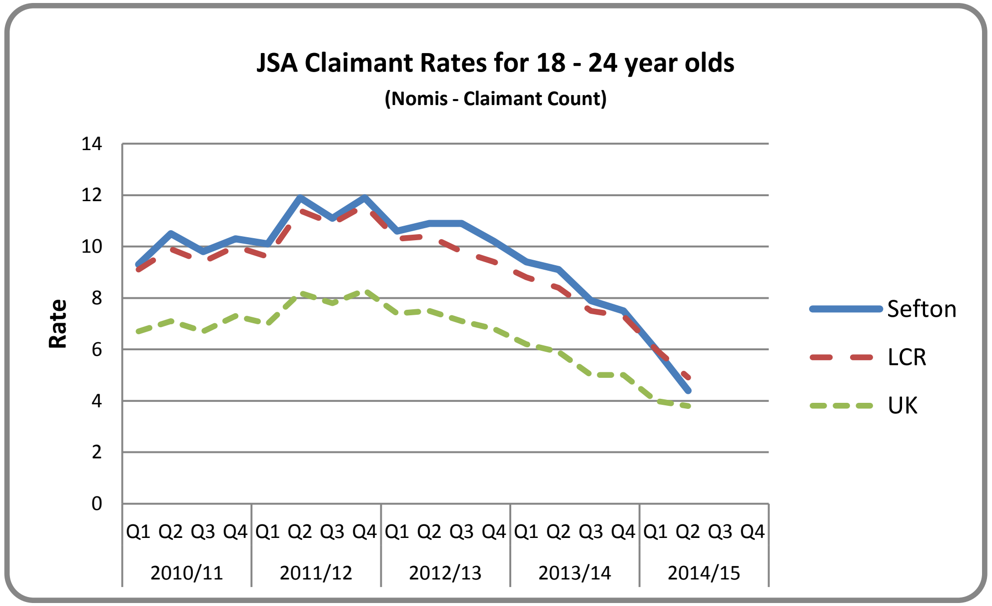


In 2013, 31.3% of Sefton's working age population were **qualified** to NVQ Level 4+, a further 3.3% improvement since 2011. The rate is 4.1% higher than that for the Liverpool City Region and the gap with the UK continues to improve, now 3.7%.



The percentage of Sefton's working age population with **no qualifications** rose in 2013 and now stands at 10.4%. The rate remains almost 2% lower than the City Region but is now almost 1% higher than the UK.

Young Claimants

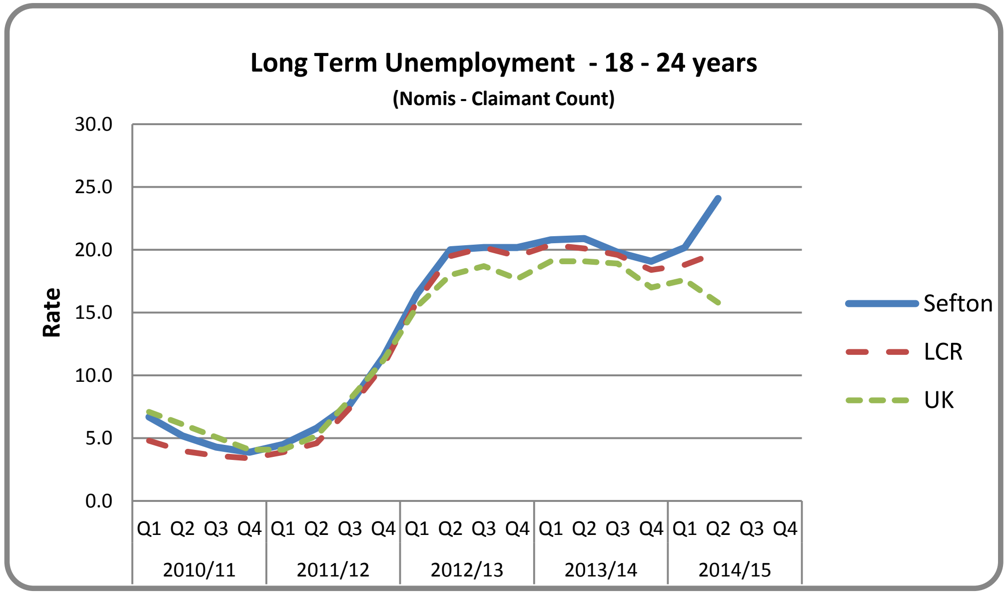


The **youth claimant rate**, at 4.4%, is now 0.5% lower than that for the LCR, and 0.6% higher than the rate for the UK.

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

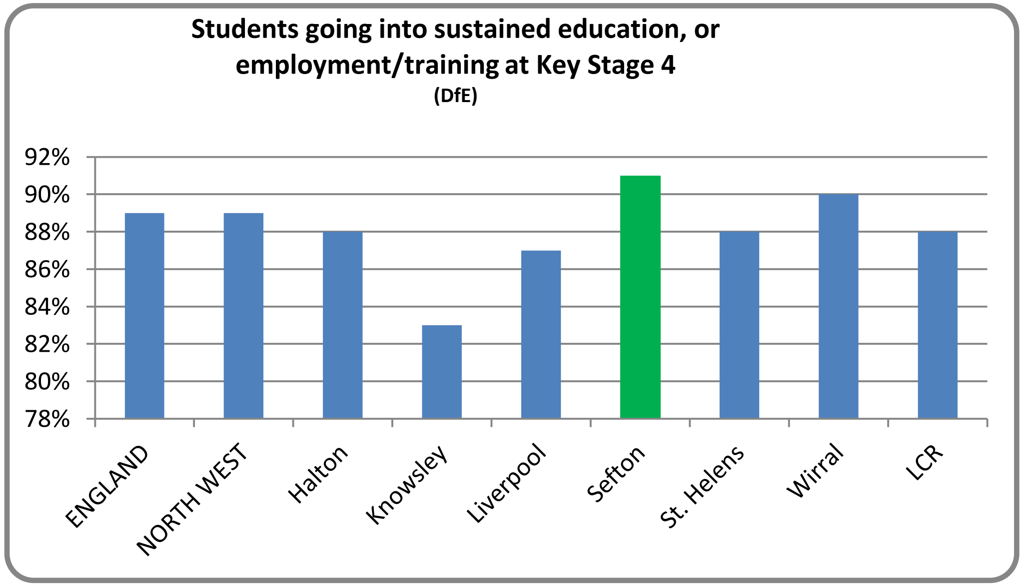
The implementation of **Universal Credit** may be impacting on the number of young people moving on to JSA, distorting the figures.

Young Long Term Claimants



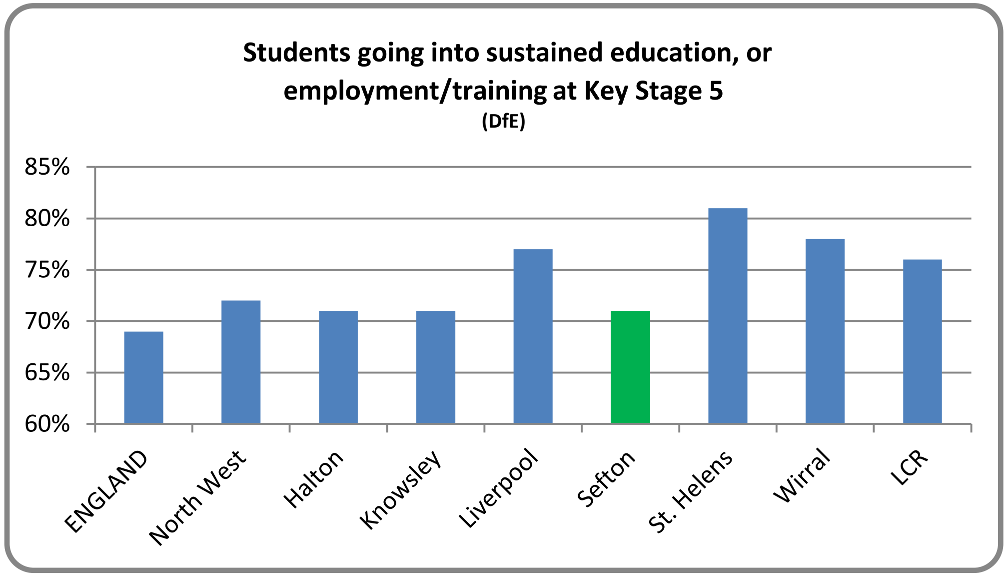
Long term (1 year +) youth unemployment quadrupled in 2011/12, but the count has started to improve across Sefton. However, the overall rate continues to rise and in Sefton over 24% of young claimants have been claiming JSA for more than 12 months. The performance gap has widened significantly and is 4.3% higher than the LCR and 8.3% higher than the rate for the country as a whole.

Sustained Education and Training



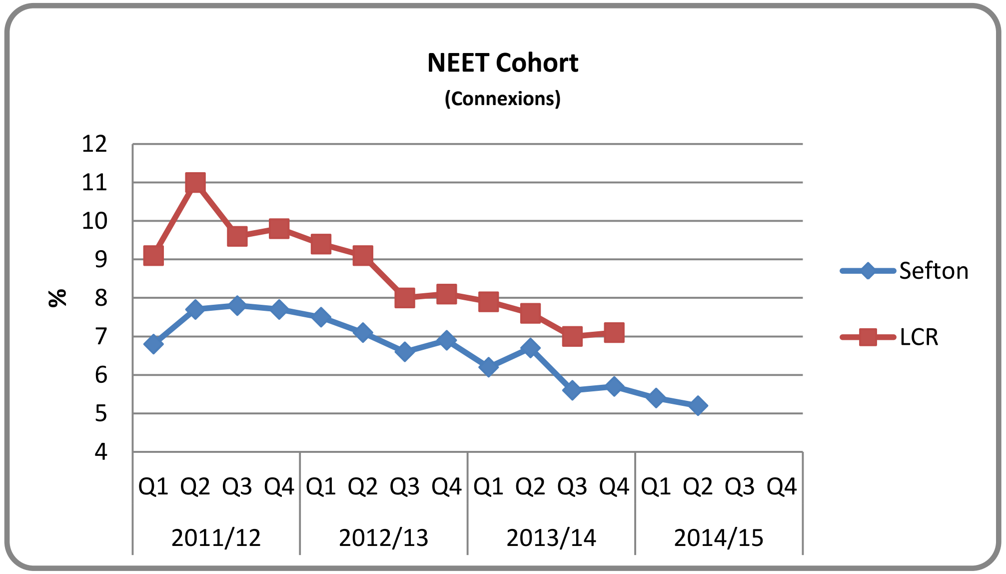
The Department of Education has recently released figures for the **Destination of School Leavers** at Key Stage 4 and Key Stage 5, for 2011/12. Sustained participation is based on attendance at two terms, October – March.

Sefton continues to perform strongly at the end of Key Stage 4 with 91% of students moving into sustained education or employment and training. 85% remain within the education system. Sefton is still the highest performing borough in the City Region and also outperforms both the North West and England.



At the end of Key Stage 5, 80% of young people continue with their education or move into employment/training. This is a 9% increase on the 2010/11 figures and may reflect the lack of employment opportunities resulting from the recession. 70% of those continuing remain wholly within the education system. Sefton still performs well against England as a whole, but less well against other local authority areas. 59% of Sefton young people move onto to UK Higher Educational Institutes.

Not in Education, Employment and Training



The **NEET (Not in Education, Employment or Training)** figure for Sefton continues to have small peaks and troughs, and currently stands at 5.2%. Data for the Liverpool City Region is no longer available due to a change in monitoring practices.

5. Strategy Monitoring Report

Objective 1 More new starts to replenish the business population

What are the challenges?

Historically, Liverpool City Region has an economy dominated by direct employment and a weak entrepreneurial culture. Although the city region business base has grown by 8.6% over the past decade, but from a low starting point, and a further 20,000 business are required just to match UK business density.

In terms of generating new businesses, Sefton has traditionally performed well compared with the rest of the city region, and this is reflected in the throughput of new businesses supported across the borough from a range of business support programmes. The latest business births data shows 53 business starts per thousand resident population compared with 48 per thousand for the city region. The gap between Sefton and the rest of the UK has narrowed over the past 12 months.

At a local level a major issue has been the withdrawal of public funded programmes over the past four years to support new enterprise, relying instead on national programmes such as Start up Britain and private sector delivery of loan finance.

Who are we working with?

Invest Sefton and Sefton@Work provide a managed referral to other partner support such as Social Enterprise NW who deliver a cross LCR £6m programme – Big Enterprise in Communities. The aim is to stimulate enterprise in disadvantaged communities and under-represented groups offering start up advice and support from a consortia of partners including South Sefton Development Trust (SSDT) and the Women's Organisation (TWO).

InvestSefton also works closely with St Helen's Chamber who are one of two organisations who deliver the government's New Enterprise Allowance programme in Sefton. A business advisor from St Helen's Chamber spends a proportion of their time at Sefton@Work's Bootle office.

InvestSefton works closely with Merseyside Special Investment Fund in referring new businesses to its Start Up Loans Fund programme.

How are we addressing the challenges?

The LCR Local Enterprise Partnership has made Business Start Ups and developing an entrepreneurial culture a key priority of the new European Programme (2014-2020) for the city region. In conjunction with the Local Authorities and Chambers of Commerce, the LEP is developing a new Enterprise Strategy.

Government also reintroduced New Entrepreneurs Allowance providing unemployed people with opportunities for funding, and support from volunteer mentors.

What have we achieved?

InvestSefton has continued to support start ups through financial incentives, most notably the Stepclever Legacy fund which ended in June 2014 with impressive results:

Indicator	Annual Target 2014/15	Total Programme	Completion April 2012 - June 2014	
No. of business start-ups in the Stepclever area	11	74	97	
No. of Stepclever grants awarded	18	122	138	

Between April and October 2014, St Helen's Chamber has supported the start up of 20 new businesses in Sefton. 31 start ups have been supported with £213,800 of loan finance. The fund is delivered as part of the Government's Start Up Loans company initiative and is split into two demographics-Under 30's and over 30. To date 12 Sefton applicants (under 30) and 19 (30+) have been supported.

Case study

Bootle start up assisted with a £7,332 grant investment. The MD's experience as a hairdresser and knowledge of hair styling products helped her to see a gap in the market – achieving turnover above £2m in its first full year of trading. Since launching they've attracted media attention via association with celebrities. Major customers include Argos, Toni & Guy, Boots, Harvey Nichols, Costco, Tesco, Asda, Bank Fashion, River Island, Lipsy, Emirates Airlines and Bloomingdales. The business intends to increase their domestic and international distribution network, working with UKTI. This growth will hopefully enable an increase in staff from 8 to 14 within the next twelve months.

Moving forward 6 months and beyond?

To optimise our use of resources, InvestSefton has gradually withdrawn from direct delivery of start-up support, preferring more partnership oriented activities. They will need to be developed further, but the Council is well positioned at city region level in terms of adopting a new Enterprise Strategy, and adopting a Memorandum of Understanding with Liverpool and Sefton Chambers of Commerce with Council representation on the Chamber's board. Discussions are ongoing at both operational and strategic levels with a focus on:

- Developing a business start up incubator programme in Sefton – Spark Up (Based on a successful US model)
- Developing Chamber NEA activities in Sefton
- Developing appropriate start up referral protocols between the council, chambers and other support providers
- Exploring opportunities for developing joint bids for funding
- Developing an Enterprise Network group in line with InvestSefton's delivery strategy

Objective 2 Grow existing businesses and stimulate the economy

What are the challenges?

Business growth remains a key priority for both Sefton and the city region. A dynamic community of small and medium size enterprises is essential to economic recovery. While business formation has shown a gradual improvement, this has been offset by the number of business failures, which has meant a levelling-off in terms of the business population. However, Sefton's business densities are slightly higher with 45 businesses per thousand population compared to 39 per thousand for the city region.

A key challenge for both Sefton and the LCR is to close the output (GVA) gap with the UK – which currently stands at £8.2bn. We do not have enough businesses for the size of our population, and we do not have enough higher value adding businesses. As a result, GVA and productivity per employee lag behind the UK.

Who are we working with?

The council continues to work closely with the LEP, LAs and Chambers of Commerce to develop Business Growth Hubs which are part of the City Growth Deal approved by Government, and the new strategic mechanism for accessing support to the business community. To this end, a Memorandum of Understanding has been agreed with Liverpool and Sefton Chambers of Commerce to develop mutually beneficial joint working arrangements including Business Growth Hubs in Bootle and Southport.

InvestSefton continues to work closely in partnership with the LEP and other LAs in delivering Business Growth Grants (funded by Regional Growth Fund). The Business Growth Grant is a £15 million investment programme secured by the Local Enterprise Partnership and administered in conjunction with the City Region's Local Authorities. InvestSefton delivers the scheme in Sefton.

How are we addressing the challenges?

In order to meet the challenge of GVA, the council continues to engage with Sefton businesses through its front facing teams InvestSefton, Sefton@Work and REECH into Business, to help drive up business growth and productivity, jobs and reduction of CO_2 emissions.

The Council has consulted businesses in the December 2014 Sefton Business Survey to help assess future demand requirements and business needs. This information is vital as it will help shape delivery accessed via the Business Growth Hubs and the new European programme (2014-2020).

The RGF programme is starting to gain momentum and InvestSefton has received over 35 expressions of interest from Sefton businesses. Progress to date includes:

- 18 projects at full application and/or appraisal stage
- Total project pipeline of £1.28m of potential investment generating £7.18m of private sector leverage
- Project could lead to the creation of 188 new jobs with local employment opportunities being maximised by Sefton@work
- A further 140 jobs will be safeguarded

Case study

Hi-tech robotics company Aintree - The company develops and integrates machining solutions using industrial robots. The business was originally located in a warehouse in Baltic Road, Bootle and was born out of a scenery and set building business that used robots to produce some of its products. In October 2012 the business moved to new premises at Sefton Business Park in Aintree. This move gave the business the right image to operate effectively in the advanced manufacturing sector. In 2013, the business was identified as one of 250 fastest growing companies in the manufacturing sector by Lord Young and the Business Secretary, Vince Cable. InvestSefton assisted the business in its £600k capital investment through detailed diagnostics and 1:1 business support. This resulted in the award of a £10,000 Business Growth Grant to develop and integrate five CNC robotics applications solutions namely: stone machining, plasma cutting, quick tool change systems, laser profiling and water jet cutting. The project will create six new jobs over the next 15 months.

InvestSefton's 'one to many' approach includes an extensive events/workshop programme which can accommodate 15-50 businesses up to the more formal setting of Sefton Economic Forum which attracts 200 businesses three times a year. These 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.

In September InvestSefton hosted five events to support the Council's new procurement policy. The events, *New Ways of Doing Business with Sefton Council*, were attended by 145 business owner/managers who learned about a new system of Risk-Based Sourcing for Requests for Quotes (RFQ), relating to goods and services from £1,001-£172,514, and works up to £4,332,012. The new system has been designed to make it easier to do business with the Council. Following the events there were workshops for experienced bidders and businesses new to public sector supply on a range of topics.

International Sefton

Sefton Council has invested £37,000 in developing Sefton's export and new markets ambitions. This included support during the International Festival for Business and work on helping businesses enter new business markets. This has led to the following outcomes:

- Identifying opportunities with Councils, NHS, Universities, and government agencies
- Costing and Pricing Tenders
- The Bid-No Bid Decision Tree
- Developing a Tender Readiness Toolkit
- Over 1,700+ Sefton businesses sent updates direct to their inbox on IFB on a weekly basis
- Creation of an IFB page on the Invest Sefton website and updated with information and tenders http://www.investsefton.com/business-support/international-festival-business-ifb-2014/
- Two further awareness raising events held in the North & South of the Borough before IFB started. Collectively these attracted over 400 Sefton business delegates
- 19 intensive one to one broker meetings
- 440 Sefton businesses became members of IFB business club
- Meet the Buyer opportunities including Tesco and United Utilities - 30 Sefton businesses were supported by InvestSefton in submitting a PQQ of which 15 won appointments with a buyer

The most significant and welcome development, however, has been the establishment of the Sefton Export Advisory Group (SEAG). InvestSefton has brought together a cross sectoral private sector led group to steer and support the development of International Sefton, and a new Sefton Exporters' Network. Its membership (primarily 12 leading Sefton SMEs) is drawn from the manufacturing, distribution, logistics and service sectors. There is also representation from business agencies, including UKTI, and Liverpool & Sefton Chambers of Commerce.

Some of the group's activities to date include:

- Awareness raising and promoting the International Festival for Business 2014 to Sefton businesses
- Development of a new Sefton Exporters' Network and Exporters' Pack
- Development of a new 'Export Sefton 'web site with soft launch in December 2014 before going live early in the new year
- Business-to-business peer mentoring scheme involving Advisory Group members, for new exporters, and exporters wishing to enter specific markets
- A planned LCR 'Expo' 2015, in partnership with the Federation of Small Firms, Ireland
- A business engagement programme aimed at stimulating further interest in export and wider business support through InvestSefton.

Encouragingly there is also an excellent read-across to the Knowledge Economy sector with manufacturers making up the majority of this group.

Inward Investment

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

Demand for industrial space, in particular from port related businesses has increased with a significant investment by an occupier leasing over 200,000 sq ft at 'Big Ft 2, Atlantic Park'. Other projects include:

- Turtle Wax have taken just under 5,000 sq ft at Alaska House, Atlantic Park for their European HQ
- 500,000 sq ft requirement for Distribution Centre is still live; however there is no longer adequate space on Atlantic Park to accommodate this. Alternative options being investigated.
- Office user negotiating to take 5-10,000 sq ft at Alaska House
- Enquiry for large new build office on Atlantic Park
- Enquiry for contact centre to take Caspian House (35,000 sq ft), creating 300-500 jobs.
- Working with manufacturing business to relocate to larger 200,000 sq ft new build premises on Atlantic Park.

Access to Finance

Access to finance from conventional borrowing remains an obstacle for businesses despite Government targets and investment. This has led to an increase in alternative finance programmes such as crowd funding, invoice trading and peer to peer lending. InvestSefton works closely with Merseyside Special Investment Fund (MSIF) in referring Sefton applicants for loan support. To date over £2.6m has been invested in Sefton businesses under the Loan & Equity Fund. A further 30 loans have also been placed with Sefton businesses totalling £994k.

InvestSefton in conjunction with the Council's Treasury team have allocated resources to allow Sefton MBC to invest in Sefton businesses via Funding Circle crowd lending platform. This is the first of its type in the Liverpool City Region. Cabinet has approved the use of £100,000 from council reserves to support applications for loans from Sefton businesses. Funding Circle enables people to directly lend to creditworthy small businesses, sidestepping the banks. The business was set up in August 2010 in direct response to the difficulties small businesses were facing in accessing finance.

There have been 8 Sefton applicants who all received funding from the platform without any requirement from the council's fund. However InvestSefton and the Council's Treasury team are working closely on supporting Sefton businesses who are credit rated in the B and C categories. There is real opportunity to not only support Sefton businesses through the platform but also generate strong rates of return for the Council ranging from 6% upwards.

InvestSefton also delivered the Stepclever Legacy fund, which provided capital grant support to existing businesses in the six Stepclever qualifying wards of Derby/Linacre (south Sefton) and County/Anfield/ Kirkdale/Everton (north Liverpool). The programme ended in June 2014 surpassing all its contracted output targets as follows:

Stepclever Output	Target	Actual
No of Business start ups assisted	74	97
No of business expansions assisted	34	41
No of grants awarded	122	138
No of jobs created	124	317.5
No of jobs safeguarded	20	88.5
Private sector leverage	Not Targeted	£1,008,610

Grant awards were overseen by a private sector led steering group and a dedicated team was on hand to provide direct support to new and existing businesses in the area.

Case study

Electrical services company Bootle - The company provides specialist electrical services to major utility providers. Originally established in 2000 as a sole trader business, the company incorporated in 2003 after quickly earning a reputation as a leading specialist electrical company and consultant within "The Utility Network". The company trades in a very specialist market, in which there are only a few contractors throughout the UK who are able to carry out the contracts. Having previously traded as a sub contractor, in 2011 the business won a major contract to work direct with SP Networks (Scottish Power), becoming a preferred main contractor on a 5 year £45 million Lateral Mains and Mural Wiring framework contract. This resulted in a significant increase in operations, leading to the business moving into industrial premises at the Bridgewater Business Complex, Bootle. InvestSefton assisted the business with dedicated business planning and diagnostics support and by awarding a £20,180 Stepclever Business Expansion Grant towards costs of £54k for capital equipment required to deliver the contract. The project created 7 new jobs.

InvestSefton delivers the Linacre Bridge Business Grant Fund which to date has supported 10 businesses with the potential of creating 16 jobs. 7 of the businesses which have been funded are business start ups. The types of business range from Sandwich Bars & Cafes to Printers and Florists, with the funding being used for a range of activities from supporting the purchase of equipment to helping the business to advertise their services. The total grant fund available is £25,000 over £22,000 has been allocated to date. There is a further application in the pipeline which if approved will utilise the balance of the funding.

Case study

A Sefton commercial florist has extended its range and commercial contract business due to support from the Linacre Bridge project. Two large, bespoke walk-in air chiller units have been installed to allow large commercial flower contracts to be prepared and stored in advance of their use to enable a doubling of capacity to accommodate the increased demand from clients. They are one of only a hand full of professional commercial florists in the country to have Interflora and Vera Wang accreditations as an approved supplier which confirms their quality, reliability and value credentials, and are the placement opportunity provider of choice by Hugh Baird College for their floristry students and have been for many years.

What have we achieved?

Indicator	Annual Target 2014/15	Target Apr - Sept 2014	Actual Performance Apr - Sept 2014	
No. of businesses engaged	1645	672	863	
No. of jobs created	120	50	201*	
No. of jobs safeguarded	55	25	75*	
Amount of private sector investment secured	11,000,000	6.5m	7.2m	
No. of business engagement and consultation events	40	20	10**	
No. of businesses attending engagement and consultation events	1400	200	255	

*Includes RGF and Stepclever completion totals
**Events targets reduced to focus on smaller quality workshops

Moving forward 6 months and beyond?

The LCR is moving towards a centralised Business Growth Hub, which Sefton fully endorses. LA's and Chambers of Commerce, together with commercial provision, will be pivotal in this approach. Sefton has been leading on a review of the ERDF Merseyside Business Support Programme and a key recommendation arising from this is more cohesive business support activities and simplifying the delivery model for businesses. While the future funding landscape remains uncertain it is inevitable that a cross LCR approach will be at the heart of post-April 2015 delivery although this may yet take time to come to fruition, particularly as new European Programmes are not expected to be start until Q4 2015.

Objective 3 Target traditional and emerging growth sectors:
(i) Superport , (ii) Visitor Economy, (iii) Knowledge Economy, and (iv) Low Carbon Economy

In 2014 there were 4,700 business units within Sefton's four key growth sectors with a significant increase of 300 business units over the past 12 months. Business and Professional services has seen the largest increase. Approximately 37% of Sefton's workforce is employed in the four key growth sectors including sub-sectors of construction and manufacturing.

InvestSefton & Sefton@work have made a concerted strategic effort to target businesses in sectors. There is often cross cutting activity within each business that straddles more than one sector (e.g. A port related manufacturing company, construction companies operating in low carbon housing/retrofit sector). Company information is captured on CRM systems (CORE & Tractivity).

For the period April-September 2014 863 businesses have been engaged, of which 60% were in key growth sectors including construction. The remaining 40% include retail, healthcare/business services/charities/third sector, MOT/Garages.

Each sector is championed by a private sector-led Panel reporting to the LEP. Each sector has agreed a Strategy that drives investment marketing, project development, strategic business support, infrastructure development, and workforce skills.

(i) SuperPort
(including warehousing/distribution/maritime& logistics/transport)

What are the challenges?

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

The challenge for Sefton is how to accommodate a dynamic global Port within a tightly bounded urban area, so that trade and local supply chains can flourish and communities access the forecast new jobs, while maintaining clean health neighbourhoods where people will want to come and live.

The Liverpool 2 berth and associated channel dredging will be completed by the end of 2015, making the Port accessible to 95% of world shipping. In 2016, the Highways Agency will have completed the surface access road selection, in conjunction with the Council and LEP. Market sentiment is turning in favour of relocation to the "Port of the North", with logistics enquiries to the city region (and Dunnings Bridge Road) driven by rising energy costs and increased controls on carbon emissions.

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

With regards to inward investment we have a shortage of suitably sized sites to accommodate larger distribution and logistics uses. Without a land supply, Sefton cannot expect a proportionate share of the 20,000 jobs forecast in the sector by 2020.

Who are we working with?

We are currently working with the Liverpool City Region LEP and the Highways Agency on the Port Access Study to improve multi-modal access to the Port. In order to develop export activity in the borough, InvestSefton is working with Liverpool and Sefton Chamber of Commerce, the LEP and UKTI. To promote an integrated investment, business support, skills and recruitment offer to the maritime cluster, InvestSefton and Sefton@work are working closely with the Sefton Employment & Skills Partners Group including Port Academy Liverpool (Hugh Baird College), Jobcentre Plus, independent training providers and VOLA.

How are we addressing the challenges?

As part of a wider brief, looking into the employment potential of planned Port expansion, ekosgen was commissioned to undertake a survey of 770 port and port related businesses in Sefton. This is the first stage in a larger piece of work to prepare south Sefton for the investment, trade, traffic, environmental impacts, jobs and skills associated with Peel's investment in the Port of Liverpool. The 2014 Business Survey will provide critical information to enable InvestSefton to build support programmes and enable growth in this sector.

The council has recognised the importance of international trade and has provided funding for International Sefton phases 1 and 2. Over the past 18 months Sefton has seen the emergence of some unique opportunities arising from both Liverpool City Region and council-led international trade and investment activities. At the forefront of this was the International Festival for Business which ended in July 2014 and preparations for the 2016 festival (also to be staged in Liverpool) are underway.

The Council has commissioned BE Group to undertake an Economic Intervention Study for the Dunnings Bridge Employment Corridor. This will provide the development framework in which to receive new proposals for improving the land supply, and to guide proactive work by the Council.

What have we achieved?

Indicator	Annual Target 2014/15	Target Apr - Sept 2014	Actual Performance Apr - Sept 2014	
Superport Businesses Engaged	100	50	95	

This work has led to a range of related outcomes including:

- 95 SuperPort sector businesses supported under MBSP
- Port expansion is driving several large inward investment projects
- The Export Sefton Group will support further development of SuperPort activities.

Upon completion of the Sefton Business Survey there is the opportunity to develop a more specific SuperPort sector network for Sefton, working alongside other key partners such as the LEP and Mersey Maritime, Port Academy Liverpool etc.

Moving forward 6 months and beyond?

The 2014 Autumn Budget Statement identified government funding for the preferred surface access solution to increase access to the Port. It will take a minimum of six years to pass through further evaluation and planning stages. In anticipation, the LEP will commission a city region Freight Strategy to understand trends post-2020 and identify precise logistics requirements of increased traffic through the Port, including the rail freight network.

The development of the offer relating to Superport will be a key emerging area of work during the coming 6 months. Key to this will be the results of the Business Survey. This will be used to shape tailored support programmes to local businesses who are connected with the port and for whom investment in Liverpool 2 could offer a considerable opportunity for growth.

A Maritime Action Plan has been prepared that will provide the basis for a single offer to businesses whose needs have been identified by the survey. In the medium term, this work will help shape joint activities with the LEP and other ‘Maritime’ boroughs.

We are currently working on an initiative in partnership with local businesses, chamber of commerce, LEP and UKTI to develop export activity in the borough and increasingly utilise proximity to the port as an asset in enabling reach to new markets. The next 6 months will see the launch of the Export Sefton website and a regular Exporters Network, plus continued development of the New Markets programme and potential funding opportunities associated with this.

This area also presents unique opportunities to build a focussed inward investment offer, taking into account the Dunnings Bridge Corridor investment strategy and identification of suitable sites. We will continue to work with landowners, developers and investors on projects, taking into account the results of the Public Examination of the draft Local Plan in 2015..

(ii) Visitor Economy
(including hotels/ leisure/sport/entertainment/retail)

What are the challenges?

A comprehensive review of our public private partnership needs to take place in order to create a robust destination management organisation structure with partners including the BID and STBN. The review will also look at the implementation of the Conference Bureau that will give an extra resource with regards to the conference team.

Extensive reviews of key assets such as the Market Hall, Southport Theatre and Convention Centre along with smaller concessions will also take place. Through the ESIF the establishment of a physical businesses hub for Southport needs to be investigated supported by the private sector in order to allow dedicated support to the visitor economy sector.

On a City Region level we must engage and work more closely with the Visitor Economy Board in order to ensure that key strategy documents such as the City Region Visitor Destination Management Plan reflect our aims and objectives.

Who are we working with?

We continue to work with private sector partners such as the STBN and Southport BID, other Local Authorities and the Liverpool Enterprise Partnership.

How are we addressing the challenges?

We are addressing the key challenges facing the visitor economy by looking to establish a robust Destination Management Organisation; this will involve the establishment of a conference bureau that will give us an extra resource in order to win more conferences over the next 3 years.

We are also looking to secure match funding to support the aims and objectives of the visitor economy, this is being complemented by using the private sector contributions as match.

Following on from the establishment of a Destination Management Organisation a new visitor economy strategy will be produced to underpin the activity required.

A Southport Development Strategy has been commissioned from Nexus Planning to guide the use of the town's principal assets including Marine Park and Lord Street.

What have we achieved?

Indicator	Annual Target 2014/15	Target Apr - Sept 2014	Actual Performance Apr - Sept 2014	
Visitor Economy Businesses Engaged	100	45	46	☺
Visitor numbers (calendar year)	8.00m	TBC	TBC	
Value of visitor expenditure (calendar year)	£425m	TBC	TBC	
No. of FTE tourism related jobs	5500	TBC	TBC	
Number of new/existing Brand Partnership/STBN members	105	105	109	☺
No. of major events	5	5	5	☺
No. of conferences confirmed	35	15	8	😐

Due to the publication of the STEAM report it is not possible to set targets and report actual performance on a number of the indicators above at this time. The STBN continues to increase its membership base even in light of the BID being established that does pose a slight risk to STBN membership levels due to duplication. All major events were delivered successfully while the number of conferences confirmed is below target due to a reduced resource.

Four major events have been delivered by Economy & Tourism along with a further major event being the Flower Show delivered by the private sector. All 5 events have been successful and continue to attract both day and staying visitors, both the Air Show and British Musical Fireworks achieved record numbers.

There has been a noticeable up shift in conference enquires, however numbers still remain below pre recession days and this is likely to remain for some time.

Through the support of Economy and Tourism the Southport Business Improvement District achieved a "Yes" vote in March 2014, the BID forms part of the proposed new destination management structure.

Businesses classed as Visitor Economy have been supported under MBSP. 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.

A total of 46 Visitor Economy businesses have been supported primarily through Invest Sefton and Sefton@work activities through dedicated engagement activities delivered through the Southport promenade office.

Moving forward 6 months and beyond?

Establish a new public/private sector Destination Management Organisation in Southport.

Refresh the 2010 Visitor Economy Strategy.

Approve and deliver the Southport Development Strategy.

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

(iii) Knowledge Economy
(including manufacturing/creative/ICT/financial & professional services/automotives)

What are the challenges?

The Knowledge Economy is a wide-ranging category, but for Sefton principally comprises advanced manufacturing, knowledge-intensive public services, back-office financial services, professional services, and superfast broadband. A key challenge is to convert growth in Sefton's Knowledge Economy sub-sectors into job creation which has been slow across all sectors. Successive business surveys (2011, 2012 and 2014) show that access to finance and increasing sales through new and diverse markets remain the key priorities for small business across Sefton.

Small businesses are not adopting innovative practices, nor making uses of knowledge based assets to the level they should. This impacts on the productivity and competiveness of the business and therefore their ability to compete in national and international markets.

Who are we working with?

InvestSefton continues to work with a range of partners including the Liverpool Vision, LCR LEP, MAS and Universities, whilst continuing to work closely with businesses within the Knowledge Economy, providing them with both 1:1 and 1 to many support. The Superfast Broadband project brings together Liverpool City Council, Halton, Knowsley, St Helens and Wirral Councils, BDUK and British Telecom.

How are we addressing the challenges?

The Knowledge Economy has the highest amount of business engagement of all four key sectors and includes notable key strengths in both manufacturing and financial and professional services. Indicative of increasing strength in Sefton's manufacturing sector is the number of successful Regional Growth Fund Business Growth Grant applications from manufacturers in the borough.

Sefton Council is a major partner in the Merseyside Connected Superfast Broadband project lead by Liverpool City Council. The Economy & Tourism Service is co-ordinating the roll out of superfast broadband in the borough as a result of funding secured from BDUK and ERDF.

What have we achieved?

Indicator	Annual Target 2014/15	Target Apr - Sept 2014	Actual Performance Apr - Sept 2014	
Knowledge Economy Businesses Engaged	320	160	244	☺

Indicator	Project Target	Target Apr - Sept 2014	Project Performance to Date	
Merseyside Connected broadband cabinets commissioned	60	N/A	8*	😐

*Sefton is the fourth of the five local authorities to be targeted by BT as part of the Merseyside Connected programme, hence the low number of completed cabinets when compared to other boroughs.

Since April 2014, business growth projects totalling £5.9m have been approved from manufacturers in Sefton. Invest Sefton has assisted businesses in this sector to secure £872,000 grant funding, unlocking £5m private sector leverage which will be invested by March 2015, creating over 60 new jobs.

Sefton has been working with the LEP on the 'Making It' project. This is now entering a phase of engagement and practical application with businesses. It will encourage innovation and assist the development of key knowledge based sectors. In addition the LEP has also released an Innovation Strategy for the City Region.

68 cabinets have been surveyed to date, 14 have been completed to technical test stage. Of these 8 cabinets have been commissioned and are available to customers. In addition to rolling out superfast broadband the project is supporting local businesses.

Case studies:

A Maghull based food manufacturer has purchased the Merseyside assets of a national competitor, increasing turnover within 6 months from £8m to £14m. Invest Sefton has assisted the business to manage this growth by advising on a successful application for a Regional Growth Fund Business Growth Grant to purchase bespoke IT equipment and also reduce overheads by facilitating a review of energy costs through the REECH into Business energy efficiency scheme.

A Seaforth based engineering business has won a contract with a major defence sector armour supplier. Invest Sefton advised on business planning and cash flow forecasting for a successful funding application to purchase CNC machinery required for the increase in production which will see the employment of additional skilled staff.

Invest Sefton assisted a Bootle based manufacturer of leather industry blades to secure funding to purchase machinery following an increase in export sales. By providing business plan support, Invest Sefton helped the company to formulate a strong business case for funding which enabled them to purchase new machinery and create skilled job opportunities.

Moving forward 6 months and beyond?

InvestSefton will continue to fully participate in 'Making It' and maximise the benefits to Sefton businesses. We will support the implementation of the Innovation Strategy and ensure Sefton businesses and assets play an active role.

Funding opportunities associated with ESIF will be maximised for Sefton projects and programmes.

The roll out of cabinet commissioning will continue across Sefton over the next six months.

iv) Low Carbon Economy

What are the challenges?

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

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

- The rising costs of energy (domestic and commercial)
- CO_2 emission targets (national and international)
- The demand for a low carbon supply chain (businesses and skilled employees)
- A platform on which to develop sustainable businesses

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

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

CO_2 Emissions

The UK has a target to reduce CO_2 emissions by 60% by 2050. This is a huge challenge and will need to be tackled on several fronts over many years. Emissions don't just come from power stations and transport, homes produce 27% of the UK's CO_2 emissions with commercial properties emitting 18%.

Supply chain

Long term challenging targets means that the market for low carbon goods and services can only grow. The low carbon goods and services supply chain will become crucial to achieving those targets as large companies look to their suppliers to help them hit their targets. Businesses need to adapt now if they are to retain their competitiveness in a supply chain. The first phase is demonstrating that the business has taken steps to taken to reduce energy consumption and reduce CO_2.

Sustainable businesses

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

Who are we working with?

The challenges faced by Sefton in developing a low carbon economy apply to other LCR boroughs and affect the country as a whole. It is crucial that Sefton Council work with a variety of partners to ensure our objectives are met:

Housing Retrofit
Housing Providers (One Vision, Plus Dane, Riverside, Helena Partnerships, Liverpool Mutual Homes, Villages Housing, Regenda, Your Housing and Pine Court)
Liverpool City Council, Halton, Knowsley, St Helens and Wirral Councils
Liverpool John Moores University
Energy Saving Trust
VIRIDIS

Business Assessment & Retrofit
Groundwork Trust
Liverpool City Council, Halton, Knowsley, St Helens and Wirral Councils
Chambers of Commerce St Helens, Liverpool & Sefton

The partnership created for the REECH initiative has just won a prestigious European EURO CITIES Award for Co-operation.

How are we addressing the challenges?

Sefton Council acts as either the accountable body for city region wide projects or a key partner in projects where other organisations act as accountable bodies.

REECH Initiative

Sefton Council developed and acts as accountable body for the REECH initiative. A city region wide £13,939,450 European Regional Development Fund project, match funded by housing providers, local authorities and local businesses. Raising awareness of, and increasing the demand for, energy saving and renewable energy measures are its key aims.

REECH does this by partnering with social landlords and installing (retrofitting) homes with renewable and/or energy efficiency measures, such as insulation (external wall and internal wall), solar thermal hot water and triple glazing. This multi-million pound work programme is helping to alleviate fuel poverty, reduce CO_2 emissions and provide opportunities for local businesses.

Thanks to REECH, Sefton small and medium businesses have been receiving ‘free’ comprehensive energy and resource efficiency assessments to highlight areas where savings can be made and CO_2 reduced. Grants are available to businesses to install eligible energy saving measures such as LED lighting. To date 73 companies have expressed interest in REECH into Business. This has resulted in 39 applications being submitted. 27 companies have submitted full applications to date and have been referred to Groundwork Trust for Scoping to ascertain the suitability of the business and their premises for the full Energy and Resource Efficiency Assessment, only one referred business has failed to progress past the Scoping stage.

What have we achieved?

Indicator	**Project Target**	**Target Apr - Sept 2014**	**Project Performance to date**	
Reduction of CO_2 emissions	10,194	N/A	10,193	☺
No. of new technologies introduced	14	N/A	13	☺
Increase in GVA	£3,788,086	N/A	Awaiting data	
No. of indirect jobs generated within the low carbon sector	229	N/A	Awaiting data	
No. of houses refitted with energy improvements	2900	N/A	1768	☺
Amount of private sector leverage	£12m	N/A	£11.84m	☺
Businesses Assisted (minimum 12 hours or £1000 grant aid)	20	N/A	4	😐
Businesses with Improved Processes	14	N/A	4	😐

REECH is on target to exceed its contractual targets and in addition the initiative has contributed to the following qualitative outcomes:

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

Case Studies

Sefton's largest housing provider One Vision Housing has been awarded an ERDF grant of £971,926 by the REECH Initiative to install external wall insulation, triple glazing and LED solid state lighting to 8 blocks of flats off Linacre Road, 96 homes in total. The scheme match funded by OVH's own funds will improve the comfort levels of residents, help to combat fuel poverty and reduce CO_2 emissions. Work is currently underway and will be fully completed early in spring/ summer 2015.

A 'micro' business based in Maghull which specialises in alternative and eco-friendly transport and energy services. The business owner, who is in his 20s, originally qualified as a civil engineer at the University of Liverpool. He subsequently obtained work in the Biogas industry, which took him into his current area of expertise, involving the installation of electric vehicle charging points in the Liverpool City Region. The business was supported by InvestSefton with business planning, access to finance, and apprenticeships available through Sefton@Work. A meeting was also facilitated with a REECH into Business advisor, in relation to energy audits, and electric vehicle grants for businesses. Franklin Energy Ltd has since engaged with local authorities and Mersey Travel and a large taxi company, in relation to electric vehicles and charging posts. The business is currently being considered for a contract with a national house builder, for the installation of charging posts within a development of 90 new build properties in Merseyside.

Moving forward 6 months and beyond?

We will continue to deliver current programmes and draw them to a successful conclusion. Simultaneously exploring opportunities presented by the new ESIF programme to develop new low carbon initiatives with key city region partners such as VIRIDIS.

Objective 4 Create conditions for growth

What are the challenges?

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

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

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

Who are we working with?

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

How are we addressing the challenges?

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

The Council is undertaking four Investment Strategies to identify development opportunities in Bootle Town Centre & Office Quarter, Dunningsbridge Road, Crosby Town Centre and Southport.

Port Access

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

The Highways Agency will invest £6m in the A5036 Princess Way roundabout, due to be completed in Spring 2015. The Thornton Switch Island Link is also due for completion in Spring 2015.

Local Plan

The Sefton Local Plan is facilitating the conditions for future investment by making sure adequate land is available to meet future employment and housing and transport needs. A Draft Local Plan is due to go out for public consultation early in the new calendar year 2015.

What have we achieved?

Bootle Town Centre Investment Strategy

Lambert Smith Hampton has been engaged to develop the strategy. The Strategy will consist of: a Visioning and Evidence Document, a Draft Development Framework Document, a Delivery Plan and Investment Prospectus.

Crosby Investment Strategy

Nexus have been appointed to undertake a comprehensive study of Crosby Town Centre. Several investment sites have been identified – Regen Area 1: Moor Lane (north), Moor Lane (south) and Islington.

Dunnings Bridge Road Investment Strategy

The consultant BE Group has been commissioned to undertake this regionally significant study that reflects the growth potential of the Port of Liverpool and the particular implications of the Deep Water Berth. Component parts include an extensive spatial analysis of the area and individual site analysis both mapped for future use. A land ownership profile, a baseline study and the preparation of indicative development proposals for each of the sites is being developed.

Southport Development Strategy

In partnership with the Southport Business Improvement District (BID), a development strategy for Southport has being commissioned with Nexus being appointed. The Development Strategy is expected to strike a balance between an exciting long term vision and ambition, and one that includes viable and commercially deliverable interventions in the short, medium and long term. It will include a focus on the town centre, the future of Marine Park and destination management.

Housing Regeneration

Queens Bedford: (Keepmoat Homes) 463 units have been completed in total so far.
Klondyke: (Bellway homes) 753 units have been completed in total so far.

There are currently 182 units under construction on Council owned regeneration sites in the south of the borough, and a further 150 scheduled to start on site before the end of the financial year.

AMEC Consultants have been appointed to do the investigation and to provide a set of options to manage contamination at the former People's site, together with options that may help bring forward all or part of the site for new housing development. Interim findings have been provided recently and the consultants have been asked to consider further option appraisals.

Moving forward 6 months and beyond?

The next 6 months will be the most intense period as we bring the Investment Strategies to a successful conclusion. Then an exciting and challenging phase commences as we take steps to realise the potential of the sites identified in each of the studies.

In the north of Sefton, the Council will be seeking Expressions of Interest for a preferred developer on the extension to Southport Business Park in the near future. David Wilson Homes are progressing remediation works on the Town Lane Housing site.

Objective 5 Increase opportunity and employment

What are the challenges?

An ongoing key objective is to identify sources of funding to ensure continuity of services to our clients and businesses, and to secure future resources to support those furthest away from the labour market. We are currently engaged in negotiations with partners across the City Region on the new European Programme 2014-2020.

The fall in the number of JSA claimants and the increase in those claiming the newly introduced Universal Credit provides new challenges as the changes are significant and the impact relatively unknown. Aiming to support those that are making the transition remains a priority for Sefton@work.

Challenges remain with how to support people with health conditions into employment, however, we have made significant headway in this area and working closely with partners and addressing specific needs, we have been able to place more clients into work than originally anticipated and we will continue to identify areas of best practice to maximise the support available to residents with health issues.

Who are we working with?

We continue to work closely with the Liverpool City Region, through strategic linkages with the Employment and Skills Board, and with our partners in the LEP. In particular, liaison with the other Local Authorities continues strongly regarding both practical contract delivery and strategic planning.

Close working relationships have been established across the Authority to maximise opportunities for local people and improve the linkages between employment and other services or needs such as health initiatives. Examples include joint initiatives with Leisure Services, with Adult and Community Learning, and with schools through linkages with our Workforce Development Team.

Sefton@work are involved in the ongoing delivery of mainstream contracts with Prime Contractors, with whom we deliver on a sub-contract basis. There is ongoing outreach and partnership working across service delivery, sharing premises with other providers and delivery opportunities and training across the borough.

Working with local businesses through the delivery of an Apprenticeship programme, ensuring that our young people can access a formal apprenticeship framework, and gain valuable training and paid work experience at national minimum wage for the age.

How are we addressing the challenges?

Family focussed working through initiatives such as Families Come First, and the Families Programme. This enables a holistic approach to be developed, tailoring our one to one and group support to meet their needs. We are tackling issues such as digital exclusion, by ensuring that clients can meet benefit requirements, avoid sanctions and concentrate on job focussed activity.

We have developed a new programme in conjunction with Sefton Adult and Community learning teams to provide a structured, accredited training provision linked specifically to specific employment sectors such as retail and care. This offers a routeway to employment incorporating work placements and incentives for employers to take on previously unemployment clients.

The first phase of the Sefton Apprenticeship Scheme is coming to completion and an evaluation will inform phase two of the initiative. This involves providing a grant to employers but is only offered if the minimum wage for the age is paid to our apprentices rather than the apprenticeship wage. This challenge aims to encourage employers to pay the higher rate, and the success rates of our clients being kept on after completion of the apprenticeship is extremely encouraging.

Reaching young people through the introduction of the Youth Employment Gateway programme given that the unemployment rate for this client group is continually falling may provide a future challenge and we will require an innovative approach and service offer to ensure that we can reach these clients and effectively engage them in provision. Referrals are to come from DWP and we are therefore working closely with them to familiarise their front line staff with this new provision.

Working closely with our colleagues across the Authority by participating in the Welfare Reform Corporate task group ensures that we can understand the impact changes in the benefits system has on our residents and service users, particularly around the introduction of Universal Credit as it continues to be rolled out.

What have we achieved?

Indicator	Annual Target 2014/15	Target Apr - Sept 2014	Actual Performance Apr - Sept 2014	
Total Sefton@work registrations	870	435	493	
No. of registrations by those making an ill health self declaration	100	50	70	
No. of clients accessing employment	232	116	156	
No. of clients into employment with ill health self declarations	20	10	13	
No. of looked after children into work/placements	2	1	0	

N.B. Due to multiple reporting systems used within Employment &Skills it is not possible to report on age and gender breakdown until the end of March 2015. Figures will be reported in the next Performance Report.

Case Study

B is a 26 year old single mum from the Bootle area; she left school in 2006 with GCSE's and went to college on a three year hairdressing course. Then she had a child and decided to concentrate on taking care of her little girl; also in this period there was a serious family illness and B had to dedicate her time as a carer and also a mother. With the improvement in health of her family member and her child starting school, B now feels she is ready to go back into employment.
B came to Sefton@work, and with support and guidance from her advisor, she has started to take courses that she knows will help her gain employment and is currently on a Work Routes programme. She would also like to do voluntary work and in the future would like to start up her own business. B has shown great determination, drive and effort in her goal to return to the job market despite very difficult personal times over the past few years. But with her positive attitude, new skills and future career planning she feels that her job goals are now accessible to her. *"When I came to Sefton@Work my confidence was at a low point, with the help of Sefton@Work, I feel my confidence has improved and I have gained new skills that will help me get back into employment".*

Case Study

When K came to Sefton@Work he was not looking for jobs outside of his current experience. He had been looking for warehousing work, but was having difficulty in finding suitable vacancies in the area. He felt he needed support to get an interview with an employer and wanted help with IT applications and CV, as he was constantly being rejected for jobs. His adviser worked closely with him discussing his current skills such as having a driving licence and his communication skills and encouraged him to apply for a variety of roles he felt he would have the skills and experience for. His advisor helped him conduct a job search on Universal Job Match and apply for a milk delivery vacancy by showing him how to upload his updated CV and sending it via Universal Job Match. The next day the employer rang K and offered him an interview slot, which he felt prepared for after having a mock interview in the previous week, which helped him to promote himself and the skills he possessed. K was successful at interview and gained a full time permanent contract with a local dairy as a milk delivery driver and is able to start to save for holidays and for a new car.

Moving forward 6 months and beyond?

Identifying and securing resources for future delivery remains a key priority to ensure continuity of service provision. This is ongoing since becoming self financing in 2011.

Youth Employment Gateway initiative, aimed at 18-24 years olds, was launched in December 2014. This is a LCR initiative with Sefton@work responsible for delivery to Sefton residents in year 1. This will take the form of generic and personalised support to overcome barriers faced by young people accessing the labour market and aims to be flexible and innovative in its approach.

We continue to focus on working with clients furthest away from the labour market and facing multiple levels of disadvantage. Through the Families Come First project we are helping to meet the core objectives of the Council in placing employment at the forefront of the journey families to help overcome barriers. This provides a closer alignment with social care, educational welfare and anti-social behaviour and crime prevention.

Appendix A Statistical Profile – Latest Indicators

Key Indicators	Sefton's Position		Date of latest data	Sefton's performance compared to LCR/Merseyside average		Is the gap with the national average narrowing or widening	
	Rate/%	Value					
Worklessness Rate	13.6	22,600	May 13	Strong: Sefton's rate is 2.5% 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 Educated to level 4+	31.3	51,100	2013	Strong: Sefton's performance continues to grow and is now 4.1% higher than for the City Region	⇧	The gap between Sefton and the UK has narrowed significantly to 3.7%	☺
JSA Claimant Rate	2.5	4,179	Sept 14	Strong: Sefton continues to see a greater improvement in its claimant rate.	⇧	Sefton's rate continues to improve and the gap has narrowed to just 0.2%	☺
JSA Claimant Rate 18-24	4.4	955	Sept 14	Strong : the rate has continued its improvement and is now better than the LCR	⇧	The gap with the UK has narrowed to just 0.6%	☺
Sefton Jobs	N/A	90,000	2013	Weak: Sefton experienced a 2% growth in employment numbers between 2012 and 2013, but the LCR saw a slight decline.	⇧	Sefton performance proportionally better than the UK in 2013.	☺
NEET Population	5.2	424	Sept 14	Comparison with the LCR is no longer available due to changes in data collection	N/A	N/A	N/A
Self Employment Rate	7.6	12,600	Jul 13 – Jun 14	Strong: Despite a fall in self employment rates Sefton remains stronger than the LCR.	⇧	Declining numbers in the last quarter means that the gap with the UK has widened	😐
Unemployment Rate	8.8	11,200	Jul 13 – Jun 14	Strong: Sefton's rate has improved remains below the LCR rate.	⇧	The gap between Sefton and the UK has widened slightly	😐
Gross Disposable Household Income	N/A	£15,960	2012	Strong: Sefton is now 9.6% higher than the LCR	⇧	The gap with the UK has widened and is currently £831.	😐
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	😐
Average Earnings (residents)	N/A	£25,546	2013	Similar : Sefton's residents earnings increased in 2013, and are slightly higher than to those for the LCR	⇧	The gap continues to widen	☹
Employment Rate	70.8	116,400	Jul 13 – Jun 14	Strong: Both Sefton and the LCR saw their rates fall but the gap remains unchanged.	⇨	Sefton's rate has fallen back and is now lower than the UK	😐
Working Age Population with no qualifications	10.4	16,800	2013	Weak: Sefton's performance has taken a step backward but still remains lower than the LCR	⇨	Sefton is no longer outperforming the UK	☹
Average Earnings (workplace)	N/A	£23,368	2013	Weak : Sefton's average workplace earnings grew in 2013 and the gap has closed slightly	⇨	The gap continues to widen.	☹
LTU Rate All Ages	36.3	1,515	Sept 14	Weak: Long term unemployment is improving but is now 3.4% higher than for the LCR	⇩	Sefton rate is over 6% higher than the UK, the gap is widening.	☹
LTU Rate 18-24	24.1	230	Sept 14	Weak: the count is improving but the gap with the LCR continues to widen	⇩	The rate is more than 8% higher than for the UK	☹
GVA per head	N/A	£12,363	2012	Weak: Sefton is 73% of the LCR average, a slight narrowing on the gap.	⇩	The gap with the UK has closed slightly but still remains wide	☹
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	☹
Private Sector Emp	73.8	66,400	2013	Weak: Sefton's proportion of public sector employment is 2.4% higher than for the LCR. With the gap widening in 2013.	⇩	Sefton continue to have a much lower proportion of private sector employment. With the gap widening in 2013.	☹
Public Sector Emp	26.2	23,600	2013				

Appendix B - Glossary of Terms

Annual Population Survey - A national sample survey of households

Average Earnings - Annual full time workplace earnings

BRES - Business Register and Employment Survey

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

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

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

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

Claimants - The number of people claiming Job Seekers Allowance.

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

Employment Jobs – Employees plus working proprietors (BRES)

Employment Support Allowance -

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

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

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

LCR - Liverpool City Region

LEP - Local Enterprise Partnership

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

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

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

Off-Flow - Claimants moving off Job Seekers Allowance, either into work, other benefits, education or who just failed to sign. The percentage of off-flows with a "not known" or "failed to sign" destination has increased since the start of the series (representing in excess of 40% of total Sefton off-flows). This is because the completion levels of the forms filled in by JSA leavers have decreased. Many of these unknown leavers will have moved into employment. For the purposes of this exercise we are only using the number of “Known” destinations.

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

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

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

Working Age Population - All residents aged 16 – 64

Statistical Terminology

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

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

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

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.

As Universal Credit is phased in it will replace the Claimant Count. At present the claimant count does not include new claimants of the job seekers element of Universal Credit.

Data sources

Data	Website
Annual Population Survey Annual Survey of Hours and Earnings UK Business Counts DWP Data Business Register of Employment	www.nomisweb.co.uk
Gross Value Added Gross Disposable Household Income Business Demography	www.ons.gov.uk
CO_2 emissions	www.gov.uk/government/statistics/local-authority-emissions-estimates
Destination of School Leavers	www.gov.uk/statistics
Not in Education, Training or Employment	www.connexionslive.com

Economy & Tourism Service
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1st Floor
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30 Trinity Road
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L20 3EF

Tel No: 0151 934 3483

Sefton Council

INVESTING IN englandsnorthwest
EUROPEAN REGIONAL DEVELOPMENT FUND

European Union
European Social Fund
Investing in jobs and skills