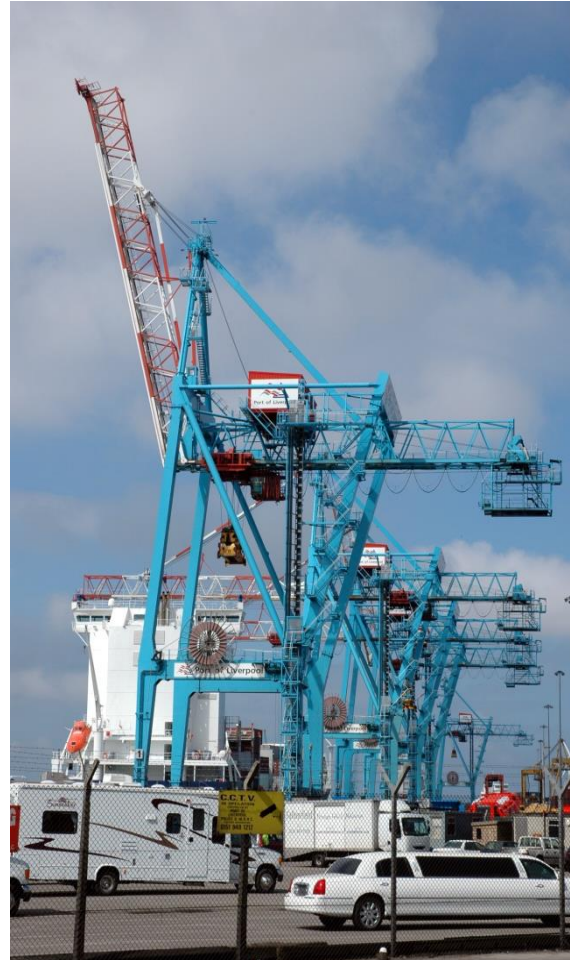


Sefton's Economic Strategy
Fifth Performance
Monitoring Report
October 2014 – March 2015



Sefton's Economic Strategy

Fifth Performance Monitoring Report

October 2014 – March 2015

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1. Introduction

Welcome to the fifth in our series of Monitoring Reports on the Economic Strategy for Sefton, covering the six months to March 2015.

Nationally, the pace of recovery has accelerated since the slow and nervous start last year. Inflation remains negligible, jobs have increased and exports are rising. We can point to positive action around the National Living Wage, the ambition for more Apprenticeships, and the national review of the business rates system.

The Liverpool City Region has also stepped forward, with the attraction of nearly £1 billion from the UK government in the last year to invest in major transport infrastructure, new employment development, and incentives to business. The new Combined Authority is leading devolution talks with government, and the first round of investment from the European Programme for the City Region is underway.

Highlights for Sefton include:

- Many more new business start-ups, and fewer business closures, than in the last three years
- New Investment Strategies for Bootle Town Centre/Office Quarter, and for Crosby Town Centre
- First year of the Southport BID company with successful autumn and Christmas campaigns driving up footfall
- The most successful Air show and Musical Fireworks Championships with record-breaking advance sales
- Higher levels of business investment in Sefton, and greater use of incentives to invest
- Success for jobseekers, young people leaving care, young unemployed, NEETs and longer-term unemployed in finding work, many for the first time
- Near-completion of superfast broadband roll-out to 98% of homes in Sefton
- Thousands of homes across the city region retrofitted with energy saving measures, and more small businesses taking advantage of energy audits to reduce running costs

The report also identifies some significant underlying problems such as persistent low pay, the growth in long-term unemployment especially in the 18-24 year old group, and under-investment in certain sectors. Nevertheless, 2015 is an important and exciting year for Sefton, with many strategies and plans coming to fruition. We hope you find the Report useful and interesting, and welcome any comments on content and presentation,

Mark Long

Head of Investment & Employment

2. Sefton and the UK Compared

We are Above Average for:

- JSA claimant rate
- JSA claimant rate young people
- NEET Population
- Working age population with no qualifications
- Business deaths falling
- Sefton jobs
- Unemployment

We are Average for:

- Business Stock per 1,000 population
- Working age population educated to NVQ Level 4+
- Business births rising
- Employment Rate
- Self Employment
- Worklessness Rate
- Gross Domestic Household Income

We are Below Average for:

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

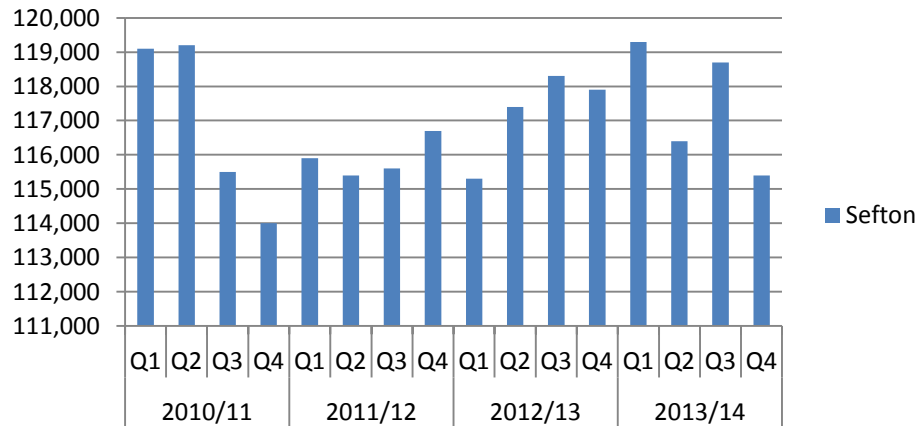
N.B. Source data can be found in Appendix A

3. Sefton's Economic Performance



The Economy

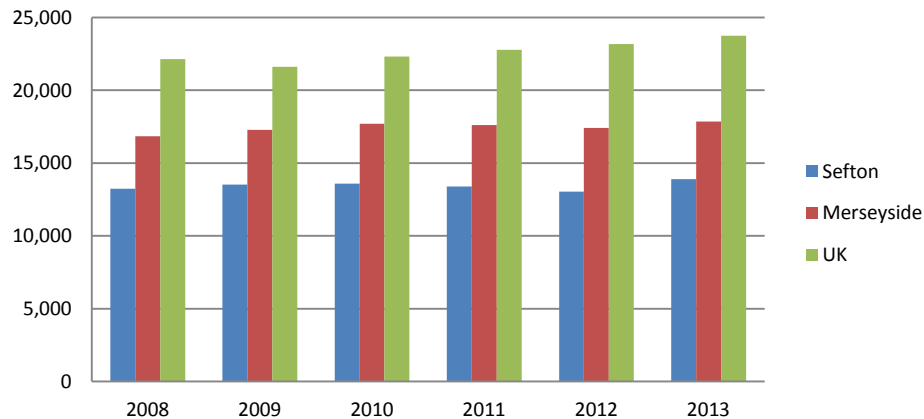
Sefton Residents in Employment
(Annual Population Survey)



There are 115,400 Sefton **residents in employment**.

Despite a significant raise in quarter 3 2013/14, employment numbers have fallen back to the level they were at early in 2012/13.

GVA per Head 2008 - 2013
(Office for National Statistics)

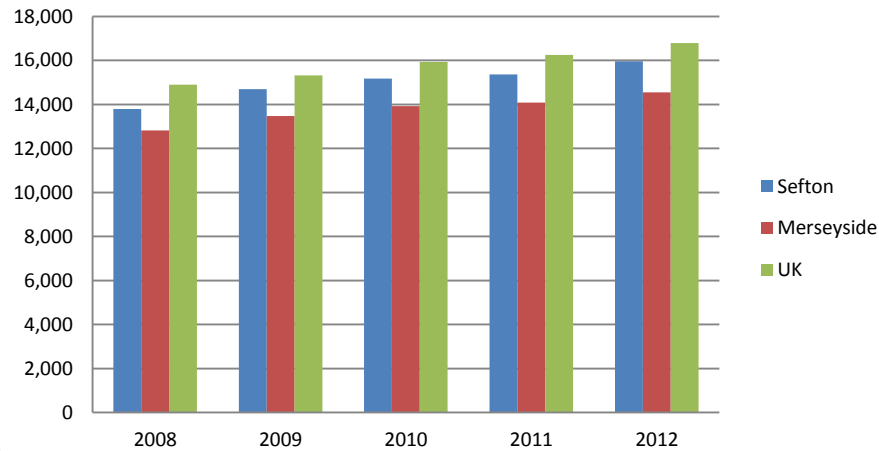


Sefton's **GVA** (the difference between the cost of producing goods and selling them) has risen to £13,899; despite this it remains significantly lower than for Merseyside and the UK

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

Gross Disposable Household Income 2008 - 2012

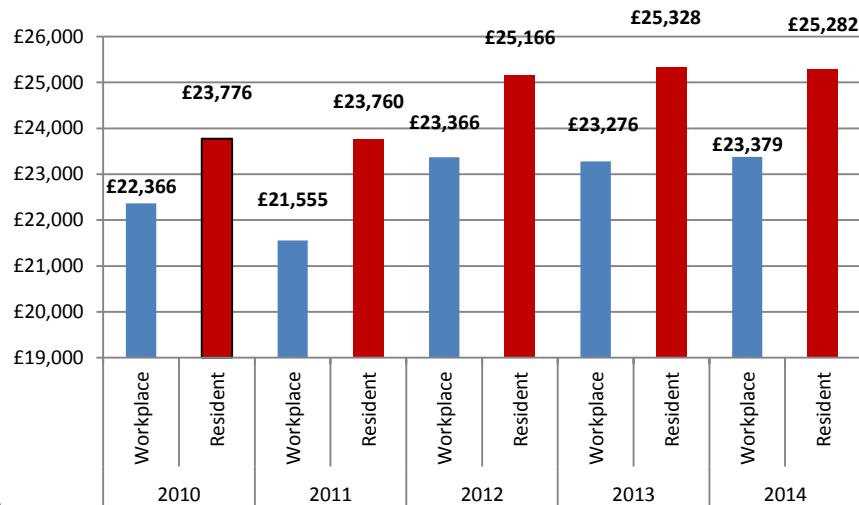
(Office for National Statistics)



The **Gross Disposable Household Income** (the amount of money left after payment of tax, NI, pension and mortgage costs) has risen again, now £15,960. 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 in Sefton

(ASHE)

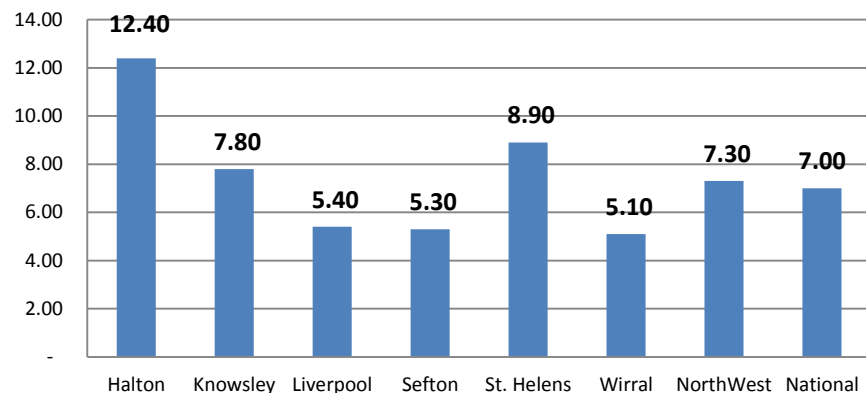


The **average wages** paid by Sefton businesses rose slightly in 2014. Average full time wages paid in Sefton are currently £23,379, however, they are failing to keep up with increases across the country, now 8.8% lower than for Merseyside and 16.3% lower than for the UK.

In comparison, the **wages of residents** are 8% 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 £25,282, slightly lower than in 2013 and now lower than that for Merseyside and the UK.

Overall CO₂ Emissions Per Capita 2012

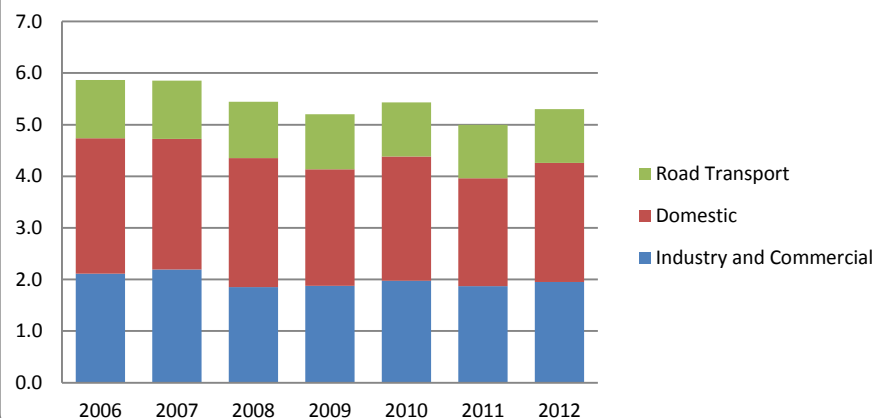
(DECC)



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

Carbon Emissions Per Sector

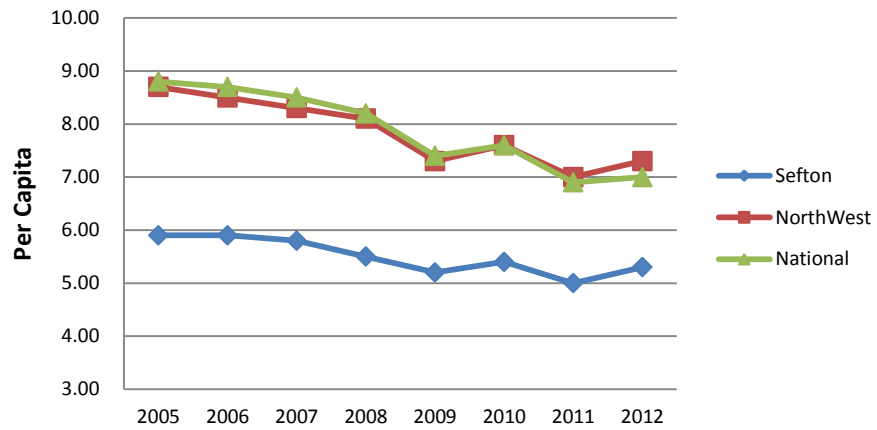
(DECC)



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

Carbon Emission Trends 2005 - 2012

(DECC)

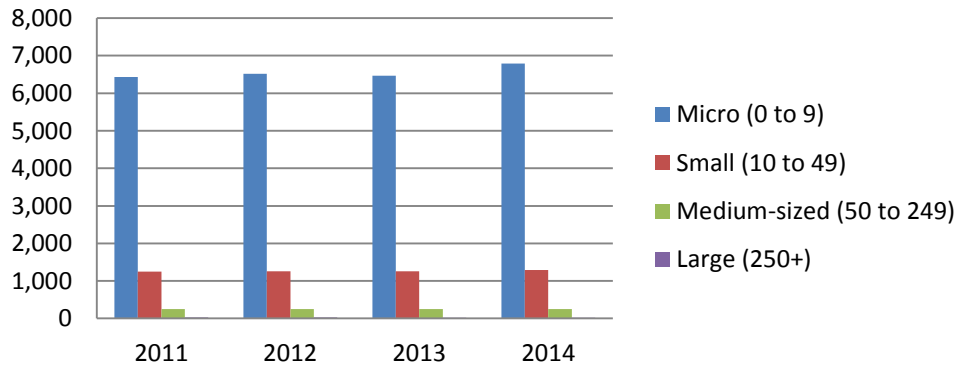


Sefton continues to perform strongly against both the North West and National achievements in **carbon reduction**. As we continue to emerge from recession the increase in economic activity may cause emissions to rise.



Businesses

Sefton's Business Population
(UK Business Counts 2014)

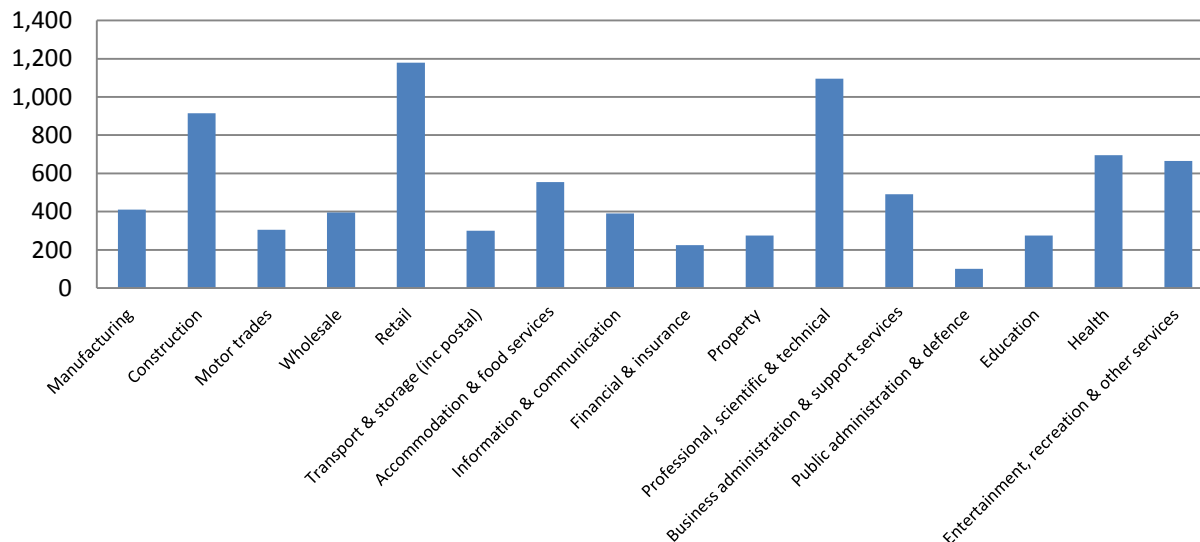


In 2014, Sefton had approximately 8,300 **business units**; this was an increase of almost 400 on the previous year.

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

There are very few larger employers in the borough.

Sefton Business Counts by Sector
(UK Business Counts 2014)



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 Demography of Sefton 2008 - 2013



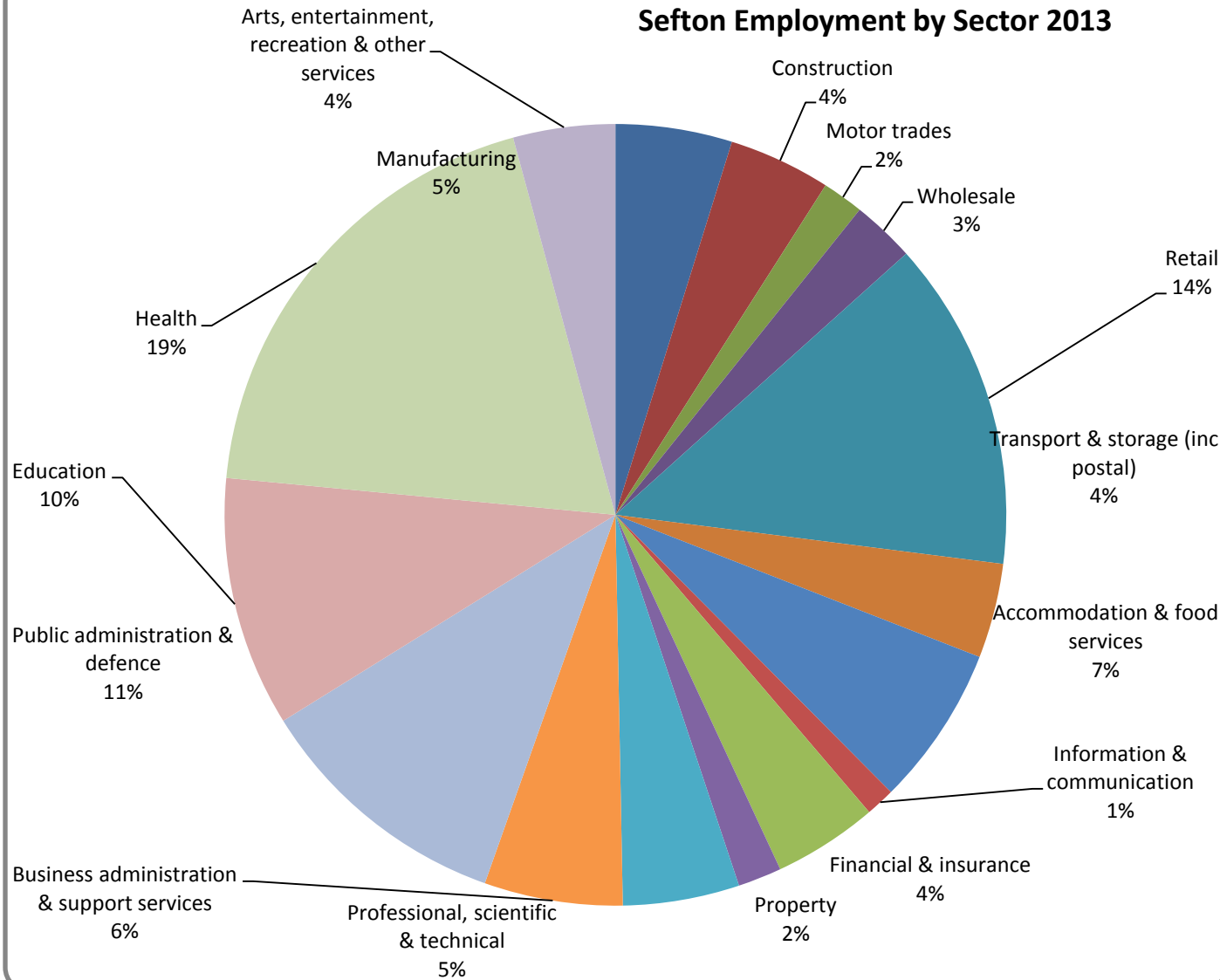
Sefton's **business stock** has now returned to the size it was at the beginning of the economic downturn. However, the rate of recovery remains slower than for the City Region and UK.

The number of **business births** is now much higher than the performance in 2008; whilst **business deaths** are down by 19% over the same period, resulting in a positive outcome for the business population of Sefton.

However, despite this improvement, Sefton's performance still remains below the levels for the LCR and UK.

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

Sefton Employment by Sector 2013



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.

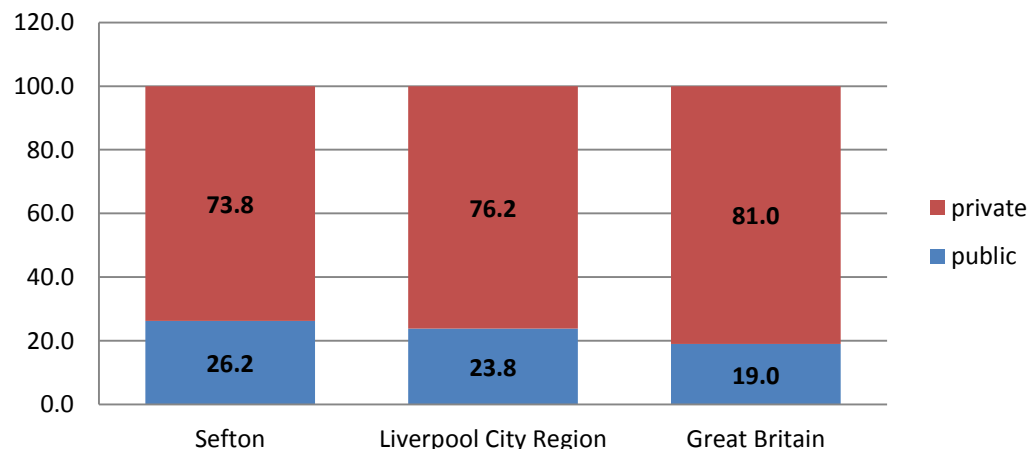
Employment in **public administration** accounts for 10.7% (9,600) of employment in Sefton, 83% of all public administration jobs in Sefton are in the south of the borough, where it accounts for 20.5% of the south Sefton total employment.

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

Employment by Public & Private Sector 2013
(BRES)

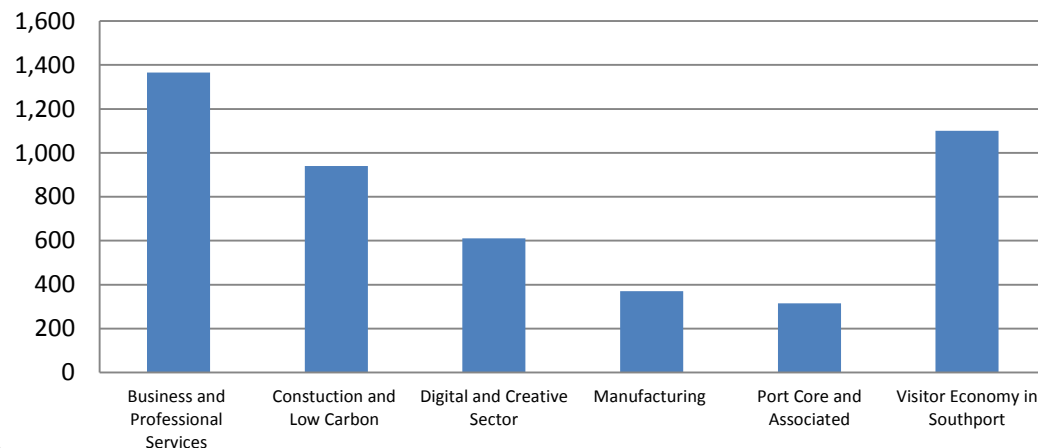


Public sector employment experienced a small amount of growth in 2013, with a 4% increase in employment numbers. Overall public sector has contracted by 17% since 2009.

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 public sector 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 not occurred in Sefton.

Business Units in Sefton's Key Sectors
(UK Business Counts 2014)

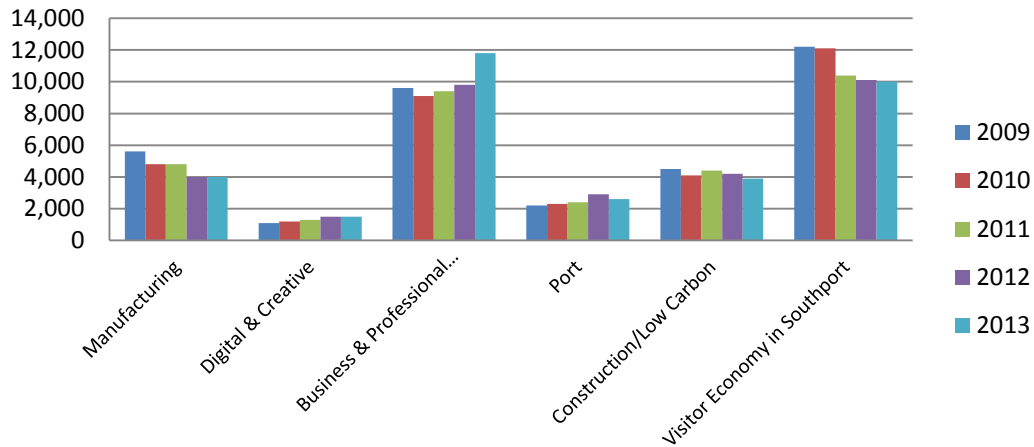


In 2014 there were 4,700 **business units** within Sefton's key sectors.

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.

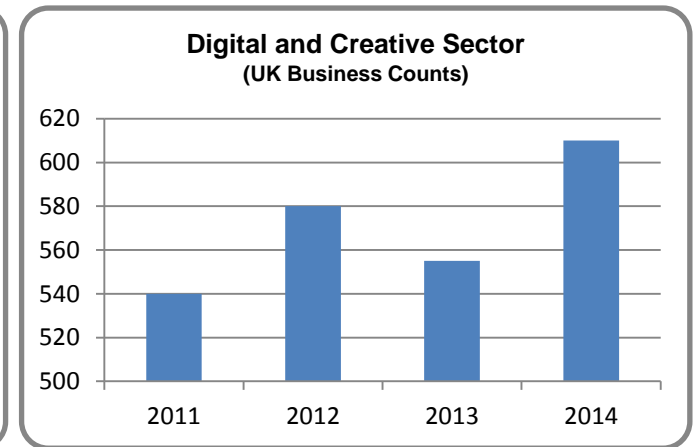
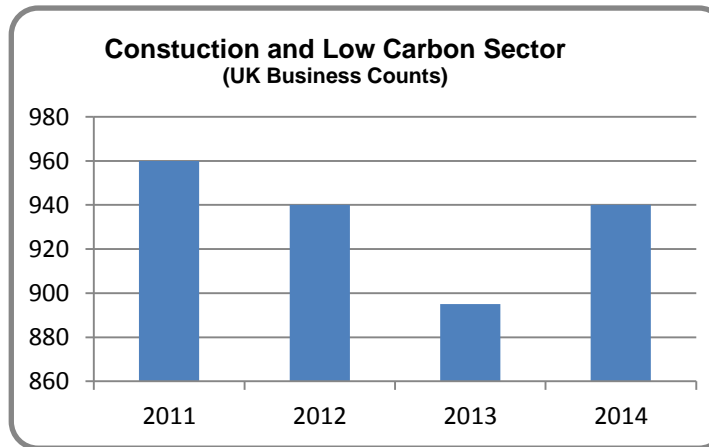
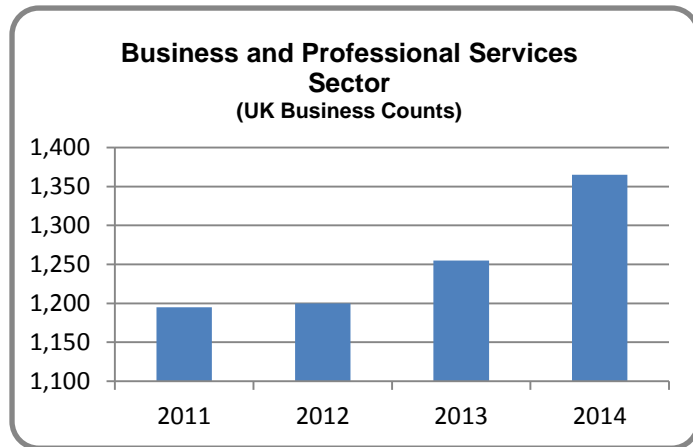
Employment in Sefton's Growth Sectors
(BRES 2013)



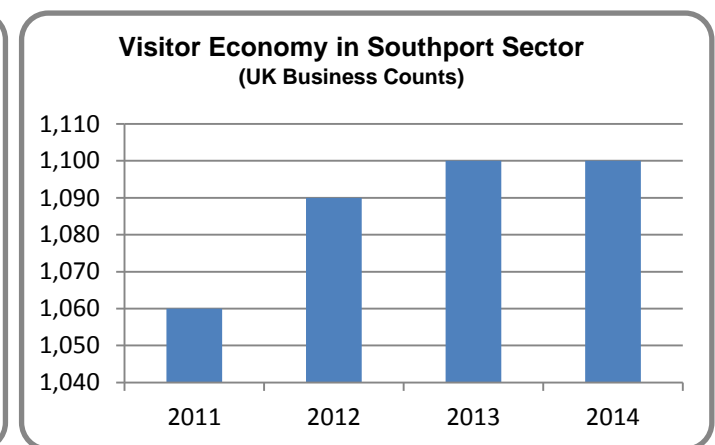
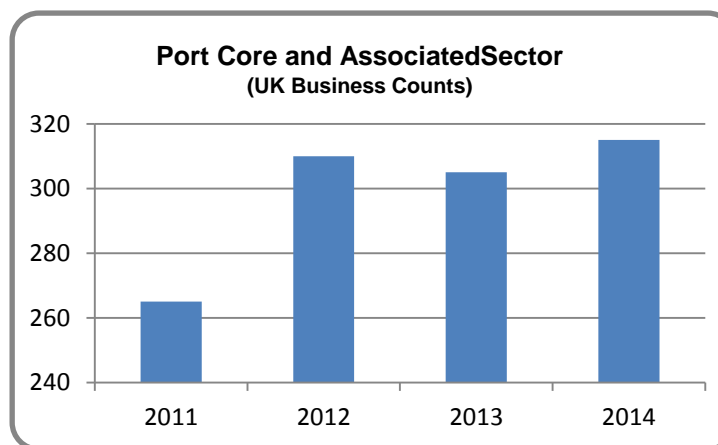
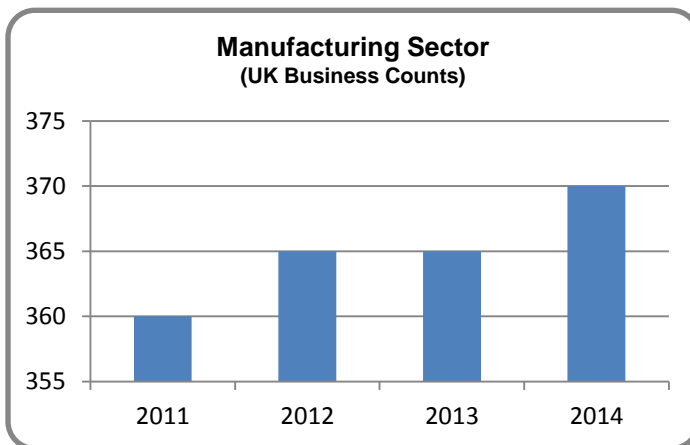
Approximately 34,000 (37%) of Sefton's workforce is employed in the City Region's four **Growth Sectors** (Knowledge Economy, Super Port, Construction/Low Carbon and the Visitor Economy) or in supporting sectors manufacturing and construction. The graph shows Sefton's performance in these sectors over 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.

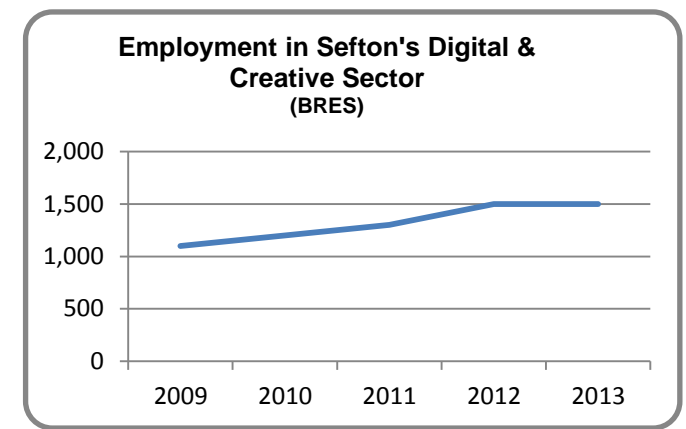
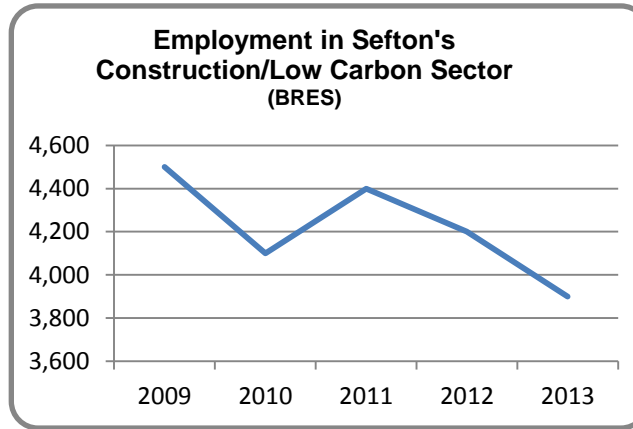
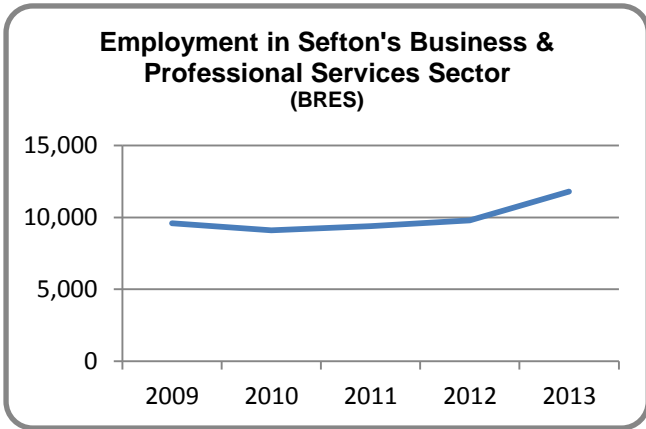
Business Units in Sefton's Key Sectors



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.

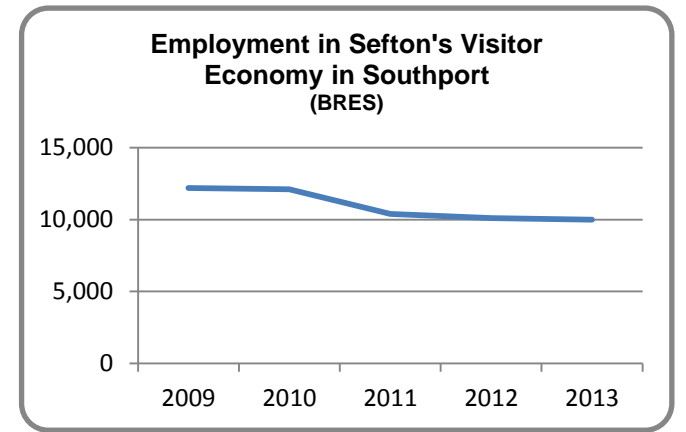
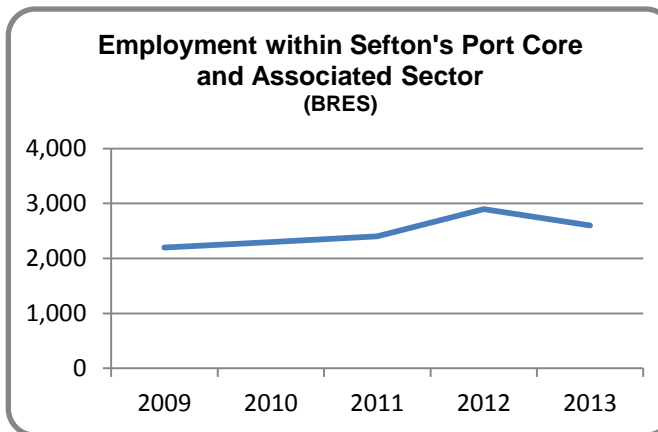
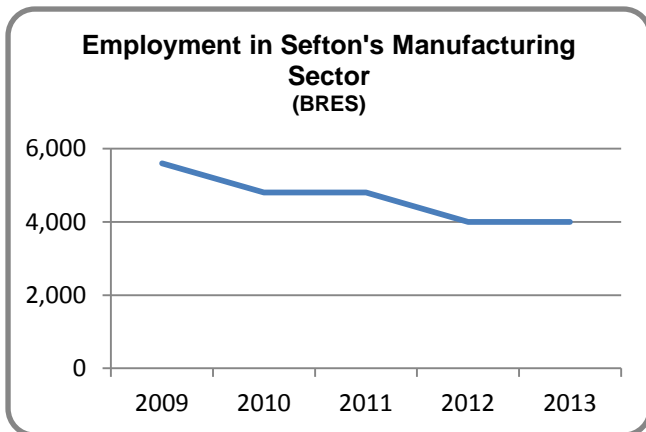


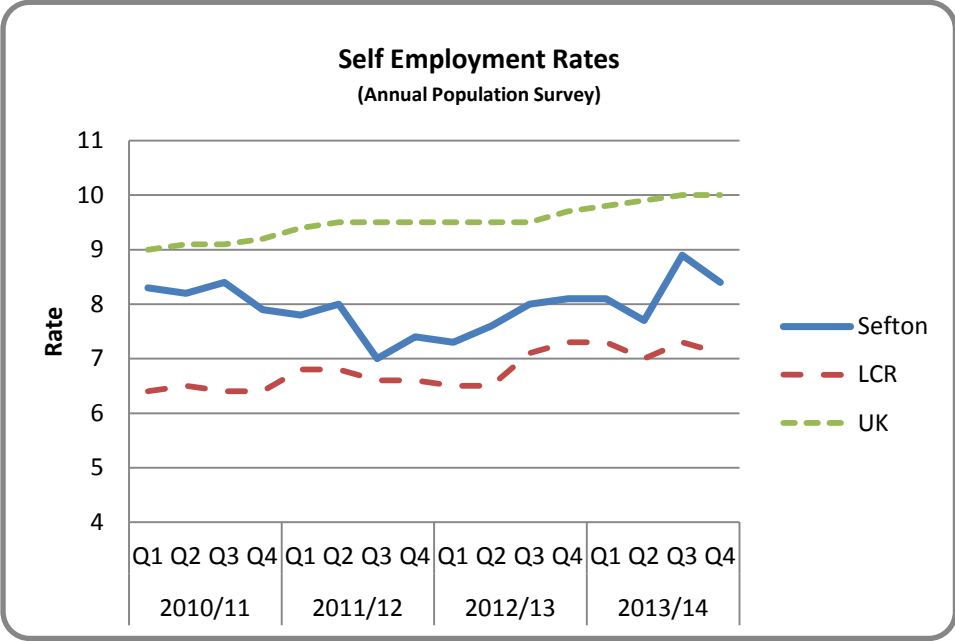
Employment in Sefton's Key Sectors



The latest employment data is from 2013, when the number of businesses in these sectors suffered **employment** losses in all but one sector.

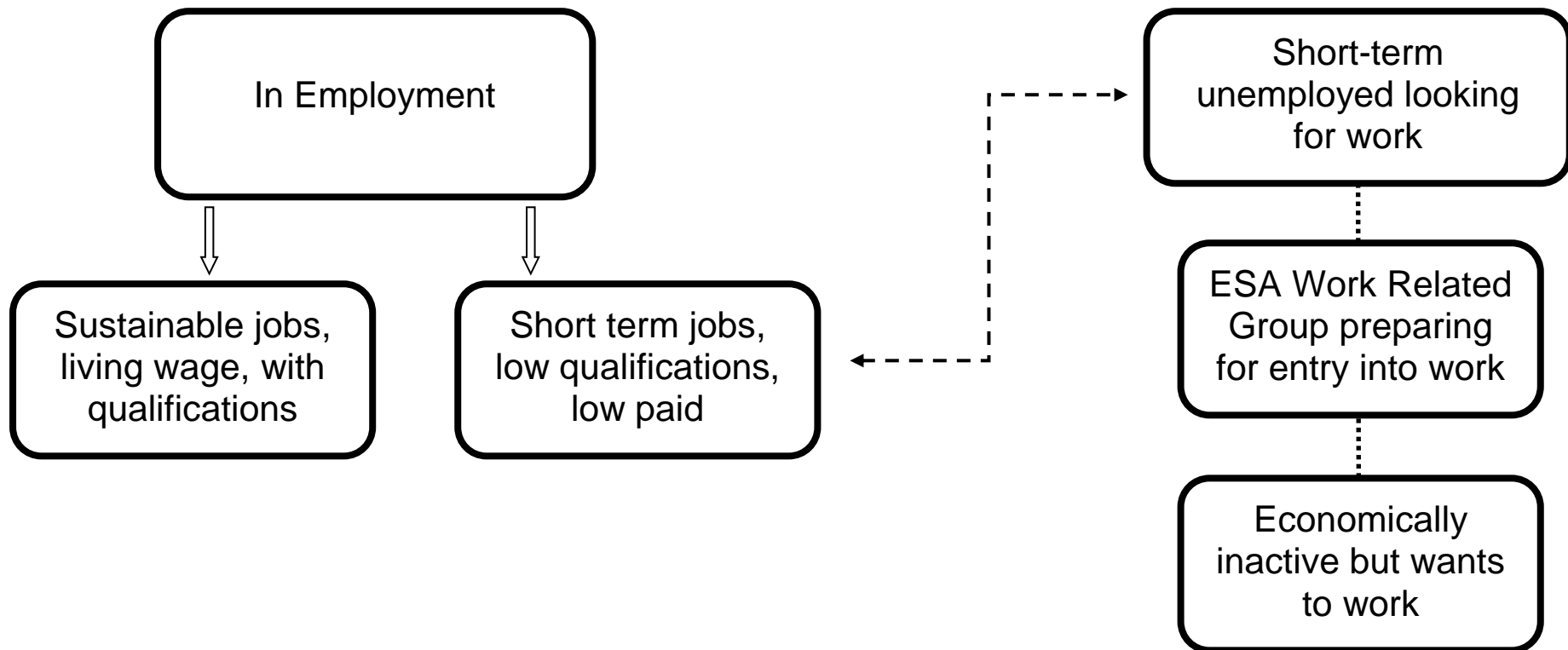
It is envisaged that the increase in the number of business units seen in 2014, will be reflected in the employment count when it is released in September 2015.





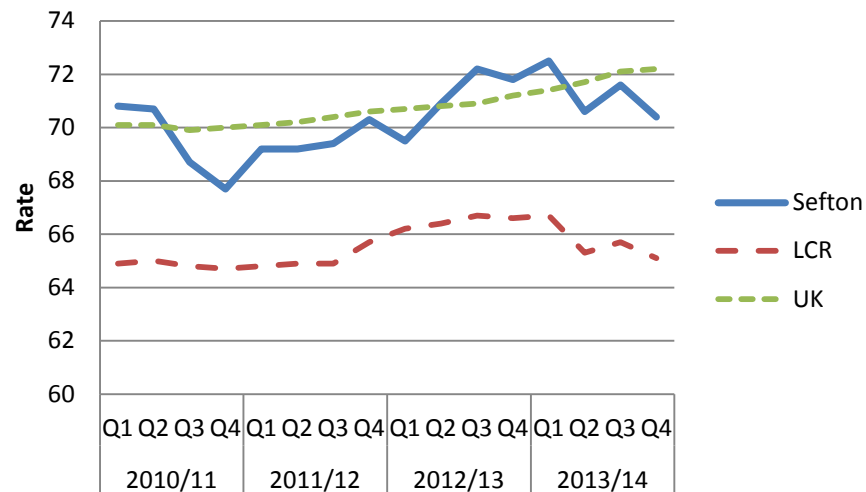
Sefton's **self employment rate** is stable at about 8% of the working age population. It is currently higher than the LCR and has closed the gap with the UK to 1.6%

The Labour Market



Employment Rates

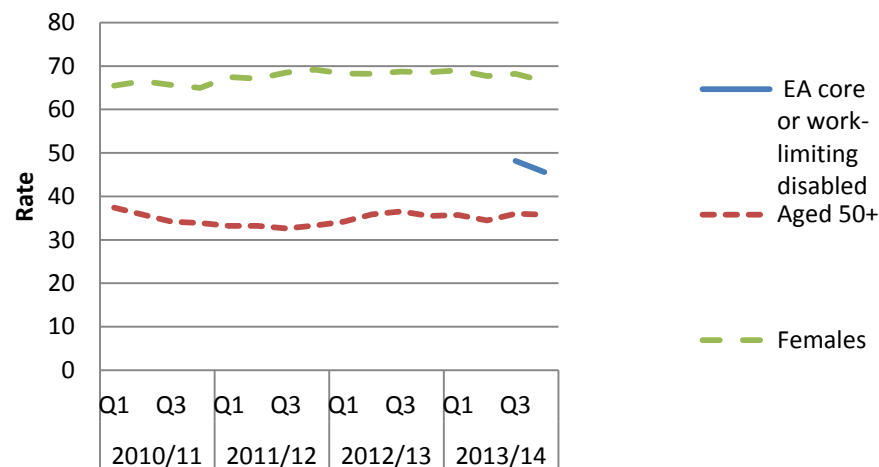
(Annual Population Survey)



Sefton's overall **employment rate** has fallen in the last 6 months to 70.8%. The rate is now 2.2% lower than that for the UK, but remains over 5% higher than the rate for the LCR.

Employment Rates for Equalities Groups

(Annual Population Survey)



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

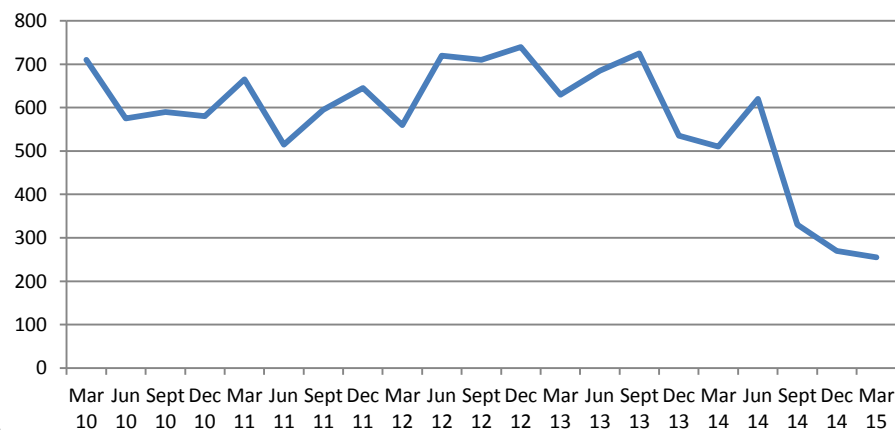
The **female** employment rate in Sefton remains relatively high and currently stands at 66.5%. The gap with the LCR has narrowed and is now 4% higher than the LCR, but 1.0% lower than the UK.

The employment rate for **older residents** (aged 50+) has shown signs of improvement, but does tend to fluctuate, now standing at 35.8%

Two months data is now available showing the employment rates of residents living with a disability. The rate is currently 45.6%; this is 12% higher than for the LCR and just 2.2% lower than the UK.

Residents Moving Off JSA into Employment

(Nomis : Claimant Count Off-Flows)



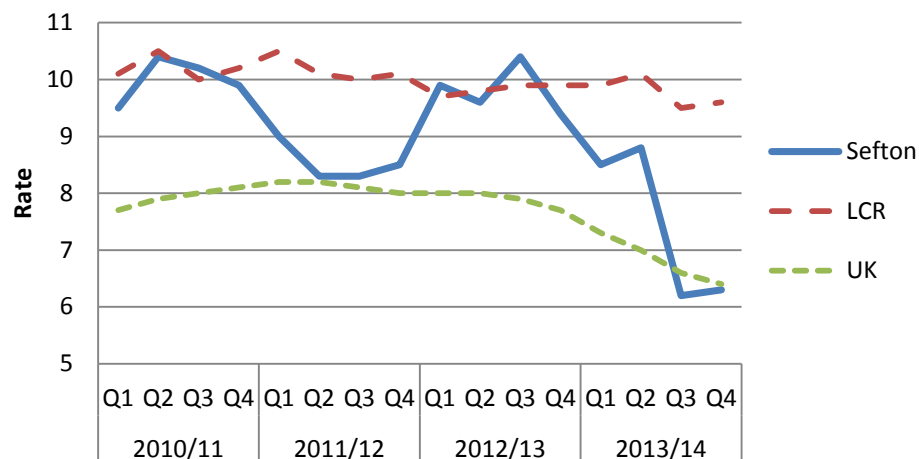
The DWP provides us with information on the number of former claimants who **move off benefits and into employment** each month.

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

The fall may be due to the declining numbers of JSA claimants as new claimants are moved onto Universal Credit.

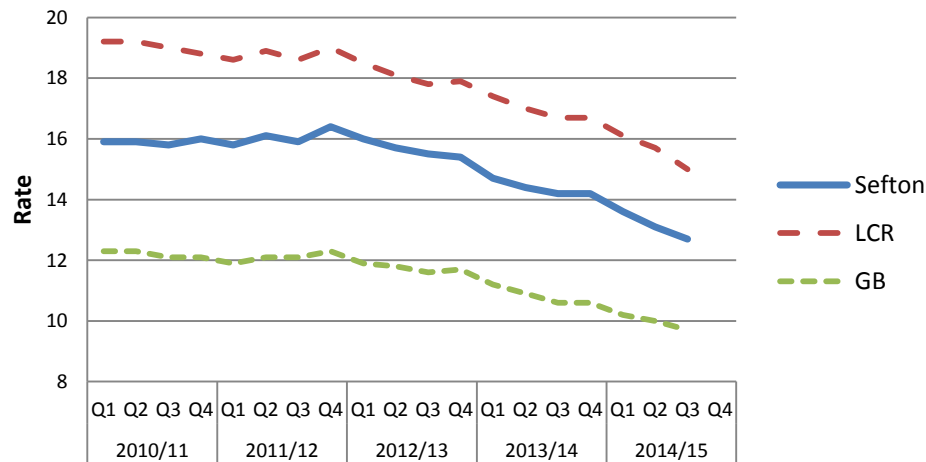
Unemployment Rates

(Annual Population Survey)



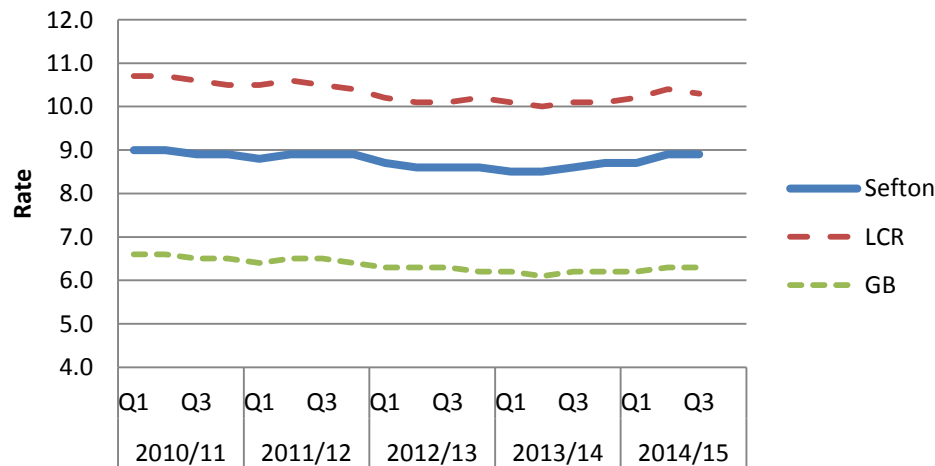
Overall **unemployment** has seen a significant improvement over the last year, with the latest rate now recorded at 6.3%. The rate is now 3.3% lower than that for the LCR, and almost identical to the rate for the UK

**Out of Work Benefit Rate
(DWP)**



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 13.1%. Sefton's rate is 2.3% below the rate for the LCR, and the gap between Sefton and Great Britain has reduced to 3.0%, but still requires further improvement.

**ESA/IB Claimant Rate
(DWP)**



In Sefton almost 70% of out of work benefit claimants are in receipt of **Employment Support Allowance/Incapacity Benefit (ESA/IB)**.

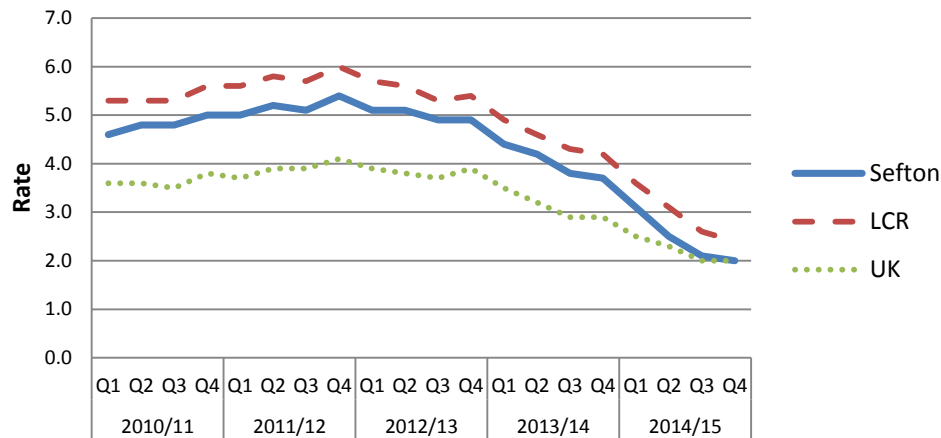
When being assessed for ESA claimants will fall into three categories:

- 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 21% of all ESA claimants, a fall of 3% over the previous six months.

ESA claimant numbers are rising across Sefton, the LCR and UK.

JSA Claimant Rates
(Nomis - Claimant Count)

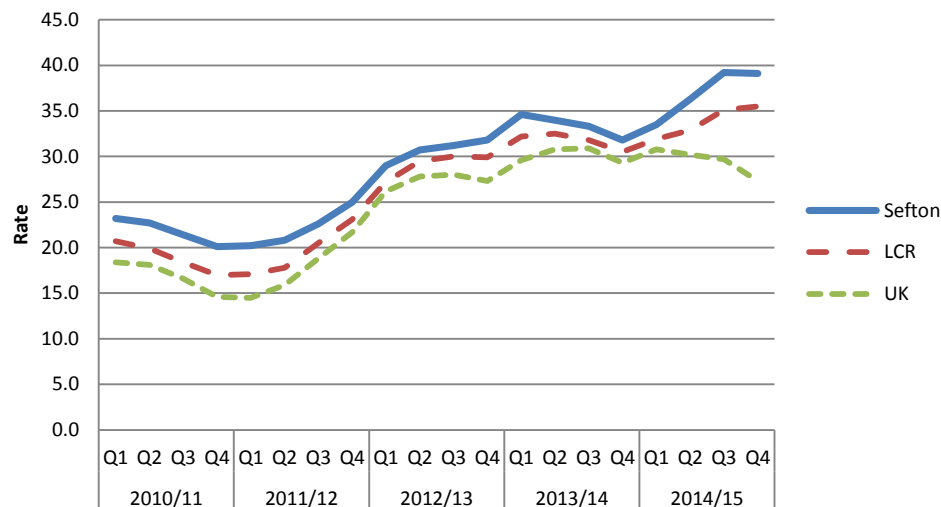


The **JSA claimant rate** in Sefton continues to fall. The rate in Sefton is currently 2.0%, 0.4% lower than for the City Region, and to the rate for the UK as a whole.

With the implementation of **Universal Credit** the on-flow to JSA has slowed with new claimants being diverted onto the new benefit regime.

It should be noted that 70.2% (1,670) of Sefton's Universal Credit claimants are classed as "Not in Employment", and are not included in the figures for JSA.

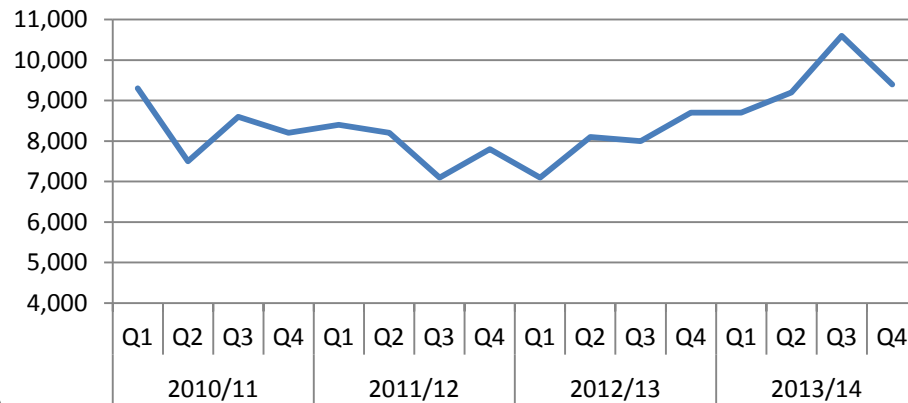
Long Term Unemployment - All Ages
(Nomis - Claimant Count)



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

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 continues to rise and is currently 39.1%, 4.4 points higher than the City Region (35.5%) and 11.8 points higher than the UK (27.3%). The gaps continue to widen.

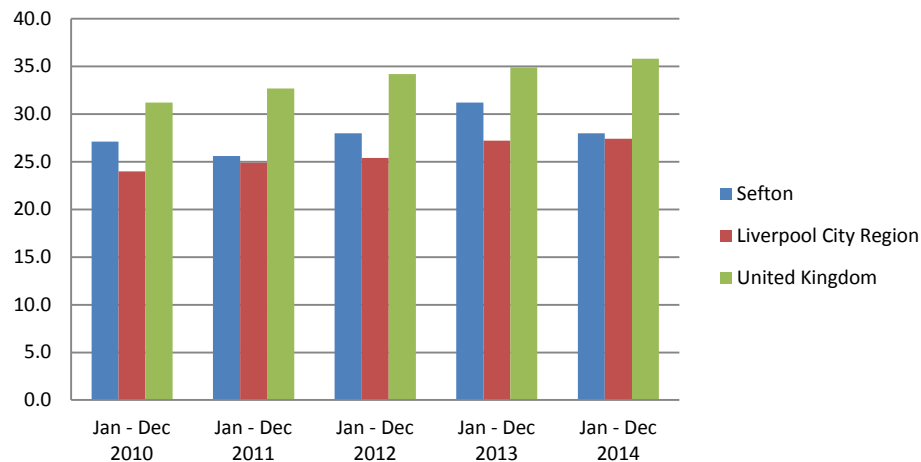
Economically Inactive Who Want a Job
(Annual Population Survey)



There is was a fall in the number of '**encouraged workers**' who are classed as Economically Inactive but wish to move into work.

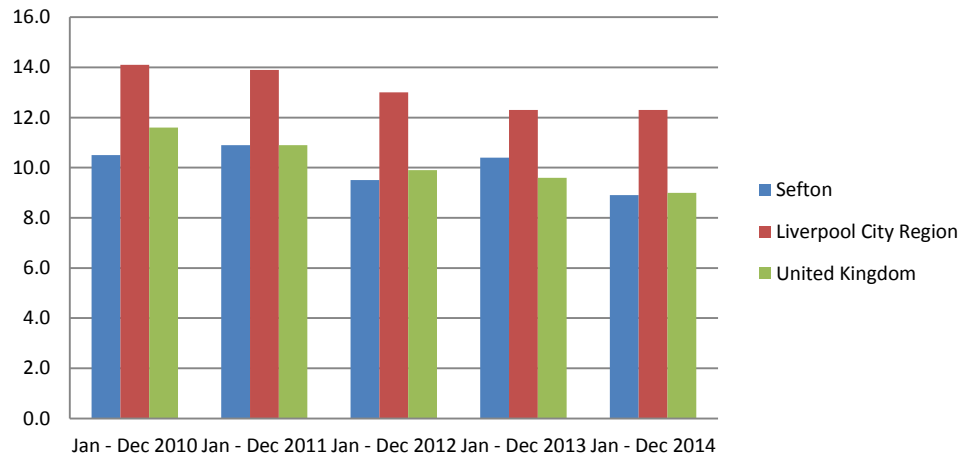
The prevalence of low paid jobs or zero hours contracts may be deterring claimants from wanting to enter the work place.

Residents Qualified to NVQ 4+
(Annual Population Survey)



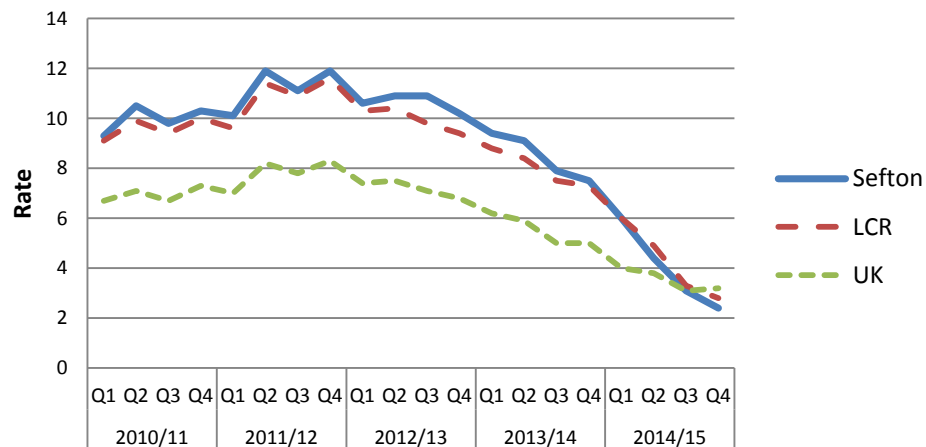
In 2014, 28.0% of Sefton's working age population were **qualified to NVQ Level 4+**, a fall of 3.2% points since 2011. The rate is now just 0.6% points higher than for the Liverpool City Region, but the gap with the UK has widened to 7.8%.

Residents with No Qualifications
(Annual Population Survey)



The percentage of Sefton's working age population with **no qualifications** improved in 2014 and now stands at 8.9%. With this improvement the rate is 3.4% lower than the City Region and in line with the UK.

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



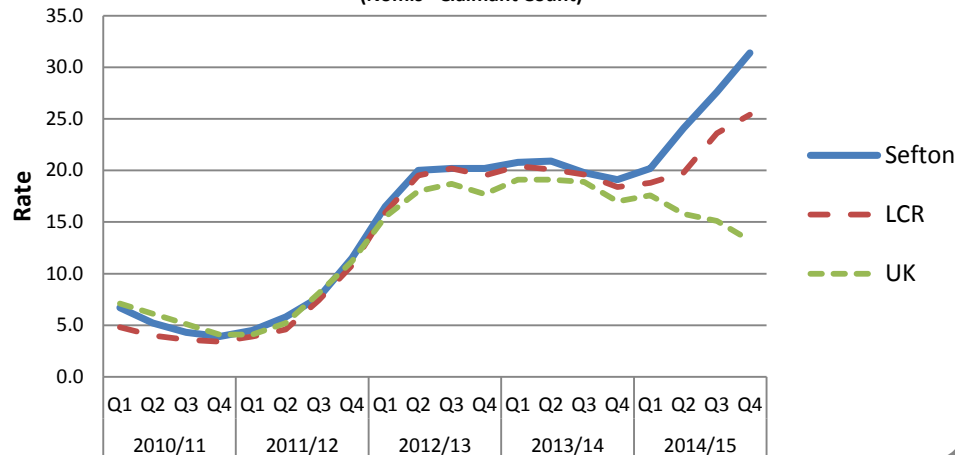
The **youth claimant rate**, at 2.4%, is now 0.4% lower than that for the LCR, and 0.8% lower than the rate for the UK.

The number of **young claimants** continues to fall, but concerns remain, with over half of Universal Credit Claimants being aged 16-24 and not included in these figures.

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

Long Term Unemployment - 18 - 24 years

(Nomis - Claimant Count)

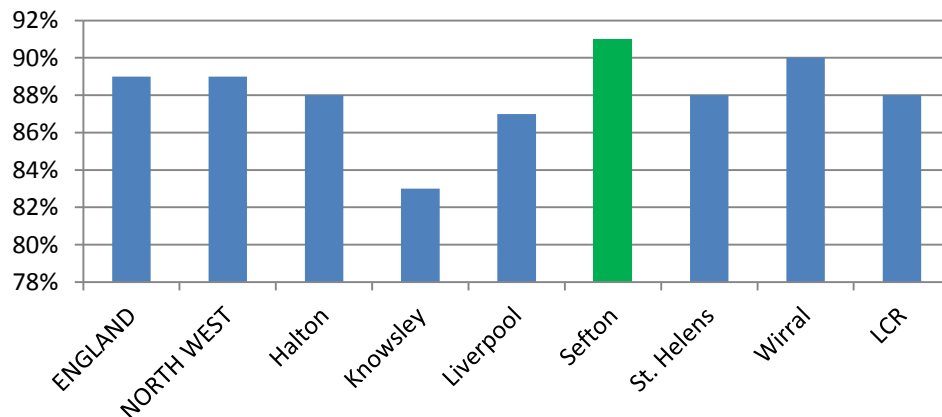


The **long term (1 year +) youth unemployment** rate continues to rise despite a fall in the claimant count.

31.4% of young claimants have been in receipt of JSA for more than 12 months. The performance gap continues to widen and is now 6% points higher than the LCR and 18.2% points higher than the rate for the country as a whole.

Students going into sustained education, or employment/training at Key Stage 4

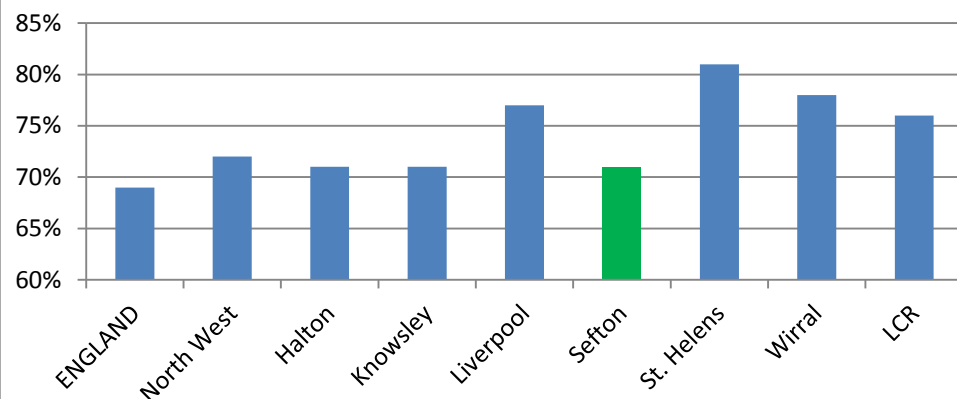
(DfE)



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.

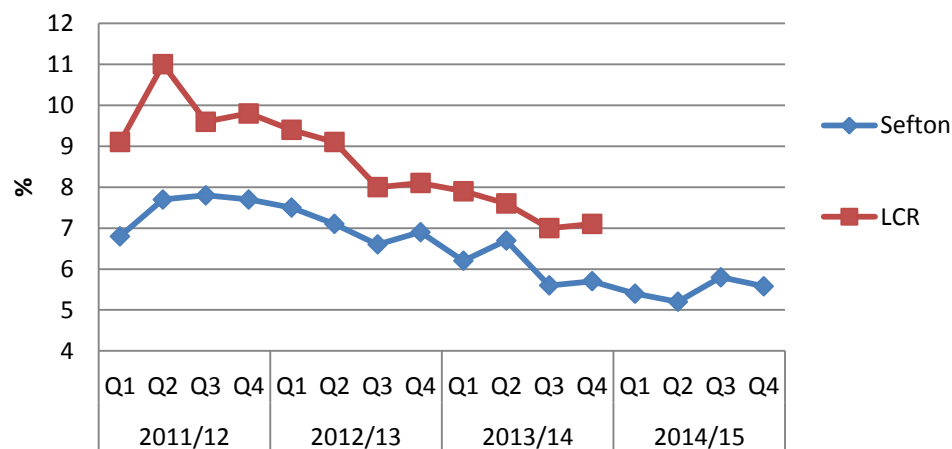
Sefton continues to perform strongly at the end of Key Stage 4 with 91% of students moving into sustained education or employment and training. 85% remain within the education system. Sefton is still the highest performing borough in the City Region and also outperforms both the North West and England.

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



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.

NEET Cohort
(Connexions)



The **NEET (Not in Education, Employment or Training)** figure for Sefton currently stands at 5.58%. NEET figures tend to fluctuate throughout the year and in 2014/15 the average rate was 5.4%.

Sefton has been particularly successful in tracking the journeys of its young people, with only 2.8% of outcomes unknown.

5. Strategy Monitoring Report

Objective 1 More new starts to replenish the business population

What are the challenges?

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

Sefton's business stock has now returned to the size it was at the beginning of the economic downturn. However, the rate of recovery remains slower than for the City Region and UK. The number of business births is now much higher than the performance in 2008; whilst business deaths are down by 19% over the same period, resulting in a positive outcome for the business population of Sefton. Despite this improvement Sefton's performance still remains below the levels for the LCR and UK although generally the survival rate of start-ups has traditionally been strong - this has been reflected in previous business start-up programmes in the borough.

A major obstacle in Sefton remains in terms of residents who wish to start a business. Up to November 2014 Invest Sefton and Sefton@Work were able to provide a managed referral to other partner support such as Social Enterprise NW who delivered a cross LCR £6m programme-Big Enterprise in Communities. However the programme ended abruptly following issues over procurement.

Who are we working with?

Following the closure of the Social Enterprise NW programme, InvestSefton has maintained links with a number of residual providers to refer Sefton clients. A dedicated start up page has also been enhanced on www.investsefton.com/business-support/starting-a-business/. This provides a range of choices for potential entrepreneurs and individuals contemplating self-employment

InvestSefton works closely with St Helen's Chamber who is one of two organisations who deliver the NEA programme in Sefton. A business advisor from St Helen's Chamber spends a proportion of their time at Sefton@Work's Bootle office meeting potential NEA clients. Blue Orchid also delivers a NEA contract which, together with the St Helens Chamber contract, has been extended under a new programme.

InvestSefton works closely with Merseyside Special Investment Fund in referring new businesses to its Start-up Loans fund programme. The fund is delivered as part of the Government's Start up Loans company initiative and is split into two demographics- Under 30's and over 30'.

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 ESIF Programme (2014-2020) and, in conjunction with the Local Authorities and Chambers of Commerce, is developing a new enterprise framework which will be the platform for future delivery. The challenge for the LCR and Sefton is to bolster entrepreneurial culture in the area through targeted support for specific geographies and under-represented groups.

There remains an encouraging level of interest from young people but even greater from those above the original age range. Indeed MSIF report that some areas of the country are struggling to attract applicants over 30 which is not a problem in the Liverpool City Region. Applicants are more often in Part Time or Full Time employment, rather than unemployed.

What have we achieved?

Between October 2014 and March 2015:

- St Helen's Chamber has supported the start-up of 19 new businesses in Sefton, having met with 37 clients of which 34 were accepted onto the NEA programme.
- Blue Orchid met with 42 Sefton clients resulting in 33 new business starts under the old programme. For the same period they met 65 clients and supported 44 new business start-ups under the new programme.
- 44 start-ups have been supported with £297,000 of loan finance from Merseyside Special Investment Fund.
- To date 17 Sefton applicants (under 30) and 27 (30+) have been supported.

Case study-Coffee Roasting & Production

A new start up business specialising in roasting and producing bespoke coffee blends has received support with developing a business plan, finding premises, and applying for a grant from InvestSefton's Linacre Bridge Fund. The owner is 24, and after leaving University he worked in the corporate hospitality industry. He was passionate about coffee and had 3 years' experience of roasting as a hobby, for family and friends. He identified a market for blended organic coffee at a price comparable to mass produced coffee, and began selling at markets and festivals. His grant application was approved, and he has since taken a unit in Bridge Road Seaforth, and is building up a customer base in the local hospitality sector. He has also opened a retail outlet at his premises, and is selling on-line to businesses and the public. The business is seeing month-on-month increases in turnover, and is receiving support from Sefton @Work in relation to apprentices and recruitment.

Looking ahead

The funding landscape remains uncertain and the council has had to gradually retreat from direct business start-up support and move towards more partnership oriented activities. This will need to be developed further and the council is well positioned at LCR level in terms of introducing a new Enterprise Strategy and forming partnerships. A more recent development has been the establishment of a Memorandum of Understanding with Liverpool and Sefton Chambers of Commerce, including council representation on the Chamber 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 appropriate start up referral protocols between the council, chambers and other support providers
- Exploring opportunities for developing joint bids for funding

InvestSefton's Service Manager has also been supporting the Local Enterprise Partnership in the development of new European Business Support calls for the city-region. This includes a £6m call for supporting new business starts 'Increase Entrepreneurship'. Support includes:

- Enterprise engagement services to young people; female entrepreneurs, social enterprises; rural; disadvantaged & under-represented groups
- Start-up programme for individuals; developing business plan ; A2 finance
- Ongoing post start support for up to 36 months
- Mentors, business coaches and peer to peer support
- Support for high growth start-ups including mentoring & networks; business incubators/managed workspace; key business sectors

It is envisaged that there will be a LEP led collaborative approach for this (and the accompanying business growth call) bid. To this end LCR local authorities and chambers of commerce have started discussions on how this can be developed in time to meet the call deadline of 29 May 2015.

Objective 2 Grow existing businesses and stimulate the economy

What are the challenges?

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

Key challenges remain for the LCR both in terms of increasing the number of businesses (20,000 required) and GVA required (£8.2bn) to meet the UK average. The Council continues to engage with Sefton businesses through its front facing teams Invest Sefton, Sefton@Work and REECH into Business, to help drive up business growth and productivity, jobs and reduction in CO² emissions.

Who are we working with?

The council continues to work closely at LCR level with the LEP, LA's and Chambers of Commerce to develop Business Growth Hubs which are part of the City Growth Deal approved by Government.

Robust partnership arrangements have been established with the LEP, LA's, Chambers of Commerce and the private sector. A Memorandum of Understanding has also been agreed with Liverpool and Sefton Chambers of Commerce to develop mutually beneficial joint working arrangements including the pending Business Growth Hub and engagement with the Southport BID team.

InvestSefton is working to establish more focussed and coordinated business support in conjunction with Liverpool and Sefton Chamber of Commerce. An action plan is being developed and a number of immediate initiatives are being delivered, including focussed export support, via Export Sefton and a new Professional Sefton Network. Further areas of work have been identified and will be delivered throughout 2015 and 2016.

InvestSefton continues to work closely in partnership with the LCR LEP and other LA's in delivering the RGF Business Growth Grants programme. The Business Growth Grant is a £15 million investment programme secured by Liverpool City Region Local Enterprise Partnership (LEP) and administered in conjunction with the City Region's Local Authorities. InvestSefton delivers the scheme in Sefton. An update is provided in the Access to Finance section.

How are we addressing the challenges?

The Council also recently completed a Sefton Business Survey as part of a wider study into the future employment potential associated with the Port of Liverpool expansion. A sample of some 800 Sefton businesses across the borough was used with over 96% completion rate, representing nearly 20% of Sefton's business population.

The survey was conducted in Autumn 2014 when the economy was recovering from recession and the outlook was cautiously optimistic. Approximately 63.9% of the general (non- port related) businesses surveyed expect turnover to increase over the next two years, the majority expecting up to 10% growth. However forecast growth does not translate into increased jobs with just over two-thirds of the same respondents expecting employment levels to remain static.

The longer term outlook is much more positive and 62% expect up to 10% employment growth over the next decade. Businesses were asked what they felt the drivers for future growth would be. Responses were broken down by location and in order of importance as follows:

North Sefton	Central Sefton	South Sefton
<ul style="list-style-type: none"> • Port Growth • General economic climate • Recruiting more, and better skilled, staff • Advertising • Moving to bigger premises 	<ul style="list-style-type: none"> • General economic climate • Advertising/improved word of mouth • Other • Port Growth • Changes in legislation 	<ul style="list-style-type: none"> • General economic climate • Advertising/improved word of mouth • Port Growth • Other • Greater public sector procurement, more local contracts

The responses are broadly similar to the 2012 survey which InvestSefton and Sefton@Work used to help shape support strategies. This work continues and both services are able to respond through:

- Relationships built with Peel and managing Port growth ambitions through the council's member reference group
- Sales & marketing support via events and managed referral to specialist suppliers
- Recruitment & HR support from Sefton@Work including special events
- Public sector procurement events for Sefton businesses
- Keeping businesses informed of changes in legislation via investsefton.com and newsletters
- Helping new, existing and inward investing businesses find sites and premises in Sefton through InvestSefton's property database
- Support for struggling businesses via referrals from Business Rates

Health Care support

InvestSefton and Sefton@work have been working closely with the council's 'Older People' service in supporting care homes and third sector agencies through a workshop with specialist agencies on business continuity, compliance and legislation. The event was very well received with 40 care providers in attendance, together with representatives from Sefton CVS, and Southport College. 95% of respondents rated the event excellent or good, and 35 of the 37 respondents said they would like to attend future workshops. Top priorities are business planning, staffing and tendering, but 6 delegates also said they would be interested in participating in a new collaborative buying group for the sector (a 7th delegate with a spend of £100k has also expressed interest).

Business Growth support

InvestSefton remains at the heart of business growth support and, together with Sefton@work, has delivered some 284 intensive assists (12 hour minimum) to Sefton businesses as part of the ERDF **Merseyside Business Support Programme**. To date 125 new jobs have also been created. The programme has been extended until October 2015 to allow some business support continuity moving towards the start of the new European Structural Investment Fund programme which recently launched its first calls.

A team of highly experienced nationally accredited business and employment support specialists provide dedicated support to Sefton businesses.

- Free business events and workshops to meet business needs
- Financial support through Funding Circle, Linacre Bridge fund and Regional Growth Fund programme
- Providing 1 to 1 business advice and guidance
- Dealing with Sefton Council more easily and effectively e.g. business rates, planning and development regulatory issues, procurement
- Quality signposting to partner organisations
- Recruitment of new staff and HR advice through Sefton@work
- Finding premises and helping businesses relocate to or expand in Sefton
- Supporting business to access new markets, including support to export
- Developing supply chain opportunities for Sefton businesses in public/private procurement

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 regularly attracts 200 businesses. 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.

11 workshops/forums took place between October 2014-March 2015 attracting 269 business owner/managers. The majority of workshops have had a maximum number of 15 places available for companies and in some cases the team has had to re- run workshops to satisfy demand. Event topics such as, 'Selling your way to success' 'Access to finance' and 'Are you ready for growth' have proved popular using high level private sector speakers to present.

Case study-Advanced Engineering Company

A Sefton based advanced engineering company set up in business after being made redundant. The company took on board premises but was soon wondering whether he would ever be busy enough to fill them. An Adviser from Invest Sefton met with the company and advised on help and support available including finance. The Adviser also brokered a meeting with the Local Enterprise Partnership (LEP) and supported the company at an initial meeting to discuss the LEP's support for this sector. The company attended a Sefton Economic Forum where we introduced him to another Sefton based business. Following emails and meetings the two companies are now doing business together.

Case study-Fishery & Leisure Facility

A new 11 acre fishery and leisure lake development at Brooms Cross Thornton has been supported, with business planning and access to finance. The business owners who previously worked in the construction industry are long-term coarse fishermen. Coarse fishing is a growing sport suitable for all age groups. Demand is high, with people driving for 1-2 hours to get a pitch at weekends, or holiday periods. The business undertook market research, and identified the need for a purpose-built facility, with wheelchair-accessible pitches, an 'eco' visitor centre for use by schools, and a fish breeding facility. The site, which was formerly arable land, now has three large fully stocked lakes and 400 registered anglers, despite not being officially launched yet. The development has created 3 jobs to date, with an additional 3 projected in the next year.

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 and office uses has improved with several enquiries live. Projects include:

- Balfour Beatty Rail has agreed to lease 15,000 sq ft in Alaska House, relocating their facility from Knowsley.
- Local Office user negotiating to take 5,000 sq ft at Alaska House

- Ongoing negotiations for large new build office on Atlantic Park
- Enquiry for contact centre to take Caspian House (35,000 sq ft), creating 300-500 jobs.
- Additional enquiry for Caspian House and extension to 50,000 sq ft being handled.
- Ongoing negotiations and project development with manufacturing business to relocate to larger 200,000 sq ft new build premises on Atlantic Park.
- Several LCR generated enquiries for c. 50,000 sq ft of industrial space remain live, with little or no capacity to accommodate them in existing stock.

Access to Finance

InvestSefton provides access to finance for businesses via specialist events with partners including Merseyside Special Investment Fund (MSIF), Santander and one to one advice from a dedicated Business Adviser. Support takes many forms and includes advice to businesses struggling with business rates with an automatic referral system in place via the Council's Business Rates team.

InvestSefton works closely with the LCR Local Enterprise Partnership to deliver the RGF Business Growth Grants programme in Sefton. The programme is starting to gain momentum and InvestSefton has received 75 expressions of interest from Sefton businesses. Progress to date includes:

- 29 projects at full application and/or appraisal stage
- Total project pipeline of £1.69m of potential investment generating £8.82m of private sector leverage
- Project could lead to the creation of over 201 new jobs with local employment opportunities being maximised by Sefton@work
- A further 275 jobs will be safeguarded

Case study - WJ Leech

Bootle based WJ Leech is a family-owned manufacturer and designer of trailer curtains and hardware to the road haulage and logistics sector. Founded by the current owner's great grandfather in 1920 when he bought the Leeds-Liverpool Canal Tarpaulin Company, WJ Leech is now one of the largest English based company in the sector and counts some of the country's principal road trailer suppliers such as Cartwright and Montracon among its main customers. A Business Growth Grant of £85,000 has realised the investment in new printing technology in the shape of a £450,000 Rho printer manufactured by the Durst company which is regarded as the world leader. Using water rather than oil-based inks, the new system is more environmentally friendly and is capable of printing at 1000 dpi. InvestSefton helped develop the project and awarded the £85,000 grant to the business. Sefton@work assisted with Staff recruitment.

Case study - Mortons Dairies Ltd

Mortons Dairies Ltd in Maghull received support to identify areas for improvement and to successfully apply for funding to implement the measures. After receiving advice on suitable finance options and business plan support, the business successfully applied for £37k RGF funding towards the cost of a bespoke £220k IT system that has improved their market knowledge and level of customer service through an integrated e-commerce website/Customer Relationship Management system and handheld electronic terminals for field sales staff. Following a review of business costs with InvestSefton, the business was also introduced to the REECH Energy Efficiency programme team, resulting in an assessment of the Maghull site and recommendations made to the business on areas where financial savings can be made to lower energy costs. The support from InvestSefton has safeguarded 45 jobs and will create 6 new jobs over the next 3 years.

Although the economy is moving out of recession obtaining loan finance remains a key barrier to potential growth for some businesses. InvestSefton has developed close with banks and other lending institutions and, together with the Council's Treasury team provides loan finance via Funding Circle – a national crowd funding lending platform for businesses. Recent activities in Sefton include:

MSIF

Loan Fund (Sub £50,000 loans)	No of business loans in Sefton	£ Value
Merseyside Small Loans for Business	17	698,000
Merseyside Small Loans for Business Legacy Funds	6	145,000
Regional Growth Fund	10	194,000
North West Micro Loans	2	55,000

In addition £2.6m has been invested in Sefton businesses under the MSIF Loan & Equity Fund programme.

Funding Circle

InvestSefton in conjunction with the Council's Treasury team have allocated resources to allow the council to invest in Sefton businesses via the 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 about 9 Sefton applicants who all received funding from the platform without any requirement from the council's fund. The Council has now successfully placed funds with three businesses. These include a printing business, a building firm which is

building 12 new homes in Melling, and a manufacturer of robots for use in industrial production. The loans vary from £1,000 to £1,500 per loan, with a maximum of £2,000 being recommended by Funding Circle to ensure that risk is spread. So far all businesses have been allocated a credit risk rating of A by Funding Circle.

InvestSefton and the Council's Treasury team are also 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. Rates so far range from 8% to 10% which is a good return for the Council, and is significantly cheaper than can be commercially obtained by these businesses from the banking system.

Linacre Bridge Business Fund

InvestSefton delivers the Linacre Bridge Business Grant fund which to date has supported 11 businesses with the potential of creating 16 jobs. 8 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, with over £22,000 allocated to date.

What have we achieved?

Indicator	Annual Target 2014/15	Target Oct 2014 – Mar 2015	Actual Performance Oct 2014 – Mar 2015	Total Performance 2014/15	
No. of businesses engaged	1,645	782	914*	1,777	😊
No. of jobs created	120	50	99**	300	😊
No. of jobs safeguarded	55	100	290**	365	😊
Amount of private sector investment secured	£11m	N/A	£10.1***	£17.2m	😊
No. of business engagement and consultation events	40	10	11****	21	😐
No. of businesses attending engagement and consultation events	1,400	200	269	524	😞

*Includes all enquiries/engagement activities ranging from calls/email/events

**Includes job forecasts from approved RGF Business Growth Grant projects & MBSP programme

***Preliminary figure. Includes rental capitalised over 2 years for deals on Alaska House and Big Ft2, totalling £1.6m, plus £8,463,836 of investments from BGG projects; in some instances projects are not yet complete.

**** Target reduced to focus on more qualitative demand led projects

Looking ahead

InvestSefton is working closely with other LA's, Chambers of Commerce and the LEP to develop future business support programmes and activities. The main drivers for this are Business Growth Hubs and the new ESIF Programme for which £32m of ERDF has been allocated for business support activities.

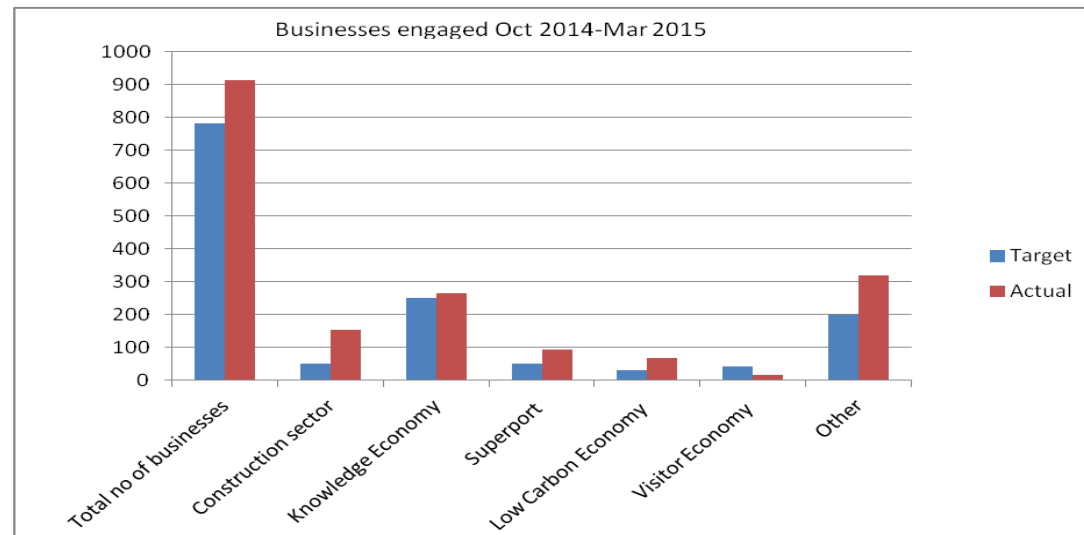
The LEP has secured £1.5m Growth Deal funding to establish Growth Hubs in the LCR with effect from 1 May 2015. A tender has been issued for six hubs in each of the respective LCR areas. InvestSefton will be bidding for the Sefton lot and have agreed, in principle and if successful, to work in partnership with Liverpool & Sefton Chambers of Commerce to become the principal 'go to' bodies for support in the borough.

The LCR LA's and Chambers are also in discussion regarding a collaborative bid for the March 2015 ESIF calls for Promoting Entrepreneurship and Business Growth which have a combined value of £12m. The LEP is seeking a collaborative approach for the LCR for both these and future calls given both the reduction of available ESIF funding (£190m for the programme) and the opening up of competition through what is now a national bidding process. InvestSefton is keen to work with partners at a local level and there is potential to develop this through the proposed Growth Hubs.

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

Approximately 37% of Sefton's workforce is employed in the above four key growth sectors including sub-sectors of construction and manufacturing. InvestSefton has both a sector and geographic focus on supporting businesses ranging from a light touch approach (phone/email/website enquiry) to more intensive support including 1:1 diagnostic and business advice and bespoke events.

Business engagement is recorded on dual enquiry system (Tractivity and CORE) with the latter tracking support from both InvestSefton and Sefton@Work business and employment advisers. Overall business engagement is growing with 914 overall assists for the October 2014-March 2015 period resulting in an annual total of 1,777. Sector breakdown is illustrated in the chart below:



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). Approximately 65% of businesses engaged were in key target sectors. This includes construction which has started to show resurgence over the past year. The remaining 35% include retail, healthcare/business services/charities/third sector, MOT/Garages.

With the exception of Visitor Economy businesses all targets for this six month period have been exceeded.

(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 were commissioned to undertake a survey of 800 port and port related businesses in Sefton's maritime sector. This is the first stage in a larger piece of work to prepare south Sefton for the investment, trade, traffic, environmental impacts, jobs and skills associated with Peel's investment in the Port of Liverpool


The council has recognised the importance of international trade and has provided funding for International Sefton development. 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.

International Sefton

Sefton Council has also supported the development of Sefton's export and new markets ambitions. This included support during the International Festival for Business (IFB) 2014 and has now moved on to planning activities around IFB 2016 and work on helping businesses enter new business markets. This has led to the following outcomes:

- Established a private sector 'Advisory Group' to ensure focus on demand
- Built partnerships with Liverpool & Sefton Chamber of Commerce and national export support delivery body, UKTI.
- Formed a new 'Sefton Exporters Network', with regular meetings from 1st June 2015.
- Widened members to include a number of service sector businesses
- SEF focussed on 'Expanding Markets' on 29th April.
- New website built to act as online toolkit and meeting place for business involved in or looking to establish themselves in new markets and export.
- Created and 'Expanding Markets' downloadable brochure as part of an Exporters Pack
- Connected Sefton businesses to New Markets support programmes, including over 30 in to assisted commercial support.
- Encouraging peer to peer support amongst businesses, and developing mentoring offer
- Awareness raising and promoting the International Festival for Business 2014 to Sefton businesses
- A business engagement programme aimed at stimulating further interest in export and wider business support through Invest Sefton.

What have we achieved?

Indicator	Annual Target 2014/15	Target Oct 2014 – Mar 2015	Actual Performance Oct 2014 – Mar 2015	Total Performance 2014/15	
Superport Businesses Engaged	100	50	94	189	

Looking ahead

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. This recently included a Sefton Business Survey with a focus on Port users. 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. We have launched 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?

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

The conference sector remains challenging, however there is an uplift in enquires and future bookings with regards to the overall economic impact. It is evident that it will be sometime before we reach the levels of 2009; however it is hoped that a new DMO/conference bureau will go some way in confirming additional leads.

In January 2015 Economy and Tourism took full control of the Market Hall. Since January occupancy levels have increased and existing traders are entering into new leases. However a challenge still remains to reach 100% occupancy.

The management of the Southport Theatre and Convention Centre (STCC) remains challenging, we have entered into a further 6 month extension with ATG that will allow us to tender for a long term operator. It is evident from similar venues that the market remains depressed.

The City Region is undertaking a comprehensive review of how the visitor economy is managed, the outcomes of the review will have implications on Sefton.

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 LCR Local Enterprise Partnership.

How are we addressing the challenges?

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

A new visitor economy strategy will be produced to underpin the activity required. The strategy will feed into the City Region Destination Management Plan and will also provide the implementation framework for the Southport Development Strategy that is due for publication later in 2015.

The Development Strategy will also be vital in developing the town's principal assets including Marine Park and Lord Street that will help underpin the visitor economy and deliver tangible outcomes.

With regards to our visitor economy assets, we have put together a comprehensive marketing plan for the market hall with the aim of increasing footfall thus making any empty units more attractive. Secondly we will be going out to tender for the STCC in order to secure a long term operator that will allow capital investment into the complex.

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

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

What have we achieved?

Indicator	Annual Target 2014/15	Target Oct 2014 – Mar 2015	Actual Performance Oct 2014 – Mar 2015	Total Performance 2014/15	
Visitor Economy Businesses Engaged	90	44	17	63	😊
Visitor numbers (calendar year)	8.00m	N/A*	N/A*	8.277m	😊
Value of visitor expenditure (calendar year)	£425m	N/A*	N/A*	£471.1m	😊
No. of FTE tourism related jobs	5500	N/A*	N/A*	6,156	😊
Number of new/existing Brand Partnership/STBN members	105	105	112	112	😊
No. of major events	5	0	0	5	😊
No. of conferences confirmed	35	20	8	16	😞

* STEAM data is only available on an annual basis

The STBN continues to increase its membership base even in light of the BID being established, however we are seeing some members reduce their financial contribution.

All major events were delivered successfully while the number of conferences confirmed is below target due to a reduced resource and a depressed market.

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.

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. This has impacted on overall engagement with this sector. 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 team.

Looking ahead

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

Refresh the 2010 Visitor Economy Strategy.

Approve and deliver the Southport Development Strategy.

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

(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 use of knowledge-based assets to the level they could. This has an impact on the productivity and competitiveness 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 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?

A new network for Professionals in Southport, called Professional Sefton, has now been established, ensured engagement and coordination with Liverpool & Sefton Chamber of Commerce and Professional Liverpool. The first meeting was held in Southport in February and attended by over 30 businesses. Quarterly meetings are planned, with the delivery part of the action plan being established with the Chamber.

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 Oct 2014 – Mar 2015	Actual Performance Oct 2014 – Mar 2015	Total Performance 2014/15	
Knowledge Economy Businesses Engaged	320	250	265	509	

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.

Indicator	Project Target	Target Oct 2014 – Mar 2015	Project Performance to Date	
Merseyside Connected broadband cabinets commissioned	70*	N/A	49	

Sefton is the fourth of the five local authorities to be targeted by BT as part of the Merseyside Connected programme

Since production of the Fourth Performance Review activity has progressed considerably, the process of upgrading a cabinet to deliver Superfast Broadband in Sefton is considerable. Cabinets must be surveyed, new units installed before new power systems and network connections can be made. To date through the Merseyside Connected Superfast Broadband project 49 cabinets have been commissioned and are available to customers. A further 13 are currently in the pre commissioning phase. Due to the level of progress being made the target has been refreshed to 70* cabinets.

In addition to rolling out superfast broadband the project is supporting local businesses.

Looking ahead

Works is underway through Tourism to refresh the public/private sector visitor economy partnership in Southport. This work also includes a refresh the 2010 Visitor Economy, together with an update and delivery of the Southport Development Strategy.

InvestSefton is also leading the development of a knowledge sector group for Financial and Professional Services which had its first meeting in Southport attracting over 30 businesses. InvestSefton is seeking to develop this further in partnership with Liverpool and Sefton Chambers of Commerce.

The Merseyside Connected Superfast Broadband project will come to a close during the next 6 months as the ERDF funding fill cease. The Project is on target to deliver the revised target of 70 cabinets in Sefton. Superfast broadband will continued to be rolled out in the borough as part of the national rollout programme.

iv) Low Carbon Economy

What are the challenges?

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

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

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

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

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

CO₂ Emissions

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

Supply chain

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

Sustainable businesses

Businesses need to be sustainable before they can grow further. Sustainability can take many forms such as adapting to 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

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 award winning 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 CO₂ 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 CO₂ reduced. Grants are available to businesses to install eligible energy saving measures such as LED lighting. To date 112 companies have expressed interest in REECH into Business. This has resulted in 46 companies submitting full applications which have been referred to Groundwork Trust for Scoping. This will ascertain the suitability of the business and their premises for the full Energy and Resource Efficiency Assessment. To date 40 businesses have progressed to the full assessment stage.

What have we achieved?

Indicator	Project Target	Target Oct 2014 – Mar 2015	Actual Performance Oct 2014 – Mar 2015	Total Performance 2014/15	
Low Carbon Economy businesses engaged	35	30	67	72	😊

What have we achieved?

Indicator	Project Target	Target Oct 2014 – Mar 2015	Project Performance to date	
Reduction of CO ₂ emissions	12,000	N/A	14,052	😊
No. of new technologies introduced	14	N/A	13	😊
Increase in GVA	£3,788,086	N/A	Awaiting figures	
No. of indirect jobs generated within the low carbon sector	229	N/A	Awaiting figures	
No. of houses refitted with energy improvements	2,900	N/A	2,425	😊
Amount of private sector leverage	£12m	N/A	£11.84	😊
Businesses Assisted (minimum 12 hours or £1000 grant aid)	20	N/A	13	😊
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

Looking ahead

The REECH Initiative will end in October, the next 6 months will comprise of completing individual schemes, drawing the project to a close and disseminating the findings, including a high profile event in June.

Over the coming months steps will be taken to continue the legacy of REECH. Partners are exploring opportunities via VIRIDIS (the collective name for a group of social landlords, local authorities and other key partners in the Liverpool City Region) and the new European Structural and Investment Funds 2014-2020.

Objective 4 Create conditions for growth

What are the challenges?

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

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

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

Who are we working with?

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

How are we addressing the challenges?

We will pursue a number of Sefton's key priorities through ongoing partnership with the LCR LEP and the Combined Authority, particularly where they are of City Region significance, as explained in the City Region Growth Deal to Central Government. The Council is undertaking four Investment Strategies to identify development opportunities in Bootle Town Centre & Office Quarter, Dunnings Bridge 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 which enables further feasibility work to progress.

The Highways Agency invested £6m in the A5036 Princess Way roundabout, which was completed in Spring 2015. The Thornton Switch Island Link is also due for completion in Spring/Summer 2015.

Local Plan

The Sefton Local Plan is facilitating the conditions for future investment by making sure adequate land is available to meet future employment and housing and transport needs. A Draft Local Plan has been out to public consultation early in 2015 and a date for examination in public is expected in the Autumn of this calendar year.

What have we achieved?

Bootle Town Centre Investment Strategy

Lambert Smith Hampton has been engaged to develop the strategy. The Strategy provides the Council with a high level plan that looks ahead to 2030. The Strategy consists of a Draft Development Framework Document and outline Delivery Plan, from which an Investment Prospectus will be created. It is anticipated that this will be consulted on and adopted as a Council Policy document by the end of the year.

Crosby Investment Strategy

A high level Crosby Investment Strategy (Final Draft) for public comment should be available at the beginning of June. It is anticipated that this will be consulted on and adopted as a Council Policy document by the end of the year. A Supplementary Planning Document (SPD) will support the Crosby Investment Strategy in promoting the regeneration of the centre. This will include supporting high quality new development on key sites within the Centre, and enhancing the Centre's overall accessibility and appearance. The SPD (and Local Plan policy) will be used by the Council to guide planning applications for development in the Centre and is expected to be adopted alongside the Local Plan.

Dunnings Bridge Road Investment Strategy

The consultants BE Group were commissioned to undertake a regionally significant study to reflect the growth potential of the Port of Liverpool and the local implications of the Liverpool 2 Deep Water Berth. Component parts of the study include an extensive spatial analysis of the area together with an individual site analysis, both of which are digitally mapped for future use and a land ownership profile. This baseline study provides the data appropriate for the preparation of indicative development proposals for each of the sites within the Strategy Area.

With this report and these indicative proposals, the Council intend to determine the future investment requirements and outcomes that may assist in securing additional external funding

Southport Development Strategy

Sefton Council appointed consultants in October to help produce Southport Development Strategy, creating a Vision for Southport Town Centre that looks ahead to at least 2030. Having a clear forward vision will help form stronger links between Southport's visitor economy and the wider business community – and provide the overall direction that is needed to where (by working together) we can focus further attention in creating a more vibrant town centre and seafront and making Southport a better place for both local residents, businesses and visitors.

Nexus Planning and their consultant team are working closely with Council Officers, the Southport BID and other stakeholders in understanding Southport's existing strengths and the potential to strengthen its existing offer and develop new opportunities.

Some of the benefits we expect to get from this work;

- Direction in support more in-depth work around the Visitor Economy and Destination management
- Information used it to increase investor confidence and assist private sector developers to bring forward schemes
- Direction on the future of Marine Park, and Fairways for the benefit of Southport
- Opportunity to re-focus key geographies in the town centre, develop project ideas and ensure that Lord Street's potential is realised
- Ensure that future transport planning supports our ambitions for Southport

Housing Regeneration

Sefton Council is currently developing its Housing Strategy (2015-2020). The strategy recognises that housing plays a key economic and social role in improving the lives of Sefton residents through economic regeneration, direct job creation and improving the quality of existing homes and the neighbourhood environment. This strategy will support the delivery of the *Local Plan (2012 -2030)* and the *Health and Wellbeing Strategy (2014-2020)* by ensuring:

- The delivery of new market and affordable housing in the borough, to help meet the needs of Sefton's changing population, including families, the elderly and other people with special housing needs ;
- To support older people and those with long term conditions and disabilities to remain independent and in their own homes;

- To seek to address the wider social, environmental and economic issues that can contribute to poor health and wellbeing.

Housing Delivery

Sefton has a number of large housing regeneration schemes throughout the Borough. These will be delivered by the Council alongside its development partners over the coming years. The former south Sefton Housing Market Renewal regeneration sites in Klondyke and Queens Bedford have delivered 252 homes over the past couple years, and are set to build a further 292 dwellings in the near future. In Southport, David Wilson Homes alongside other partners completed the acquisition of the Kew Housing and Employment site early in 2015. The site is currently being prepared for the development of 667 new dwellings including 127 Affordable Homes and an Extra Care Housing development of 126 homes.

Looking ahead

The next 6 months will be the most intense period as we bring the Investment Strategies to a successful conclusion via public consultation. Then an exciting and challenging phase commences as we take steps to realise the potential of the sites identified in each of the studies. This will involve working closely with local stakeholders, developers and creating partnerships to bring the strategic visions to life.

In the north of Sefton, the Council will be seeking Expressions of Interest for a preferred developer on the extension to Southport Business Park.

Objective 5 Increase opportunity and employment

What are the challenges?

Sefton@work is currently delivering a number of programmes aimed at working closely with unemployed clients and to help them to find and sustain work. During 2014/15 the clients we have primarily been working with have tended to have more complex barriers and can often be suffering from long term health issues. We have been particularly involved in delivering employability support to families on the Sefton Turnaround project – a priority action for a number of departments across the authority who work with these families in a professional capacity.

Who are we working with?

We continue to work closely with those furthest away from the labour market, who often experience multiple barriers to finding and sustaining work. The Sefton Turnaround Project focuses on particular families who are engaged with a range of Sefton services and working closely with other teams in the authority such as the FIP team help us to provide a holistic approach to overcoming these barriers.

During the latter part of 2014/15 Sefton@work launched the Youth Employment Gateway programme, a City Region wide initiative focussing on 18-24 year olds, providing information, advice and guidance and potential access to a personalised budget. Flexibility and innovation form the basis of the support available, utilising new and varied ways of identify successful routes into employment for this client group.

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

Linacre Bridge residents have been able to access additional levels of support including paid work placements as part of a geographically targeted initiative using ring-fenced resources. This has resulted in bespoke solutions being devised to suit individual's, taking into account personal circumstances such as caring responsibilities and better off calculations.

How are we addressing the challenges?

Offering personalised budgets to 18-24 year olds on the Youth Employment Gateway programme provide a flexible approach to tackling worklessness and skill levels. This enables a wider range of options for overcoming barriers to finding and sustaining work.

Sefton@work has been able to offer incentives to employers to employ apprentices who are paid the national minimum wage for their age rather than the lower apprenticeship pay rate, this has resulted in a number of previously unemployed Sefton young people to complete an apprenticeship framework and gain valuable work experience.

Work placements, both voluntary and paid, form the opportunity for clients to gain valuable experience in a work environment of their choice. These have proved a popular option for clients during 2014/15 and we will look to build on these where possible into 2015/16 and beyond.

What have we achieved?

Indicator	Annual Target 2014/15	Target Oct 2014 – Mar 2015	Actual Performance Oct 2014 – Mar 2015	Total Performance 2014/15	
Total Sefton@work registrations	870	435	297	791	☹️
No. of registrations by those making an ill health self-declaration	100	50	68	138	😊
No. of clients accessing employment	232	116	73	229	😊
No. of clients into employment with ill health self-declarations	20	10	7	20	😊
No. of looked after children into work/placements	2	1	1	1	☹️

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

X is a client who originally engaged with Sefton@work through the Sefton Turnaround initiative and has since commenced on the Youth Employment Gateway. Previously NEET (Not in Employment, Education or Training), this young person had confidence issues and was shy, withdrawn and self-conscious.

The Sefton@work adviser has been working to gain the trust of X, by meeting individual needs in offering support at a time and location suited to the client. X has now engaged on formal training, and is looking at how a personalised budget can help in gaining further qualifications and appropriate clothing to enable an apprenticeship to become a reality.

This client recently accompanied their Sefton@work adviser to the Sefton Apprenticeship event at Bootle Strand to meet potential employers. This is a massive step forward for this client and confidence levels have increased immensely as a result of their Sefton@work intervention. Ongoing support from the adviser will help this client to identify suitable vacancies in a supported environment.

Case Study

Client Y has commenced on the Workroutes initiative with Sefton@work and undertaken some formal and informal training identified to help them find work. This client is a Lone Parent and has a young child for whom caring responsibilities meant that part time work would be more suitable. Working closely with their client adviser enabled a picture to be built up of preferences, working availability and support required whilst applying for work and the client was successful in gaining part time employment to suit their circumstances. In addition, through group sessions, this client has formed a friendship with another jobseeker and is helping this client to also find employment – and they recently attended an interview at the same workplace. Group sessions that deliver training or job search provide an important network for clients to support each other in their journey to work and can result in positive outcomes in terms of social interaction as well as find employment.

Looking ahead

The new European Structural & Investment Funds (ESIF) programme for 2014-2020 can potentially offer an opportunity to bid for European Social Fund (ESF) resources to support further employment related activity and levels of support. As a self-funding service, it is important that future funds can be secured to ensure that Sefton@work continues to provide locally devised and run solutions to those seeking work, adding value to national mainstream initiatives such as the Work Programme.

Sefton@work have recently secured some resources to support Carers in Employment and this initiative will be run in partnership with the Sefton Carers Centre to help Carers of all ages living in Sefton to sustain employment. This forms part of a national pilot which will share learning and good practice and could potentially help to shape future Government policy in this area.

We are working in conjunction with the L30's Million initiative, to support L30 residents to upskill, access work placements and a personalised budget to overcome barriers to employment. This funding has enabled Sefton@work to purchase and devise an

innovate 'tablet' training programme, helping clients to understand the world of apps, smart technology and utilise these advances to their benefit.

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

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					
Unemployment Rate	6.3	7,800	Jan – Dec 14	Strong: Sefton's rate has improved remains below the LCR rate.	↑	The gap between Sefton and the UK has closed completely	😊
Working Age Population with no qualifications	8.9	14,500	2014	Strong: Sefton saw strong improvement in 2014 and is now 3.4% lower than the LCR	↑	Sefton is now in line with the UK rate	😊
JSA Claimant Rate	2.0	3,288	Mar 15	Strong: Sefton continues to see a greater improvement in its claimant rate.	↑	Sefton's rate continues to improve and has completely closed the gap with the UK	😊
JSA Claimant Rate 18-24	2.4	525	Mar 15	Strong : the rate has continued its improvement and is now 0.4%than the LCR	↑	Sefton's rate is now 0.8% lower than for the UK	😊
Sefton Jobs	N/A	90,000	2013	Strong: Sefton experienced a 2% growth in employment numbers between 2012 and 2013, whilst the LCR saw a slight decline.	↑	Sefton performance proportionally better than the UK in 2013.	😊
Business Deaths	N/A	760	2013	Similar: Sefton saw a 16.5% reduction in deaths, compared to 13% for the LCR	↑	Sefton performed much better than the UK in 2014.	😊
NEET Population	5.58	507	Mar 15	Strong: Sefton continues to perform well.	N/A	N/A	N/A
Worklessness Rate	12.7	21,040	Nov 14	Strong: Sefton's rate is 2.3% lower than for the LCR and is continuing to improve.	↑	The gap with the UK has narrowed slightly but is still 3%	😐
Self Employment Rate	8.4	13,700	Jan – Dec 14	Strong: Sefton's self employment rates has improved and is now 3.3% lower than the LCR	↑	An improvement means that the gap with the UK has narrowed to 1.6%	😐
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	47	7,820	2013	Strong: Sefton has 47 businesses per 1,000 population compared with 41 for the LCR.	↑	The gap with the UK is narrowing	😐
Business Births per 10,000 population	73	1,220	2013	Strong : Sefton business starts continue to grow, making significant improvements and higher than the LCR	↑	The gap with the UK has continues to narrow	😐
Employment Rate	70.4	115,400	Jan – Dec 14	Strong: Sefton's rate has fluctuated but the gap with the LCR remains unchanged, at 5.3%	→	Sefton's rate remains lower than the UK with the gap starting to widen	😐
Working age Population Educated to level 4+	28.0	45,700	2014	Strong: Sefton's performance has fallen back and is now only slightly higher than the LCR	→	The gap between Sefton and the UK has widened significantly to 7.8%	😞
GVA per head	N/A	£13,899	2013	Weak: Sefton is 72% of the LCR average, and continues to close the gap	→	The gap with the UK has closed slightly but still remains wide	😞
Average Earnings (workplace)	N/A	£23,379	2014	Weak : Sefton's average workplace earnings grew slightly but the gap remains.	→	The gap continues to widen.	😞
LTU Rate All Ages	39.1	1,285	Mar 15	Weak: Despite a fall in numbers, the actual rate continues to grow and is now more than 4% higher than LCR	↓	The gap continues to widen and is now almost 12%	😞
LTU Rate 18-24	31.4	165	Mar 15	Weak: the count is improving but the gap with the LCR continues to widen, now 6%	↓	The rate is more than 18% higher than for the UK	😞
Average Earnings (residents)	N/A	£25,282	2014	Similar : Sefton's residents earnings fell slightly in 2014, and are now lower than for the LCR	↓	The gap continues to widen	😞
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 is replacing the 6 main benefits and tax credits, income based Job Seekers Allowance, income related Employment Support Allowance, Income Support, Working Tax Credit, Child Tax Credit and Housing Benefit.

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

Working Age Population - All residents aged 16 – 64

Statistical Terminology

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

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

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

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, however it does categorise claimants as being either "In Employment" or "Not In Employment".

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

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