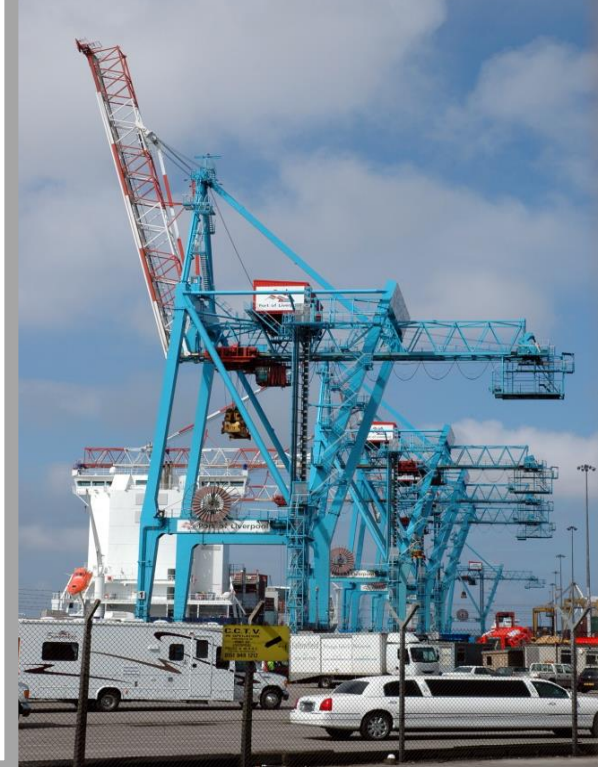


Sefton Economic Strategy

Seventh Performance Monitoring Report

October 2015 – March 2016



Sefton Economic Strategy

Seventh Performance Monitoring Report

October 2015 – March 2016

Mark Long

Head of Investment & Employment

Sefton MBC

1st Floor

Magdalen House

Trinity Road

Bootle

L20 3NJ



Contents

1. Introduction	4	4. Strategy Monitoring Report	29
2. Sefton and the UK Compared	5	Objective 1 – More starts to replenish business population	30
3. Sefton’s Economic Performance	6	Objective 2 - Grow existing businesses and stimulate the economy	34
The Economy	7	Objective 3 - Target traditional and emerging growth sectors	46
- Residents in Employment		Objective 4 - Create conditions for growth	61
- Gross Value Added		Objective 5 - Increase opportunity and employment	65
- Gross Disposable Household Income			
- Average Earnings		Appendices	
- Green Growth		Appendix A - Statistical Profile	78
Businesses	12	Appendix B - Glossary of Terms	79
- Stock & Flow			
- Key Sectors			
- Self-Employment			
The Labour Market	19		
- Employment			
- Unemployment			
- Worklessness			
- Claimant Rates			
- Residents into Employment			
- Qualifications			
- Young People			
- Claimant Rates			
- Destination of School Leavers			
- Not in Education, Employment or Training			



1. Introduction from Marion Atkinson (Cabinet Member – Regeneration & Skills)



I welcome the publication of this report, the seventh in a series tracking progress in delivering Sefton's Economic Strategy. I'm only too well aware of how much has changed since it was approved in 2012, and we will be taking steps this year to revise our Strategy so it is in line with the Vision for Sefton and makes the case for an outward-looking and inclusive borough that welcomes investment.

We are making solid progress:

- The number of residents in employment has reached pre-recession levels last seen in 2008. This is a significant achievement in its own right.
- Workplace wages rose compared with 2014, and stand at the highest level ever.
- Business births exceeded business deaths for the third year in a row, taking the stock of businesses to its highest ever level.
- Young people not in education, employment or training is at record low levels
- Plans for a new Merseyrail station at Maghull North will increase accessibility to jobs, shops and schools

This shows how Sefton is taking advantage of its opportunities to ease the transition to work for young people, nurture entrepreneurs, retain and grow its companies, and match vacancies to jobseekers. The 8 million day visitors to Southport, and the warm public reception to the top events we host such as the award-winning Southport Airshow and the Grand National at Aintree, tell us how UK and overseas visitors value our offer. I am really looking forward to the return of the Open Golf Championship to Royal Birkdale in June 2017, when 200 million eyes from around the globe will be turned on Sefton.

There is always more to do. I am particularly concerned that work should pay, so the quality and sustainability of these new jobs is very important to me. I want to invest in our young people through apprenticeships and quality jobs and careers. I want to see the city region growth sectors sink deep roots in Sefton through their recruitment and use of local suppliers. I want a Sefton that is "open for business" and matches opportunity to need.

I look forward to you being with me on this journey, and welcome any comments you may have on this document,

Kind regards,

Marion Atkinson
Cabinet Member – Regeneration & Skills
Sefton MBC



2. Sefton and the UK Compared

We are better than the UK average for:

Employment
Unemployment
JSA claimant rate
JSA claimant rate young people
NEET Population
Working age population with no qualifications

We are average for:

Business Stock per 1,000 population
Business births
Business deaths
Self-Employment
Worklessness Rate
Gross Domestic Household Income

We are lower than the UK average for:

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

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

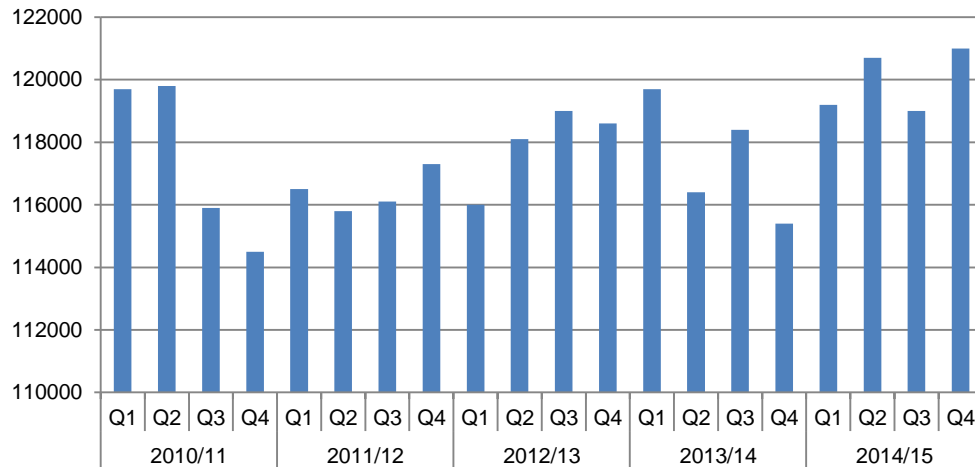


3. Sefton's Economic Performance



The Economy

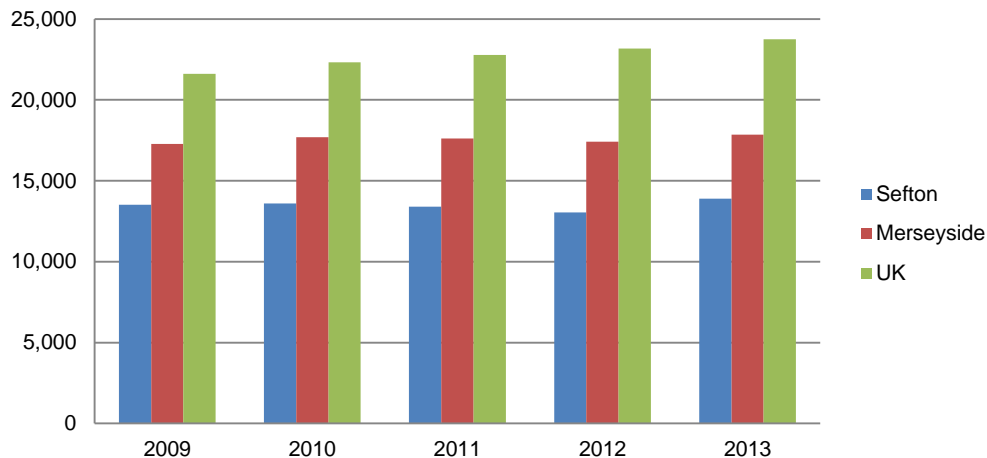
Sefton Residents in Employment
(Annual Population Survey)



There are 121,000 Sefton **residents in employment**.

The numbers continue to rise and employment is now at it's highest level since 2008.

GVA per Head of Population 2009 - 2013
(Office for National Statistics)

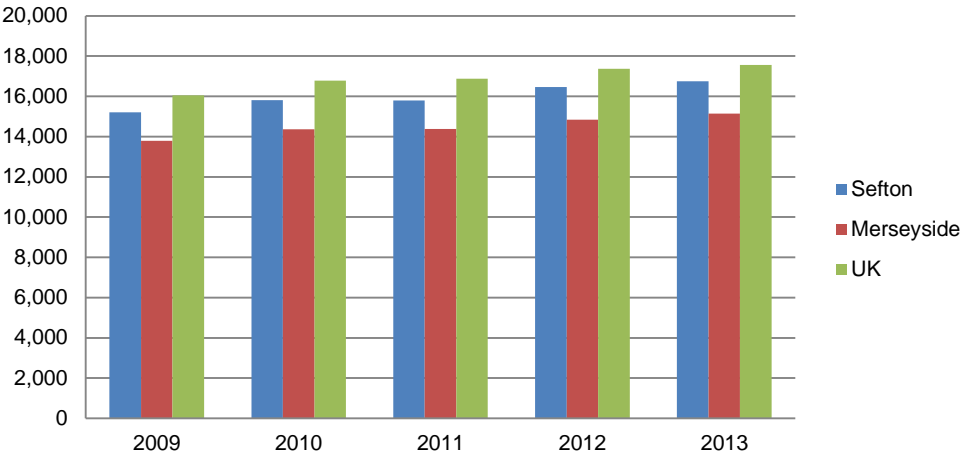


Sefton's **GVA** per head of population (the difference between the cost of producing goods and selling them) rose to £13,899 in 2013; despite this it remains significantly lower than for Merseyside and the UK

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

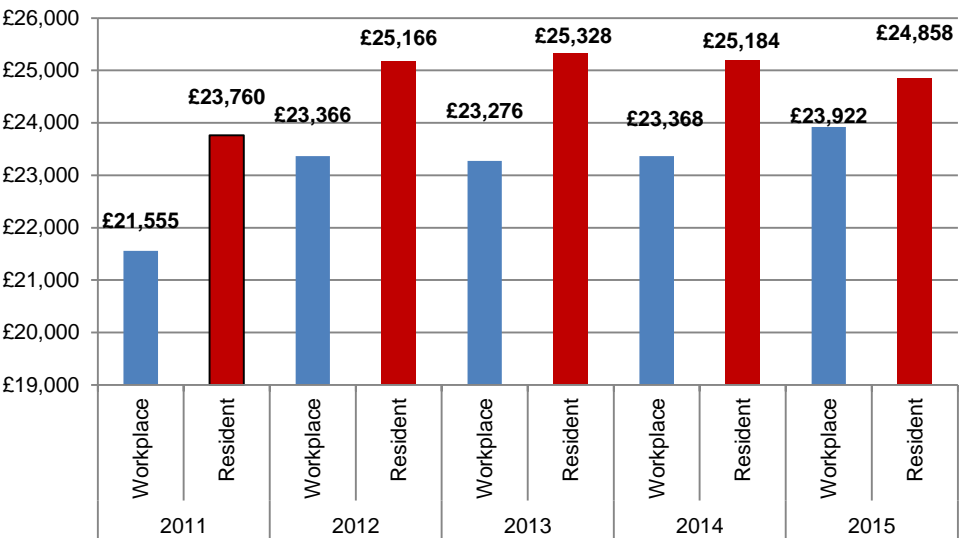


Gross Disposable Household Income 2009 - 2013
(Office for National Statistics)



Gross Disposable Household Income (the amount of money left after payment of tax, NI, pension and mortgage costs) rose again to £16,757 in 2013. The Sefton figure remains 9.6% higher than that for Merseyside, but 4.5% lower than for the UK, the gap closed slightly in 2013.

Average Earnings in Sefton
(ASHE)



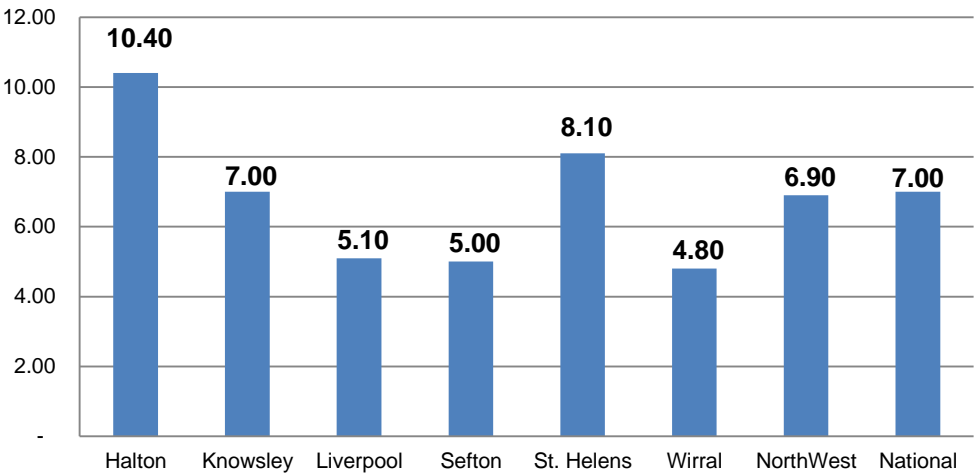
The **average wages** paid by Sefton businesses rose by 2.4% in 2015. Average full time wages paid in Sefton are currently £23,922. Although a higher % increase than Merseyside and the UK, they are still 7.3% lower than for Merseyside and 15.6% lower than the UK.

Resident's wages in Sefton are higher than work place wages, as many residents commute outside the borough for work.

Following a 1.3% fall in the **wages of residents** the gap between workplace and resident wages has now closed to 3.9%. At £24,858 Sefton's average residents wage is at its lowest level for 3 years. This fall was the largest in Merseyside, where overall the average wage rose by 1.6%. The UK also saw its annual wage grow by 1.6%, and Sefton's residents wage is currently 11.2% lower than for the UK as a whole.

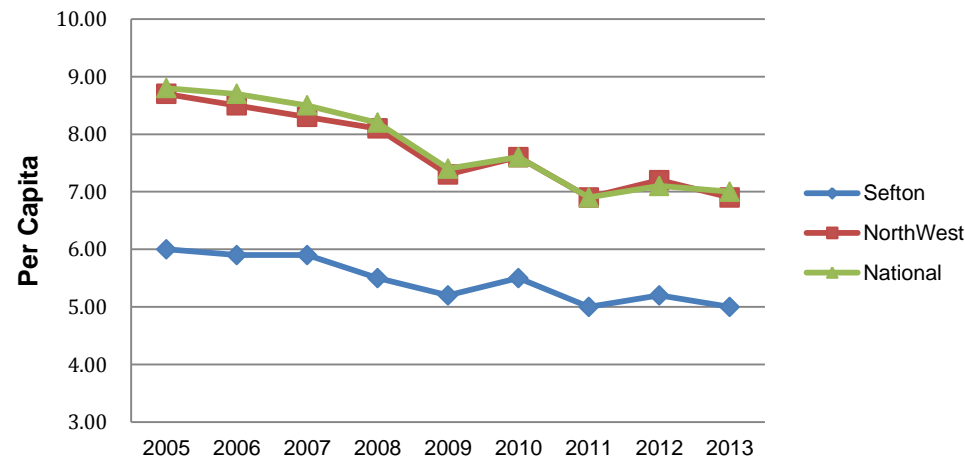


Overall CO₂ Emissions Per Capita 2013
(DECC)



Sefton's **carbon dioxide emissions** fell back to 5.0 in 2013, and the borough continues to have the second lowest in the LCR and is lower than both the North West and Nationally.

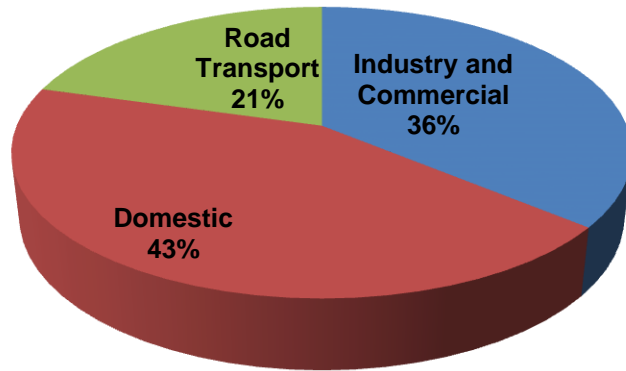
Carbon Emission Trends 2005 - 2013
(DECC)



Sefton continued to perform strongly in 2013 against both the North West and National achievements in **carbon reduction**.

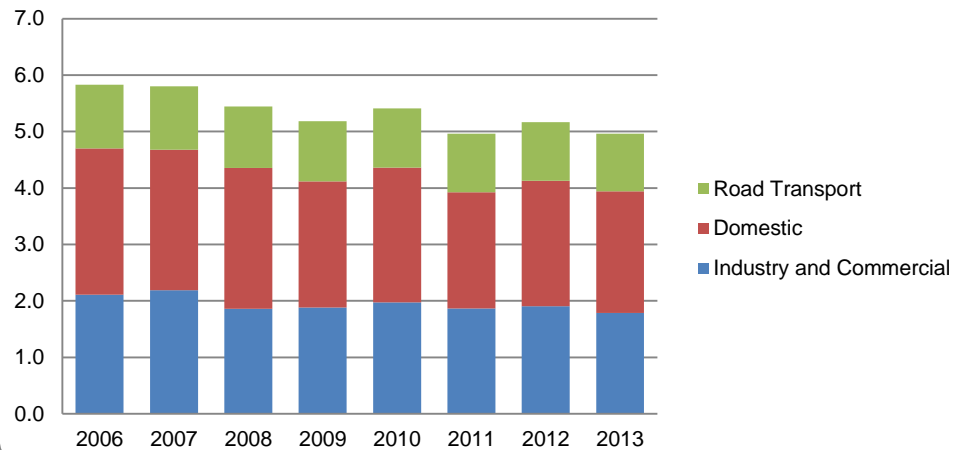


Sefton Carbon Emissions Per Sector 2013
(DECC)



Domestic emissions made up the largest proportion of carbon emissions in Sefton in 2013.

Sefton Carbon Emissions Per Sector
(DECC)

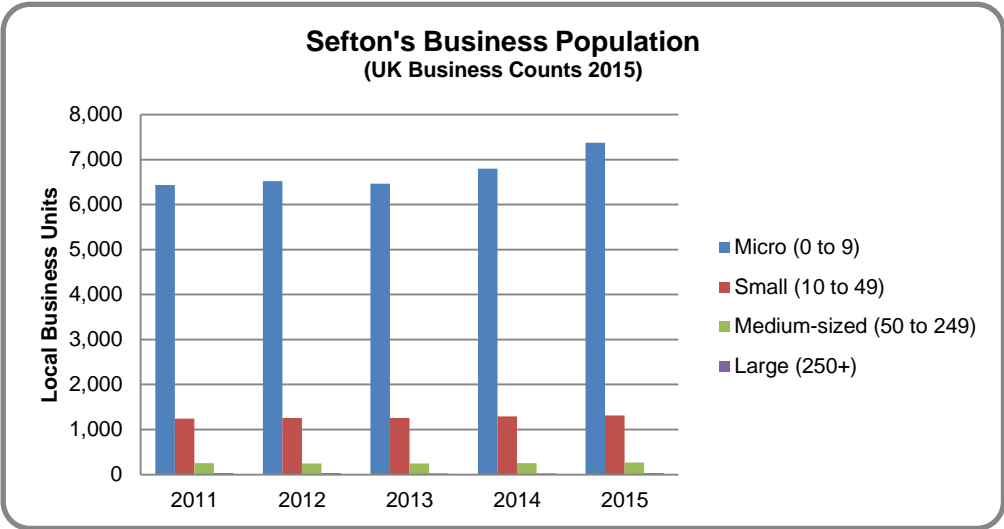


Sefton's **domestic and road transport emissions** remained unchanged in 2013, whilst those for **industrial and commercial** fell slightly.





Businesses

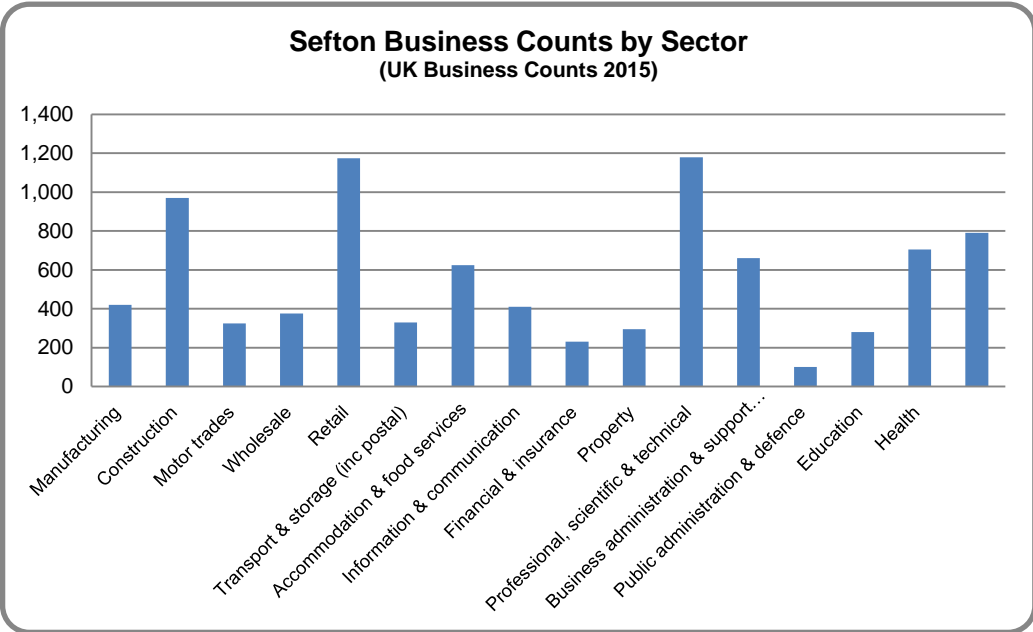


In 2015, Sefton had approximately 8,985 **local business units**; this was an increase of over 500 on the previous year.

However, 75% of this increase was due to the new way in which businesses are counted. Businesses which only pay PAYE are now included in the count**. The actual increase of new businesses was around 130.

Businesses in Sefton remain predominantly small, with almost 97% employing less than 50 people.

There are very few larger employers in the borough.



Sefton's **largest industry sector** in 2015 was professional, scientific and technical, which has almost 1,200 business units in the borough.

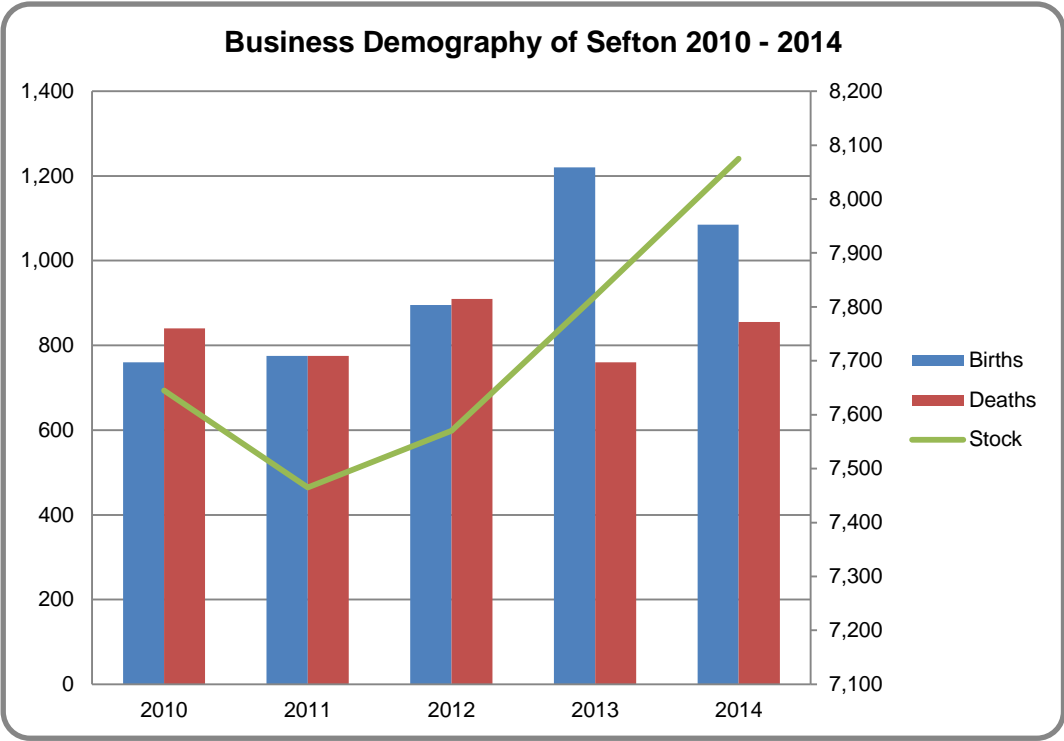
Retail businesses also made up a large proportion of the business population.

The wholesale and retail sectors experienced a reduction in the number of business during 2015.

Public administration organisations were fewer in number but tended to employ large numbers of people.

***"The coverage of the 2015 UK Business publication has been extended to include a population of solely PAYE based businesses. The introduction of these businesses is not a result of new PAYE births onto the IDBR. These businesses have been operating for a number of years, but due to the risk of duplication have been held outside of the UK Business population."





Inn 2014 Sefton’s **business stock** reached its highest level since 2004. However, the rate of recovery remained slower than for the City Region and UK.

Overall Sefton experienced a 3.3% rise in its active business stock in 2014; this was in addition to the 3.3% increase in 2013.

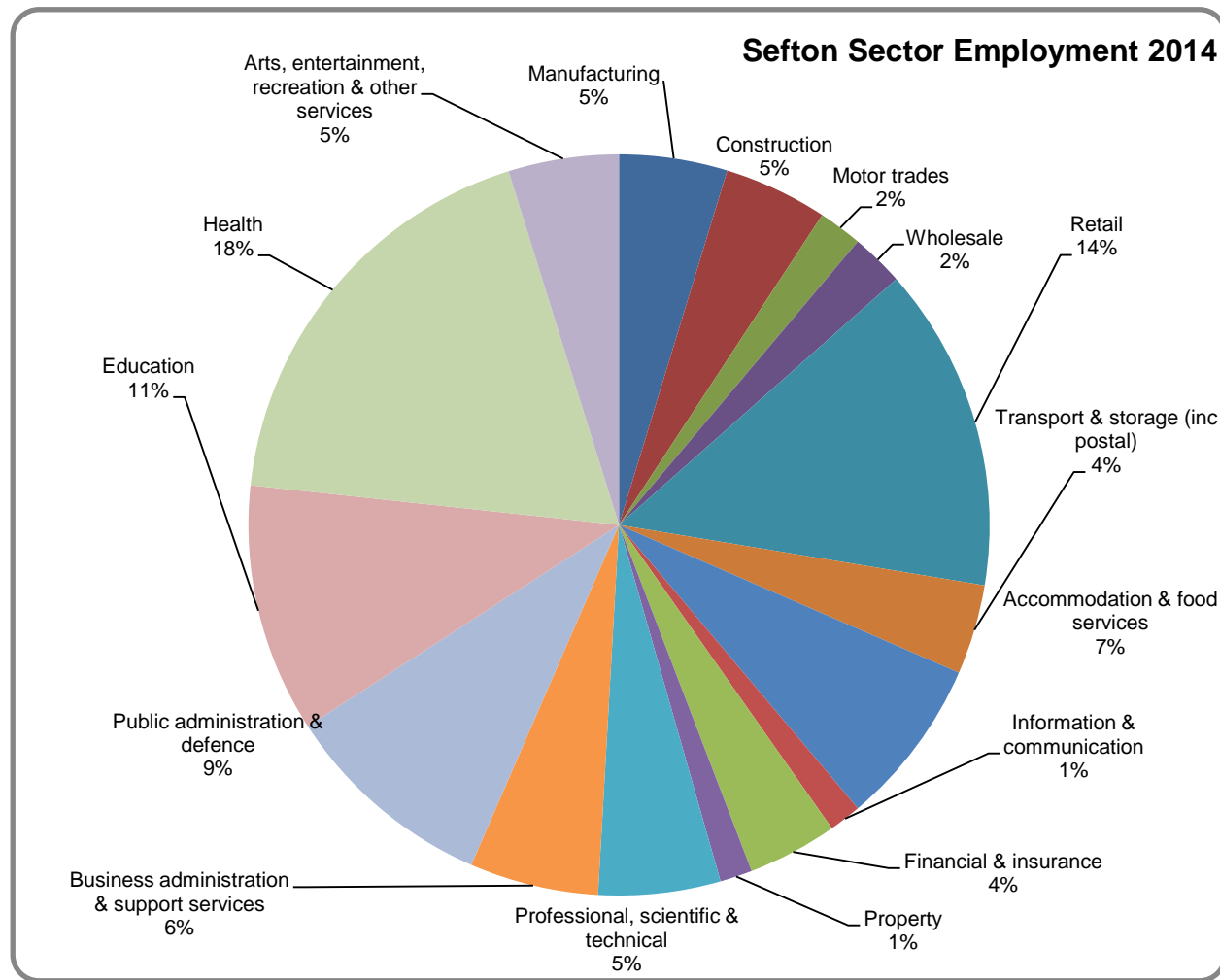
There were 1,085 new **business births** in 2014. This was an 11.1% fall on the 2013 figure. But despite this fall, births were higher than they were during the economic downturn.

The number of **business deaths** in Sefton grew by 10.3% in 2014. All areas in the LCR saw the number of business deaths increase in 2014.

Sefton’s business death rate was lower in 2014 than that for the LCR, but higher than the North West and the UK.

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





approximately 1,600 jobs.

Employment in the **Arts, entertainment and recreation sector** rose by 14.2% in 2014. The **Professional, scientific & technical sector** continued to grow, increasing by 9.5% in 2014, and by almost 23% since 2010. **Business administration** has grown steadily since 2011 and in 2014 had approximately 1,400 more jobs than in 2010.

In 2014 there were approximately 89,400 people employed at a workplace in Sefton.

Despite losing approximately 900 jobs in 2014, the **Health sector** continued to have the largest proportion of jobs in Sefton at 18.4% (16,400). Over 46% (7,600) of Health sector employment was based in the north of the borough.

The **Retail sector** accounted for 14.1% (12,600) of jobs in Sefton, with an increase of approximately 400 employment jobs in 2014. Again the largest proportion of jobs (43%) was in the north of the borough.

Employment in **Public administration** accounted for 9.3% (9,700) of the employment in Sefton. 84% of which was in the south of the borough.

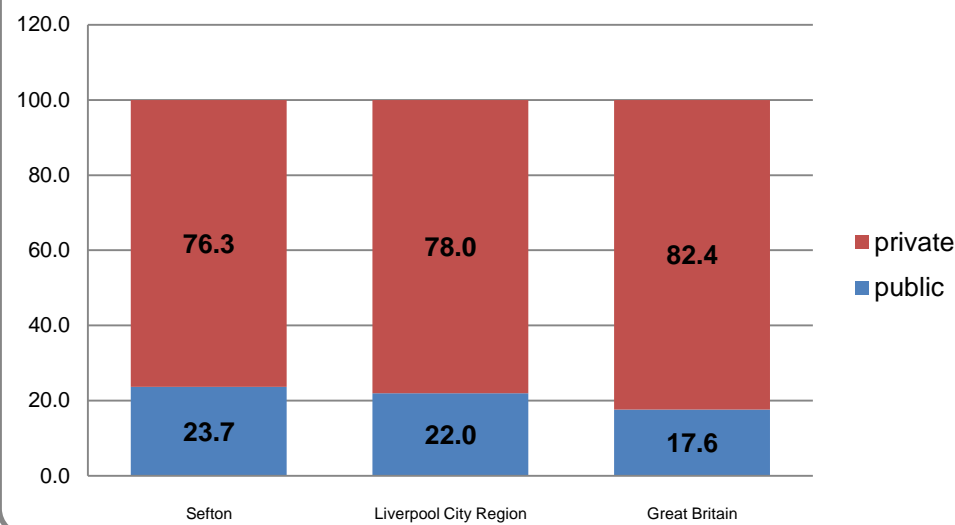
In 2014, the **Public administration & defence sector** lost nearly 1,300 jobs. This sector was particularly hard hit since the start of the economic downturn because of cuts in public expenditure.

The **Health, Property, Wholesale and Finance & Insurance sectors** also experienced losses in 2014.

The biggest increase in 2014 was in the **Accommodation & food services sector**, but these increases should be treated with caution as many of the jobs in this sector are temporary or seasonal. Overall, since 2010, employment in this sector has actually fallen by 19.5% losing



Public & Private Sector Employment 2014
(BRES)



Public sector employment in Sefton fell by 10% between 2010 and 2014.

Over the same period there was an increase of 3.5% in the number of **private sector jobs** in Sefton, however, the private sector is not growing quickly enough to counteract the high public sector losses.

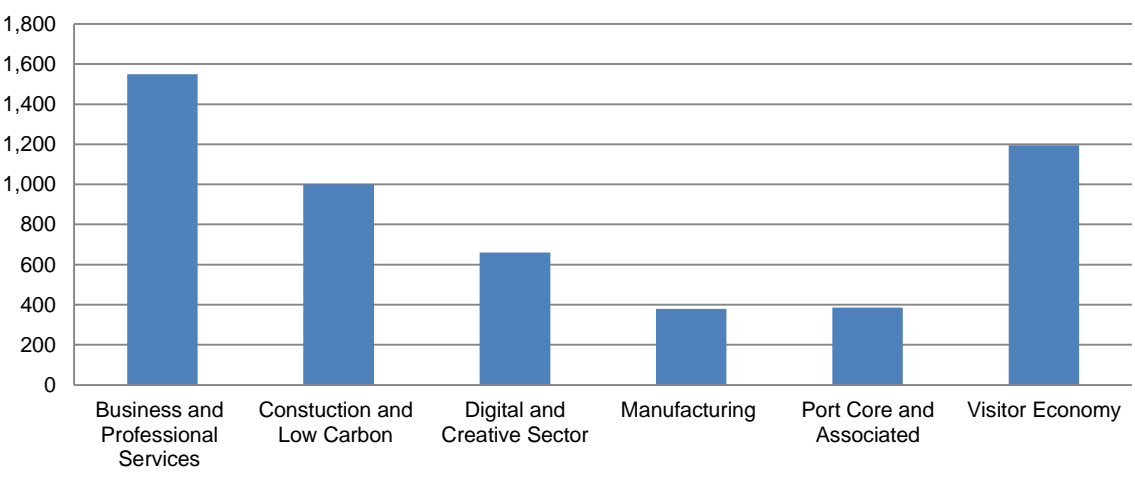
Despite these recent shifts in the balance of employment, Sefton continues to have a much higher level of **public sector, health and education employment** than the UK as a whole. In 2014, 23.7% of jobs in Sefton were in the public sector, compared with 22.0% in the LCR and 17.6% the UK.

In 2014 there were 4,700 **business units** within Sefton’s key sectors. The number increased by around 300 between 2013 - 2014.

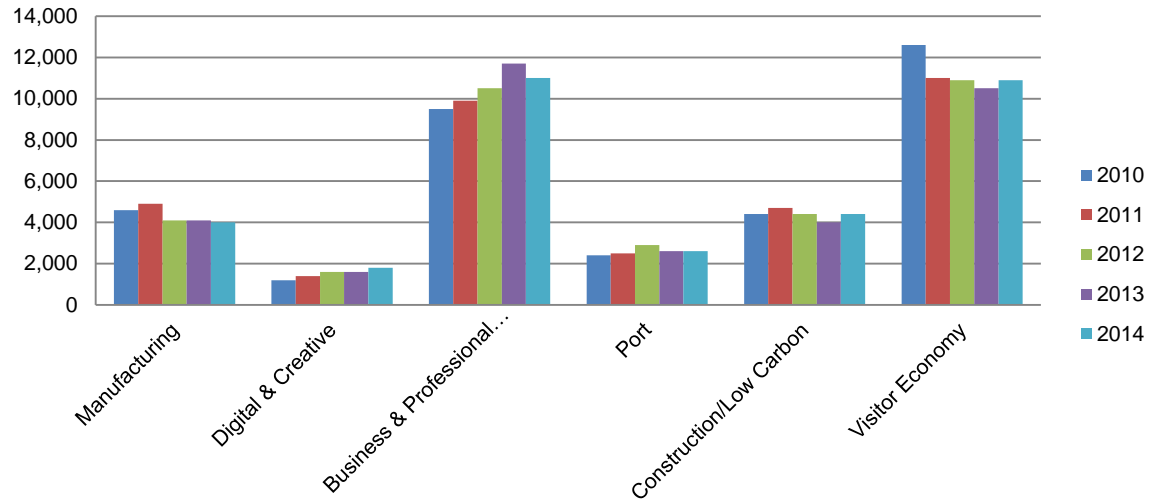
As explained earlier around 75% of this increase is likely to be due to a change in methodology. The actual annual increase is thought to be around 75 businesses, but these figures do now show a truer picture of Sefton’s business community.

Business and Professional Services saw the biggest increase in business numbers between 2013 - 2014.

Business Units in Sefton's Key Sectors
(UK Business Counts 2015)



Employment in Sefton's Growth Sectors 2014
(BRES)



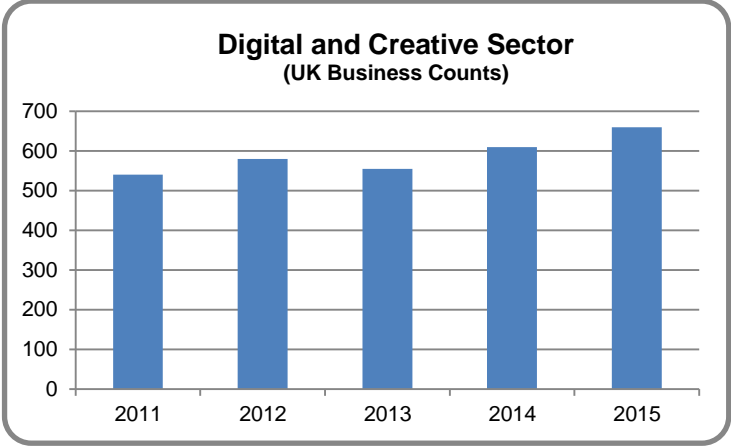
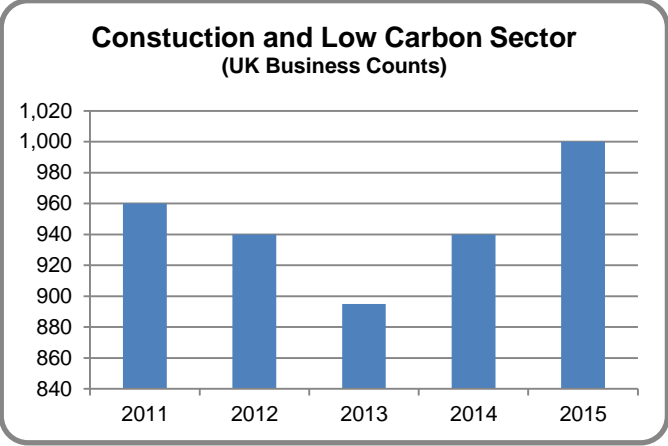
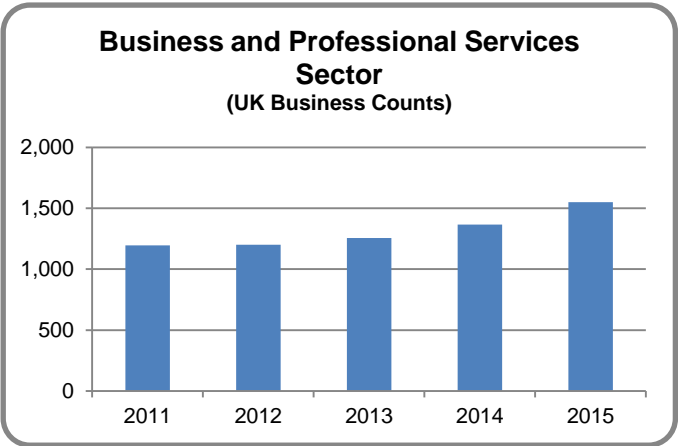
In 2014, approximately 34,800 (39%) of Sefton's workforce were employed in the City Region's four **Growth Sectors** (Knowledge Economy, Super Port, Construction/Low Carbon and the Visitor Economy) or in the supporting sectors of manufacturing and construction. The graph shows Sefton's performance in these sectors over a 5 year period.

In 2014 the Digital and Creative sector experienced the biggest employment growth, up by 13.4%, whilst the Construction & Low Carbon sector grew by 7.7%.

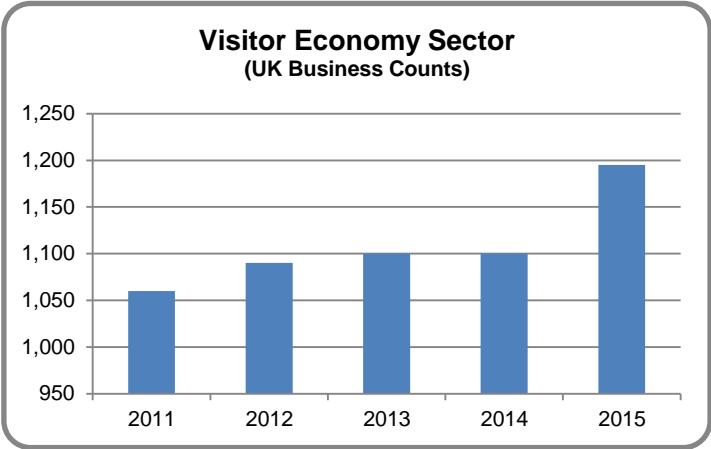
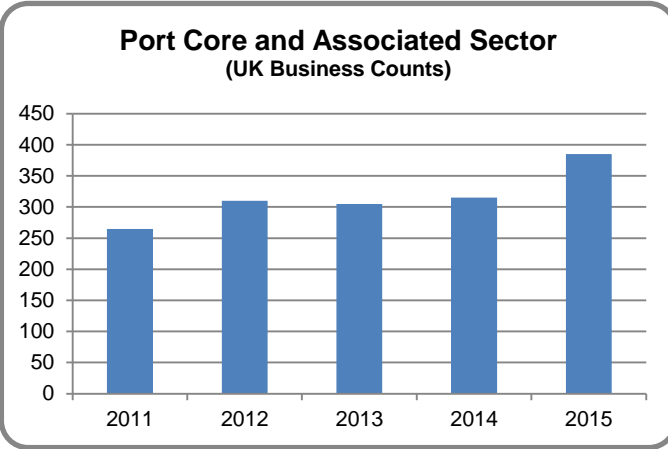
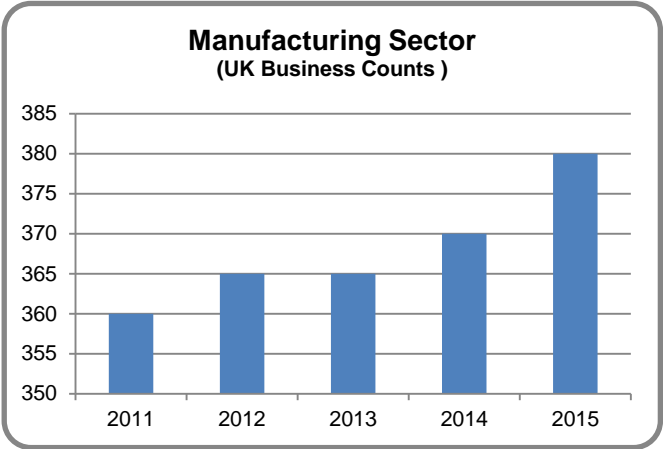
However the Business and Professional Services and Manufacturing both experienced losses in 2014, down by 6% and 2% respectively.



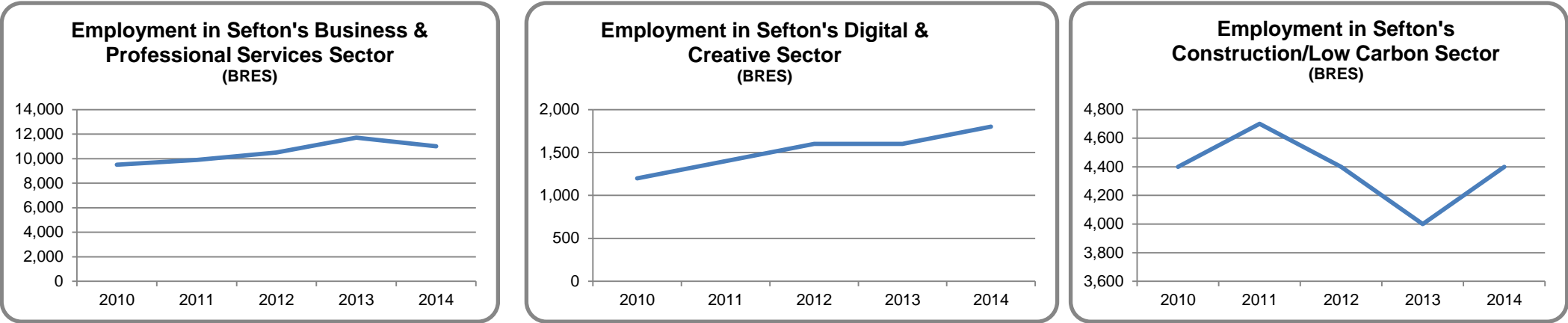
Business Units in Sefton's Key Sectors



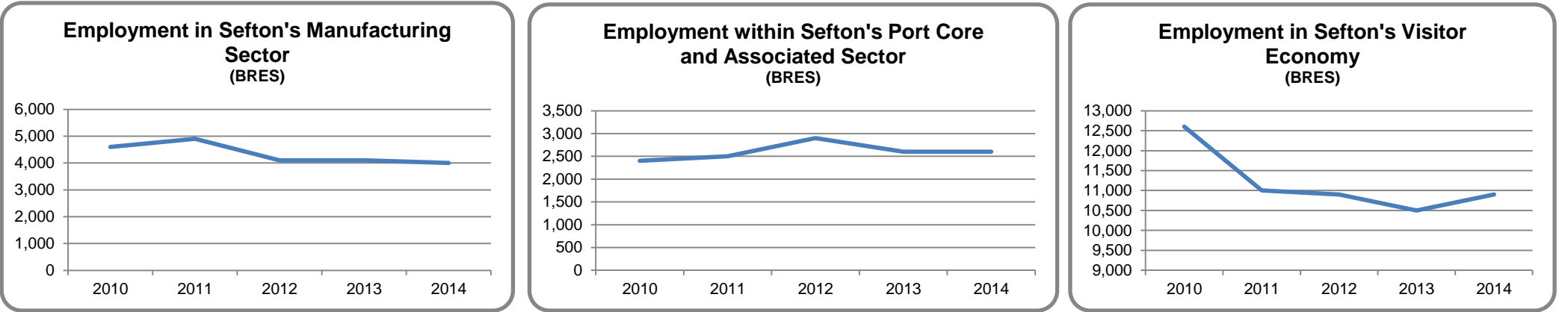
The number of **business units** within Sefton's key sectors continued to grow in 2015 . All key sectors have experienced some growth ranging from 22.2% in the Port Core and Associated Sector, to 4.2% in the Construction and Low Carbon Sector. Some of this growth will be attributed to the new data collection methodology used by the Office For National Statistics.



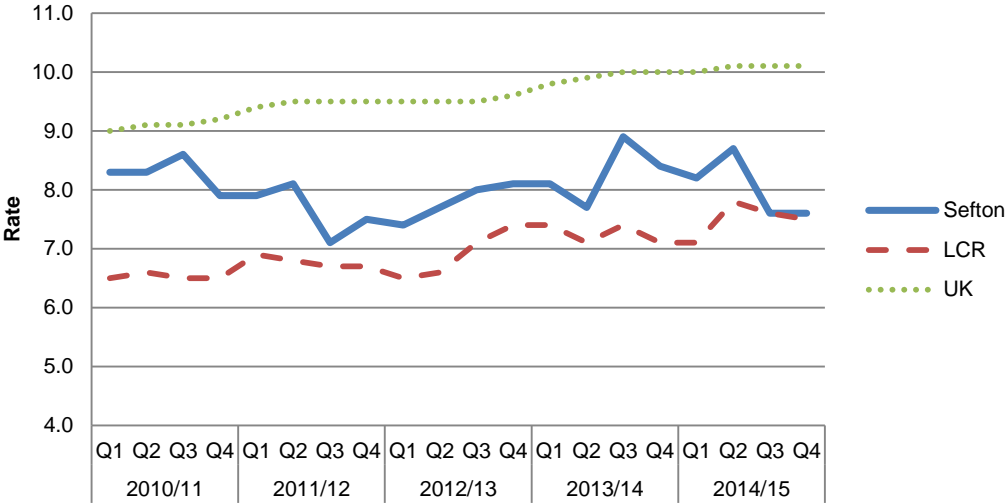
Employment in Sefton's Key Sectors



The latest employment data is from 2014 and showed an increase in the employment levels in 4 of the 6 key sectors. The biggest growth was in the Digital & Creative sector which has steadily increased over the 4 years to 2014. The Business & Professional Services sector saw the biggest fall in employment numbers during 2014.



Self Employment Rates
(Annual Population Survey)

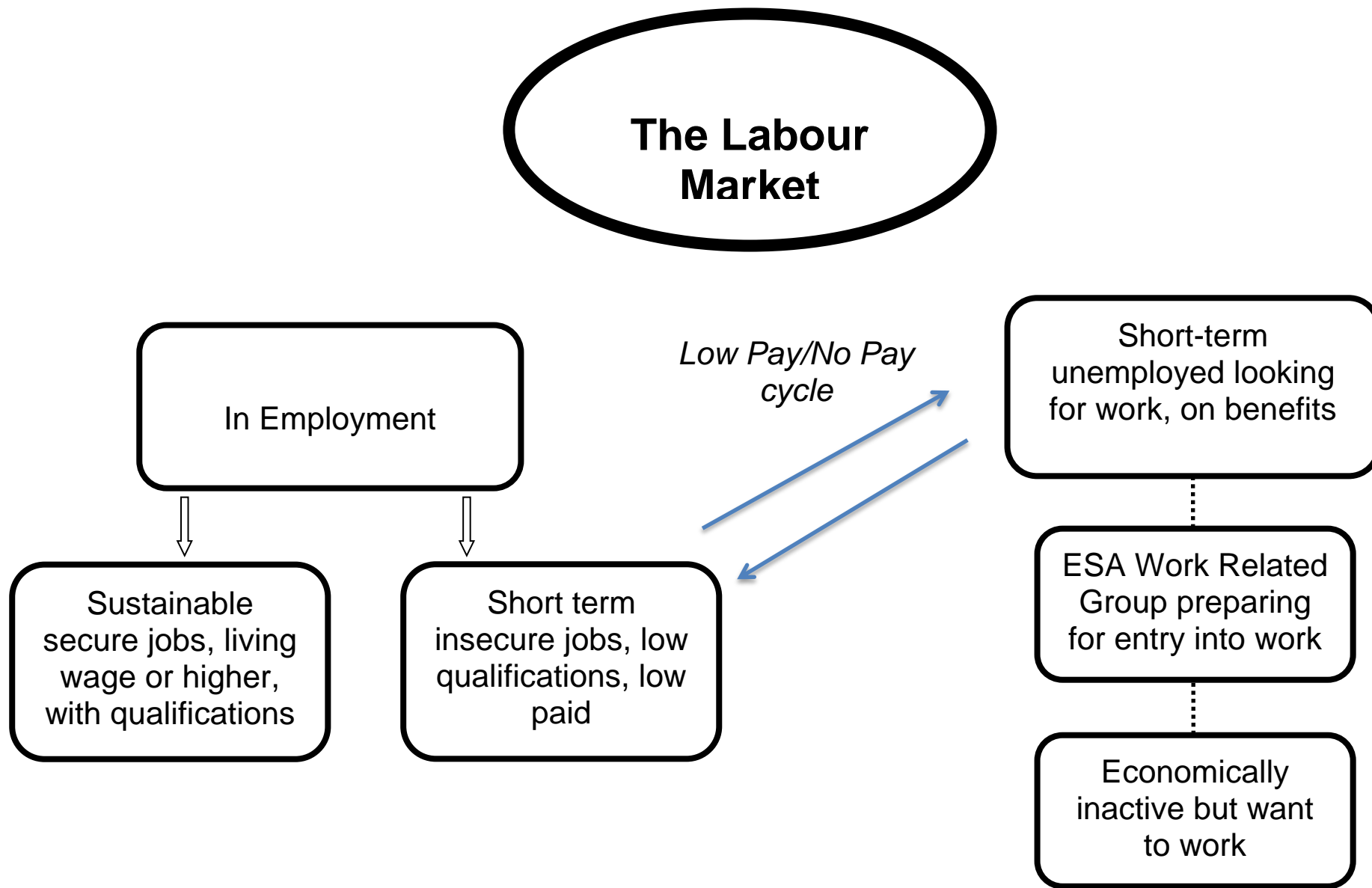


Sefton’s **self-employment rate** fell by just over 1% in the third quarter of the 2014/15, and remains at 7.6%. It is slightly higher than the rate for the LCR but the gap with the UK has widened to 2.5%.

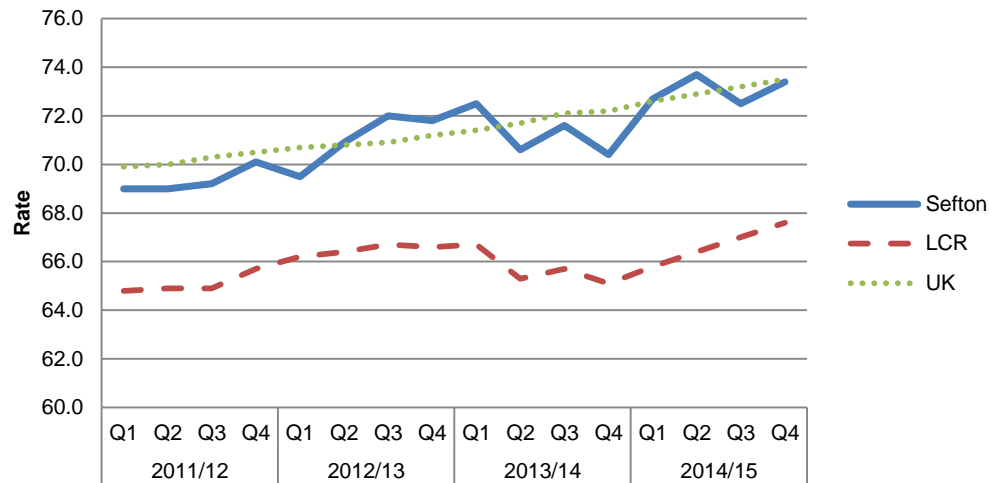
Self-employment has remained fairly static across all geographies during the last reported quarter.

The UK self-employment rate was virtually unchanged during the 12 month period.





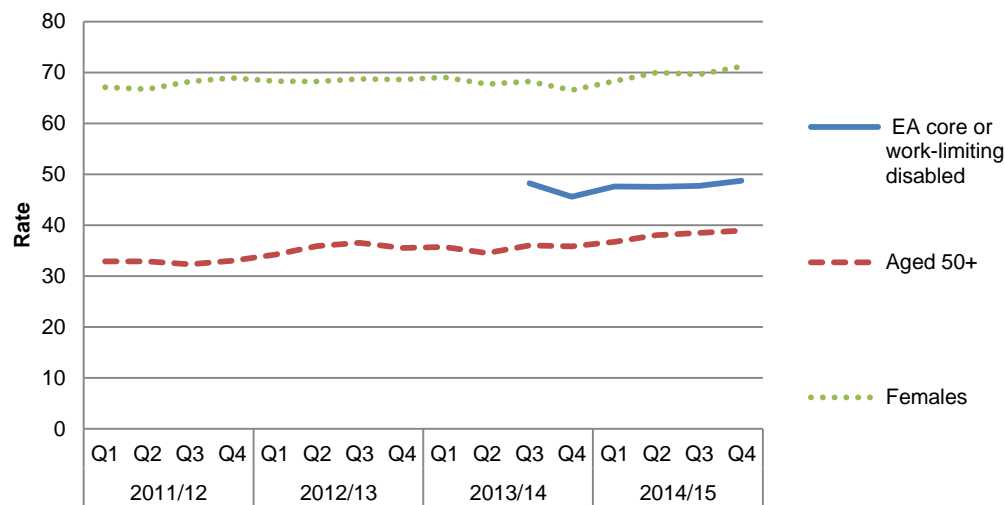
Employment Rates
(Annual Population Survey)



Sefton's overall **employment rate** has fallen back slightly over the last recorded 6 month period, standing at 73.4% in Jan-Dec 2015.

The rate is in line with the rate for the UK and 5.8% higher than the LCR rate.

Employment Rates for Equalities Groups
(Annual Population Survey)



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

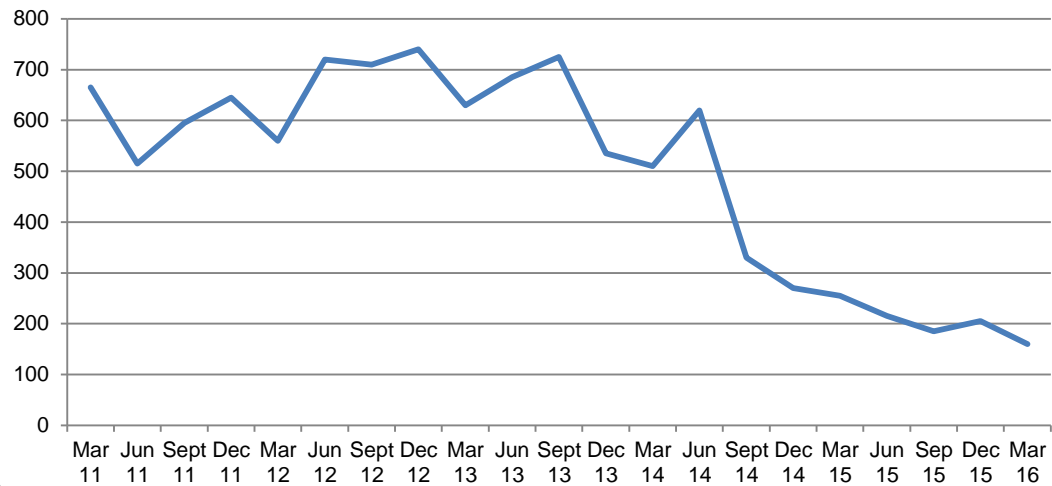
The **female** employment rate in Sefton rose during last reporting period (Jan-Dec 2015) reaching its highest recorded level and stood at 71.2%. The rate is now 7.0% higher than the LCR, and 2.5% higher than the UK.

The employment rate for **older residents** (aged 50+) also continued to improve, standing at 38.9%. This is 4.3% higher than for the LCR and has closed the gap with the UK to just 1.7%.

The employment rate of **residents living with a disability** has continued to rise slowly and was 48.7%; this is now 7.8% higher than the LCR and just 0.5% lower than the UK.



Residents Moving Off JSA into Employment
(Nomis : Claimant Count Off-Flows)

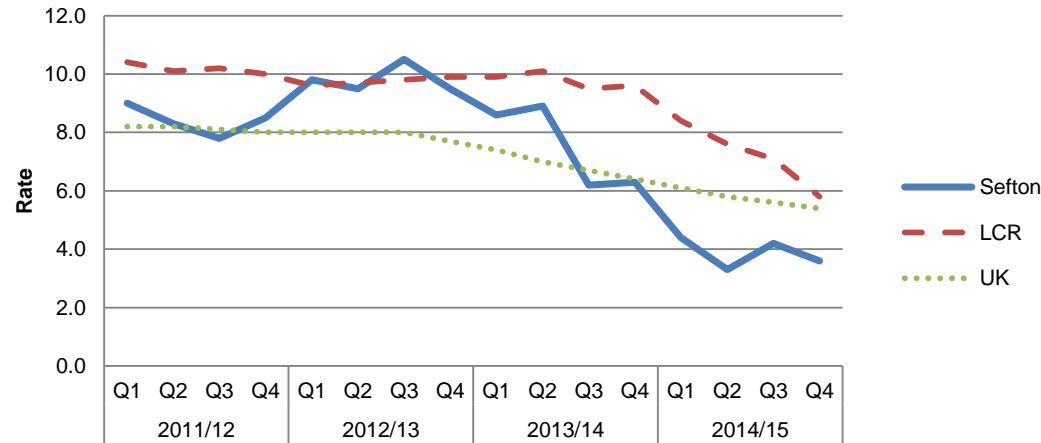


The DWP provides us with information on the number of former claimants who **move off JSA benefits and into employment** each month.

The number of residents, known to have moved into employment has continued to fall in Sefton over the last 12 months.

This fall may be due to the declining numbers of JSA claimants as new claimants are moved onto Universal Credit, and also the fact that over 40% of claimants moving off JSA do not complete leavers forms and their destination is unknown. Also many of those remaining on JSA are long term unemployed and face greater barriers to move into employment.

Unemployment Rates
(Annual Population Survey)

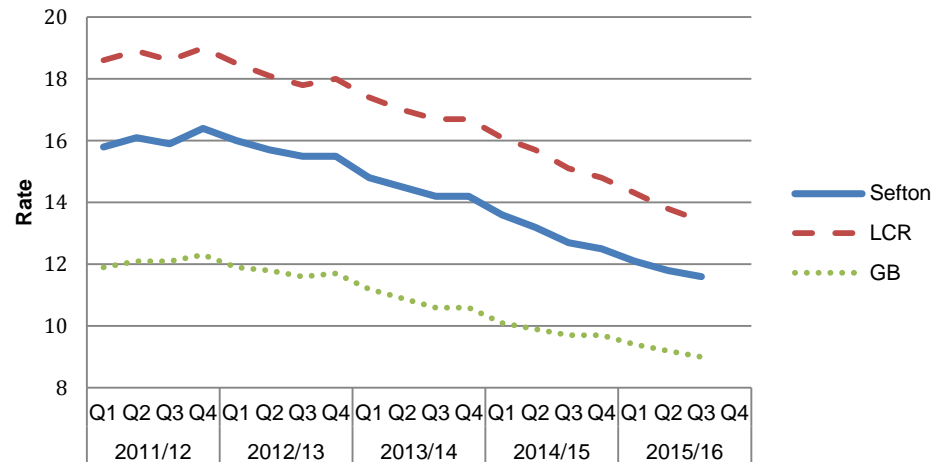


Overall **unemployment** in Sefton has fluctuated over the last reported 12 month period but still remains significantly lower than during the recession 2008-10.

The rate reported for Jan – Dec 2015 was 3.6%, which is 2.2% lower than the LCR and 1.8% lower than the UK.

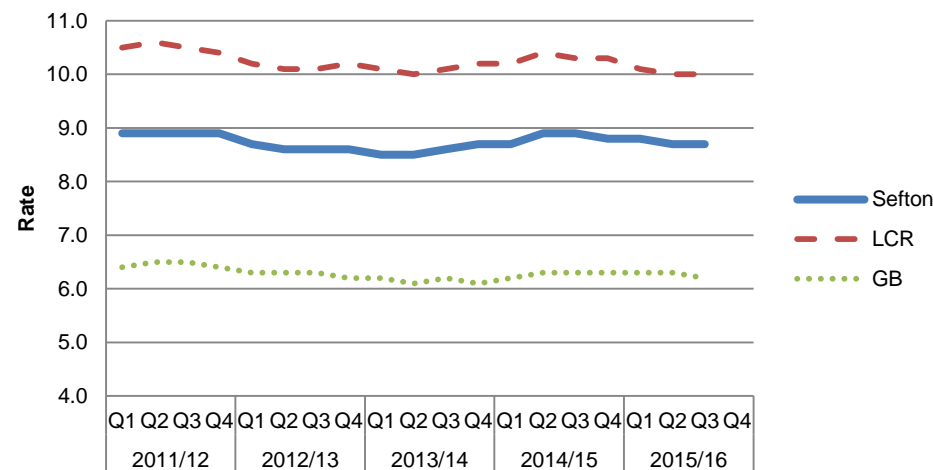


**Out of Work Benefit Rate
(DWP)**



The **Out of Work Benefit** rate in Sefton continues to fall. Rates reached a peak of 16.4% in mid 2009/10 and by November 2015 had fallen to 11.8%. Sefton's rate is 1.8% below the rate for the LCR, and the gap between Sefton and Great Britain continues to narrow, reducing to 2.6%.

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



In November 2015 over 75% of out of work benefit claimants were in receipt of **Employment Support Allowance/Incapacity Benefit (ESA/IB)**.

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

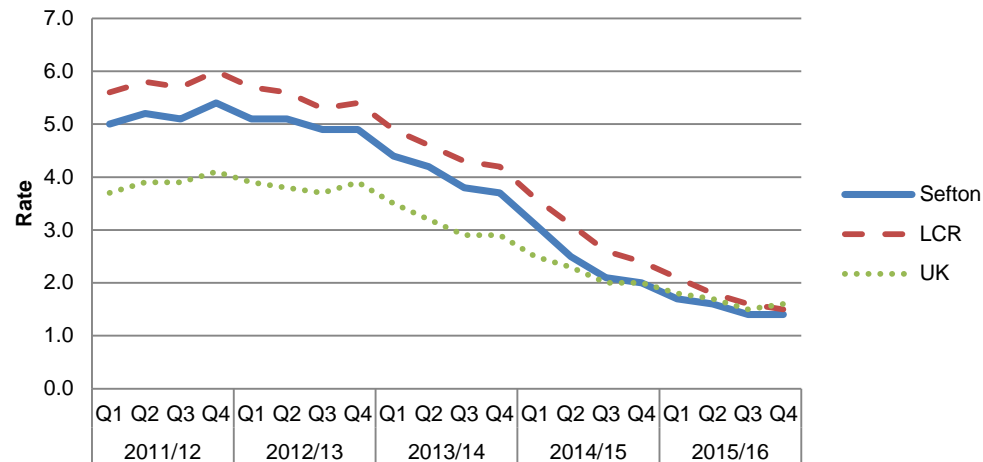
- Those considered fit for work immediately and moved to JSA
- Those requiring additional support to enable them to prepare for work
- Those classified as being unfit for work.

Claimants requiring additional support and placed in the Work-Related group represent approximately 19.2% of all ESA claimants, and continues to fall.

In Sefton there has been very little movement in ESA/IB rates over the last reported 6 months.



JSA Claimant Rates
(Nomis - Claimant Count)

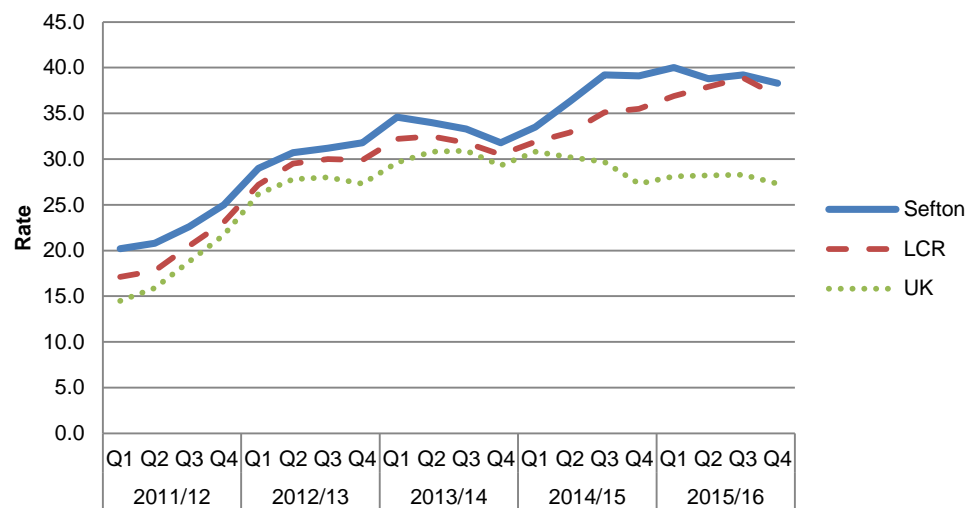


The **JSA claimant rate** continues to fall across Sefton. The rate in Sefton is currently 1.4%, which is 0.1% lower than for the City Region, and 0.2% lower rate for the UK as a whole.

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 63.8% (2,241) 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)



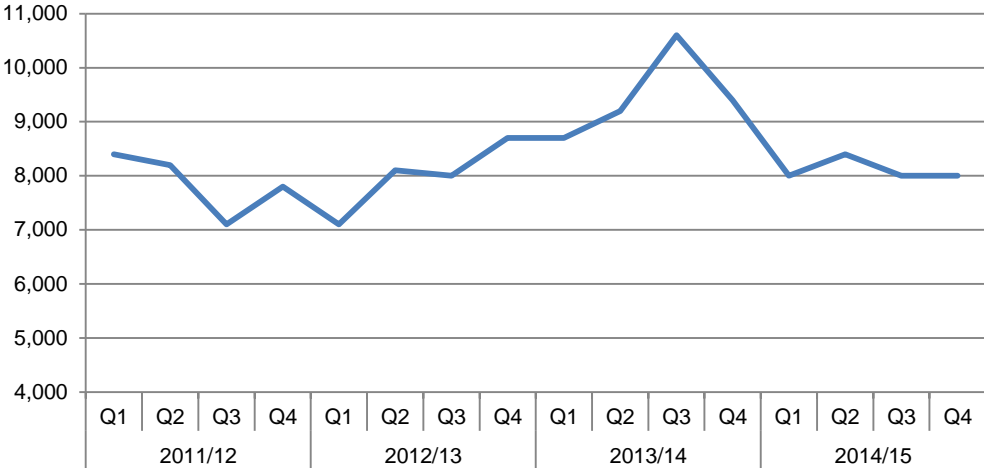
New claimants tend to have more success accessing employment, rather than those out of work for 12 months or more.

Just over 25% of Sefton's JSA claimants have been in receipt of the benefit for more than 2 years.

Long term unemployment has shown signs of improvement in Sefton but still remains high at 38.3%. The rate is currently 1.4% higher than the City Region (36.9%) and more than 11% higher than the UK (28.2%).



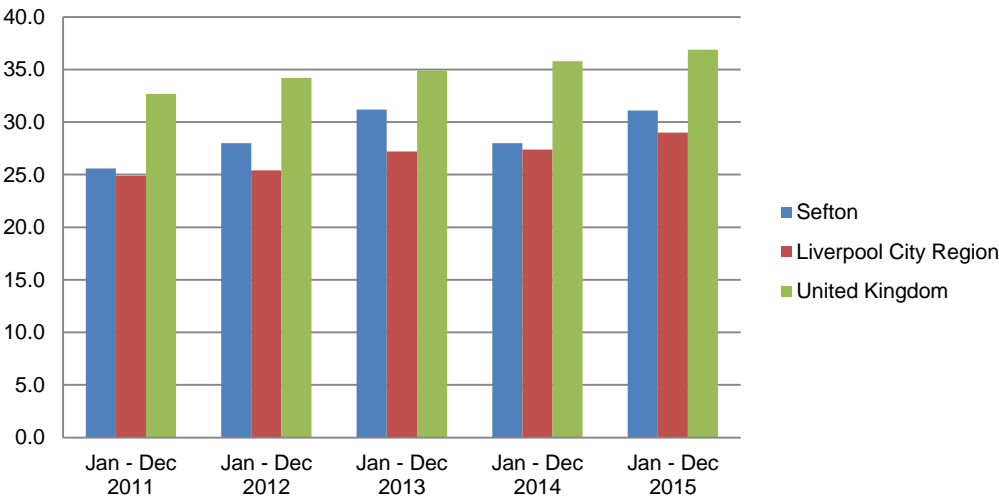
Economically Inactive Who Want a Job
(Annual Population Survey)



The number of **‘encouraged workers’** who are classed as economically inactive but wish to move into work, fell to 8,000. This is well below the level reached in the middle of 2013/14.

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

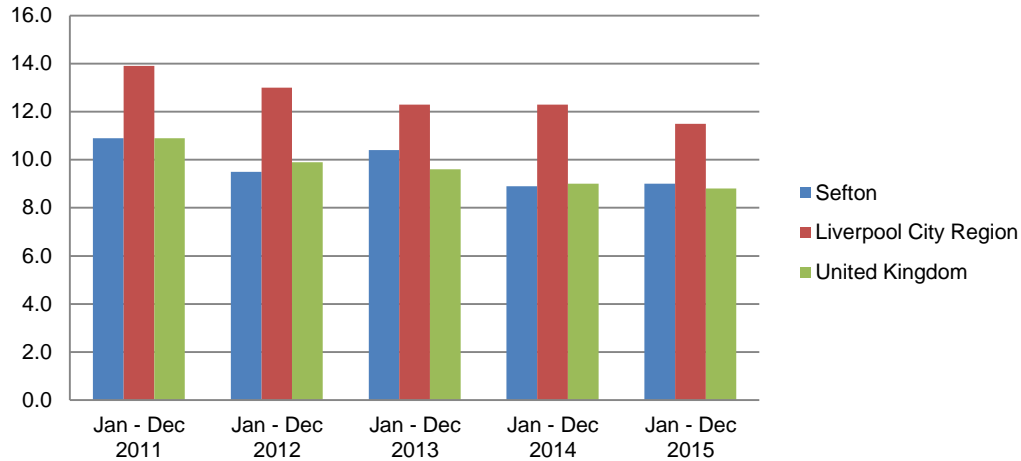
Residents Qualified to NVQ 4+
(Annual Population Survey)



In 2015, 31.1% of Sefton’s working age population were **qualified to NVQ Level 4+**, an increase of 5.5% points since 2011. The rate is now just 0.6% points higher than for the Liverpool City Region, and the gap with the UK has widened to 5.8%.

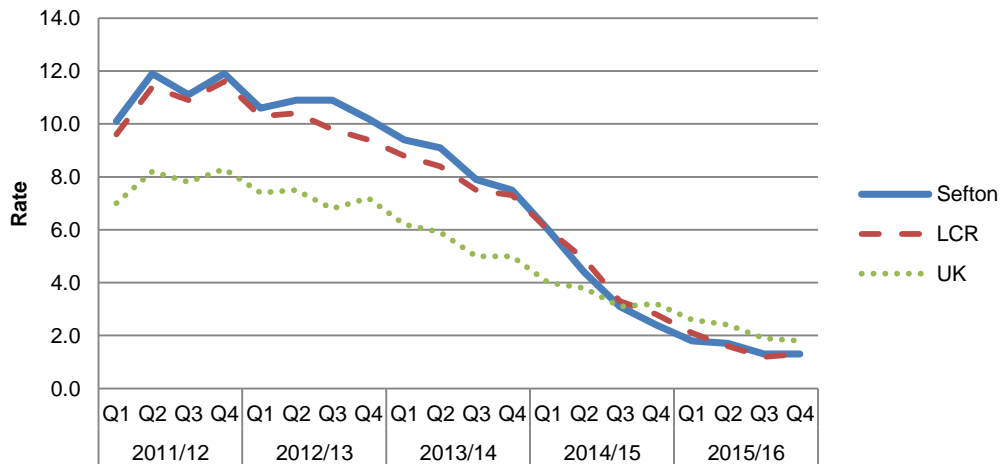


Residents with No Qualifications
(Annual Population Survey)



The percentage of Sefton’s working age population with **no qualifications** rose very slightly in 2015 and now stands at 9.0%. With this improvement the rate is 2.5% lower than the City Region and similar to the UK figure of 8.8%.

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

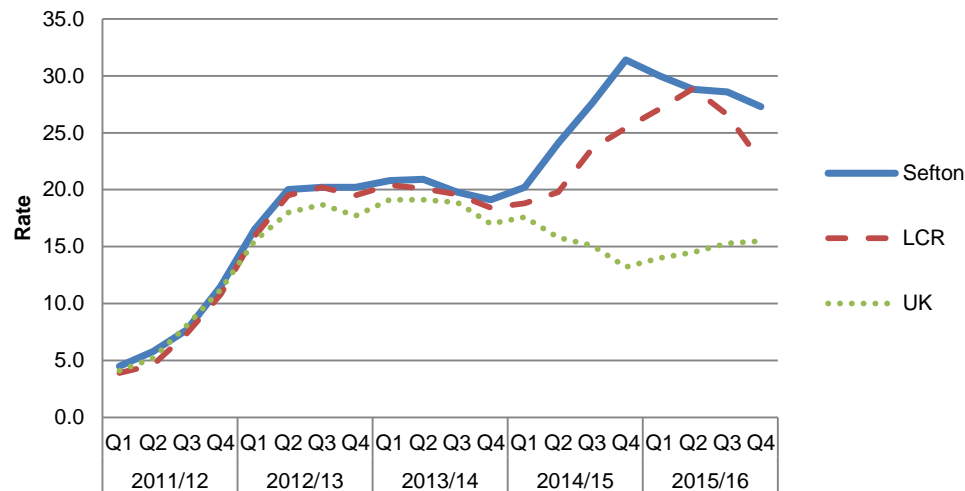


The **youth claimant rate**, at 1.3%, is now just below the overall claimant rate for Sefton. The rate is now 0.5% lower than for the UK and equivalent to the LCR.

The number of **young JSA claimants** continues to fall, but concerns remain, with over half of Universal Credit Claimants being aged 16-24 and not included in these figures. There are currently over 750 young people “not in employment” claiming Universal Credit, in addition to those claiming JSA.



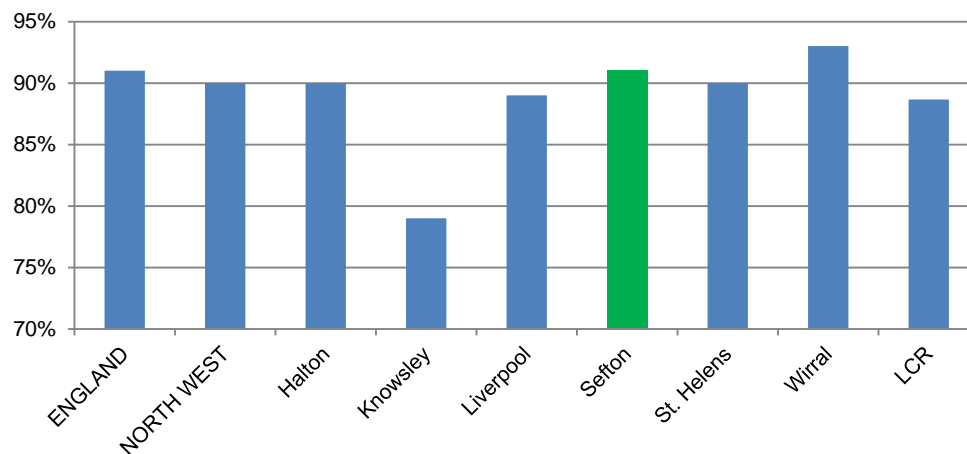
Long Term Unemployment - 18 - 24 years (Nomis - Claimant Count)



The **long term (1 year +) youth unemployment** rate has now started to show signs of improvement.

However, 27.3% of young claimants have still been in receipt of JSA for more than 12 months. The performance gap with the LCR has widened to almost 5% over the last 6 months and is over 1½ times the rate for the UK as a whole.

Students going into education, or employment/training at Key Stage 4 2013/14 (DfE)

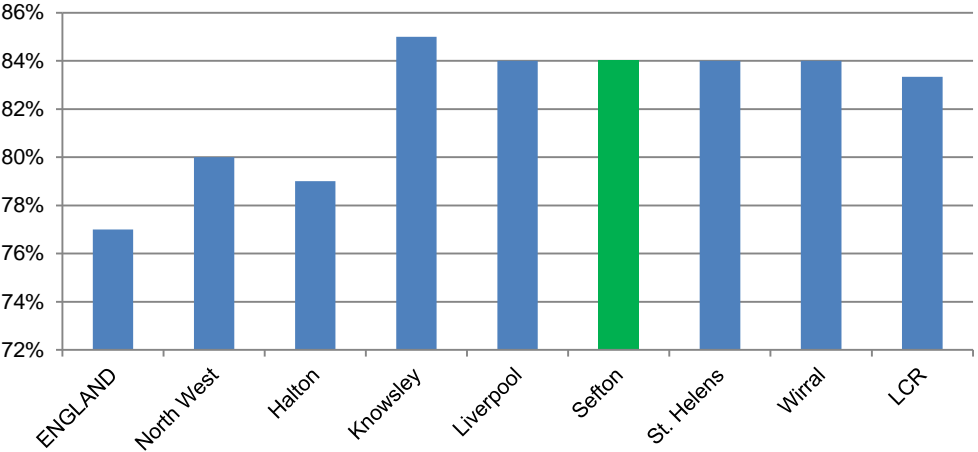


The Department of Education has recently released figures for the **Destination of School Leavers** at Key Stage 4 and Key Stage 5, for 2013/14. Sustained participation is based on attendance at two terms, October – March.

Sefton continues to perform strongly at the end of Key Stage 4 with 91% of students moving into sustained education or employment and training. 89% 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.

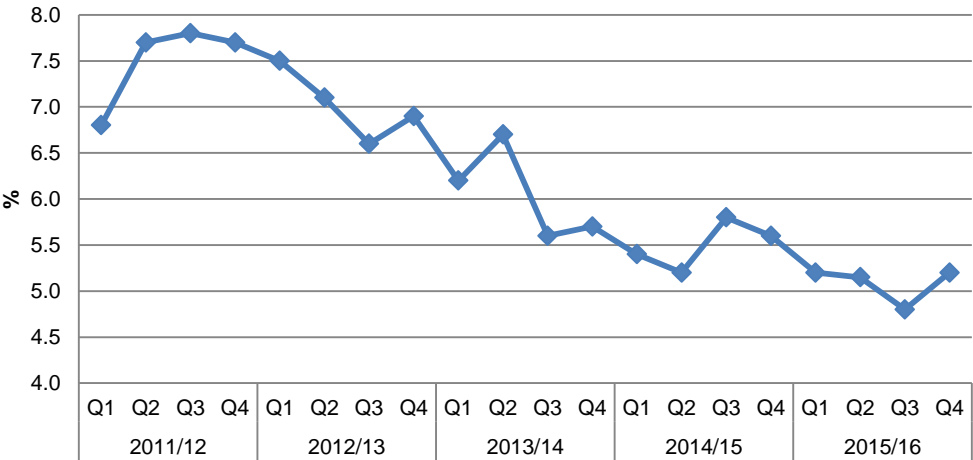


Students going into education, or employment/training at Key Stage 5 2013/14 (DfE)



At the end of Key Stage 5, 84% of young people from Sefton **continue with their education or move into employment/training**, with 72% of those continuing wholly within the education system. Sefton performs well other local authority areas, and is much better than the UK and North West. 58% of Sefton’s young people move onto to UK Higher Educational Institutes.

Sefton NEET Cohort (Connexions)



The **NEET (Not in Education, Employment or Training)** figure for Sefton has fluctuated a little this year and is now 5.2%

Sefton continues to perform strongly in the LCR with figures continuing to be low.



Strategy Monitoring Report

investsefton

SOUTHPORT
ENGLAND'S CLASSIC RESORT

REECH
Renewables & Energy Efficiency
in Community Housing

Sefton@Work
working for you



5. Strategy Monitoring Report

Objective 1 More new starts to replenish the business population

What are the challenges?

The Liverpool City Region (LCR) has a deficit in its business base and a requirement to stimulate new enterprise when compared to national averages. Although the LCR has witnessed growth of 8.6% over past decade inherent structural weaknesses still result in a low business base and a further 18,500 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.

Who are we working with?

The cessation of public funded start up programmes has gradually seen the authority withdraw from direct delivery to more partner oriented initiatives. InvestSefton has maintained links with a number of providers, such as The Women's Organisation (TWO), to refer Sefton clients to. 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.

More recently a new ERDF project, **Enterprise Hub**, led by TWO and a range of delivery partners across the LCR has established an enhanced pre-start and start up service providing customised support for potential entrepreneurs through an initial diagnostic and managed referral.

InvestSefton is also keeping watch on Liverpool and Sefton Chambers of Commerce start up programme; Spark up. Spark Up is a free 12 week Business Accelerator programme designed to inspire, engage and encourage an entrepreneurial mind-set. It provides co-working space and facilities designed for collaboration which encourages growth and impacts on the local economy. Inspirational masterclasses, workshops and one-to-one mentoring are delivered by leading entrepreneurs. The Chamber is keen to expand the programme into Sefton and InvestSefton will help to facilitate this when the opportunity arises.



According to figures published by the Department for Work and Pensions, more than 80,000 new UK businesses were started by jobseekers under the New Enterprise Allowance (NEA) scheme between April 2011 and December 2015, and 90% were still trading after a year. The NEA provides a weekly allowance for eligible applicants totalling £1,274 over 26 weeks to provide them with financial support while they establish their business. The top start-up areas were Liverpool, Sheffield, County Durham, Birmingham and Glasgow City, while 37% of NEA businesses were started by women, 24% by people aged over 50, and 20% by people with disabilities. InvestSefton works closely with St Helen's Chamber, one of two organisations who deliver the New Entrepreneurs Allowance programme in Sefton. Blue Orchid also delivers NEA which, together with the St Helens Chamber contract, has been extended under a new programme

InvestSefton represents Sefton on the Merseyside Special Investment Fund Partners Board and refers 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 age 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.

The aforementioned new **Enterprise Hub** will help address a number of key delivery challenges through its dedicated access hub for start-up enquiries supported by community based and stakeholder outreach centres.

What have we achieved?

- St Helen's Chamber has supported the start-up of 8 new businesses in Sefton, having met with 36 clients of which 25 were accepted onto the NEA programme
- Blue Orchid has supported the start-up of 34 new businesses in Sefton, having met with 105 clients of which 87 were accepted onto the NEA programme. They also have 40 clients from this period who they are still working with to get them started in business.
- Up to March 2016 59 start-ups have been supported with £423,700 of loan finance from Merseyside Special Investment Fund.
- 23 Sefton applicants (aged under 30) and 36 (aged 30+) have been supported by MSIF.



There remains an encouraging level of interest in loan funding for starting a business from young people but even greater from those above the original 29 age group. The main networking for the MSIF loans scheme is undertaken centrally by the Start-up Loans Company but is supplemented locally by a range of stakeholders including referrals into MSIF

Case study

InvestSefton supported a Bootle start up through a successful MSIF loan application-a mobile beautician T/A Skin Therapy who has set up in premises in Stanley Road and is now looking to employ an additional Beautician and an Apprentice. Similarly a mobile Yoga Instructor, 'Wonderful Yoga You', has also been assisted through the same process in Southport. Subject to securing planning approval the business will trade from premises in Lord Street.

Meanwhile Tappers café, supported as a start up by InvestSefton six years ago in Southport, is also being assisted to acquire funding for an expansion project in Formby. This follows a successful loan application for them to purchase the freehold of their Union Street premises in Southport.

In November 2015 the Enterprise Hub was approved as a three year part funded ERDF programme to offer pre start up and business start-up support to aspiring entrepreneurs across the Liverpool City Region. The programme is tasked with engaging and providing initial enterprise awareness support to 6,360 people, and a minimum of 12 hours intensive support to 2,320 over three years, the programme anticipates supporting the start-up of 1,272 new businesses as a result of these interventions, and 17% of all targets will be achieved in Sefton with Sefton residents.

The Enterprise Hub partnership comprises fifteen Social Economy and Public Sector organisations with strong track records of delivering enterprise support in Merseyside. Many of whom already have successfully delivered across Sefton including The Women's Organisation; The Princes Trust; Safe Regeneration; St Helen's Chamber, Alt Valley Community Trust and Merseyside Expanding Horizons; The consortia also has strategic partners including Merseycare; RSLs Plus Dane and Liverpool Mutual Homes and Liverpool Central Library and IP Service to assist with reach. To ensure a clear gateway for start-up support the Enterprise Hub has a central telephone number and social media channels to avoid any confusion in the market place. Clients will be efficiently advised of their options and referred to the advice organisation of their choice.

The programme started in December 2015, although the Grant Funding Agreement has only been signed this week. For this reason the project delivery has been low-key, however the reach to clients has been steady and on profile for the first quarter of the programme and the pipeline is building.



In the first four months of operation the Enterprise Hub has provided:

- at least 3 hours support to 73 Sefton residents – 54 women and 19 men.
- 27 have had over 12 hours support
- One woman has started a cleaning business

The profile of the Sefton clients to date is:

- 32% under 30 years old,
- 48% are 30 – 49 years old
- 20% are over 50
- 49% people are unemployed,
- 84% are white British

Looking ahead

InvestSefton has been developing, and in certain cases leading, European Structural Investment Fund (2014-2020) bids for new business and enterprise support in the City Region. The new ERDF assisted **Enterprise Hub** will be at the forefront of this support and InvestSefton will ensure there are robust referral links in place for Sefton residents seeking self-employment and new business starts. Support is targeted at young people; female entrepreneurs, social enterprises; rural; disadvantaged & under-represented groups. Enterprise Hub support includes:

- Start-up programme for individuals; developing a business plan; access to 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



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 (18,500 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 and Sefton@work to help drive up business growth and productivity and maximise jobs for Sefton residents, particularly those from disadvantaged communities.

Who are we working with?

The council continues to work closely at LCR level with the LCR Local Enterprise Partnership (LEP), LAs and Chambers of Commerce to develop Business Growth Hubs which are part of the City Growth Deal approved by Government. InvestSefton has been accepted onto the Liverpool City Region Business Growth Hub framework to deliver the Sefton Hub.

Robust partnership arrangements have been established with the LEP, LAs, 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 Business Growth Hub, ERDF bids and engagement with the Southport BID team. An action plan is being developed with Liverpool and Sefton Chambers of Commerce and a number of immediate initiatives are being delivered, including focussed export and financial services support, via Export Sefton and Professional Sefton Networks. A range of LA, LEP and Chamber groups/boards have been established to help bring a more cohesive approach to business growth and investment support. An LCR Enterprise Executive Board leads on strategy and delivery while a number of sub groups representing export, innovation, enterprise, European programmes, Access to Finance and Investment are also underway. Sefton is represented on all and actually chairs/leads groups for European Programmes and investment, while acting as secretariat for the Enterprise Board itself.

InvestSefton continues to monitor the Regional Growth Fund (rounds 3&4) awards it made in 2015/16. Although the Business Growth Grant programme ended in June 2015 a number of businesses supported have started to see their investments come to fruition. An update is provided in the Access to Finance section. As LEPs or LAs were unable to bid for Rounds 5 & 6 Regional Growth Funding, support was given to St Helens Chamber of Commerce and Merseyside Special Investment Fund to secure a combined £12m to deliver financial support to businesses. InvestSefton is actively referring Sefton businesses into these new funding streams. An update on Sefton awards is also shown in the Access to Finance section.



How are we addressing the challenges?

Business Growth support

InvestSefton remains at the heart of business growth support and, together with Sefton@work, has delivered 405 intensive assists (12 hour minimum) to Sefton businesses as part of the ERDF **Merseyside Business Support Programme** which ended on 30 October 2015. The programme also generated 152 new jobs.

Considerable work over the past 12 months has been spent on developing a successor programme and InvestSefton is the strategic lead for the new ERDF Liverpool City Region Integrated Business Support Project (LCRIBS). The project was approved to start (at risk) in December 2015 to allow for greater continuity from previous ERDF activities. An LCR project board has been established from consortium partners comprising Local Authorities, Chambers of Commerce and the LEP and will be branded as the '**Business Growth Programme**'. As at 31 March the programme has completed **10 intensive diagnostics** (12 hour minimum) of Sefton businesses. The project will provide eligible SME's, who would not typically engage with providers of business support, with the capacity and support they need to grow and prosper.

InvestSefton will serve as a bridge between start-up and more bespoke, intensive or specialist support typically supplied by the private sector and provide participating SMEs with the following:

- A dedicated SFEDI accredited Business Growth Adviser
- A Business Diagnostic
- An Action Plan for growth
- Informed brokerage into specialist/commercial business support
- More intensive support, where appropriate, focusing upon the management of people, processes and resources
- Developing and supporting business networks, events and workshops
- Self-help solutions via website, newsletters, mail shots



Case study

Mook Gardens Ltd is based in Southport, and provides landscaping and garden maintenance services to businesses, public agencies and the residential market. The business developed a growth plan with the assistance of InvestSefton, to bid for corporate and public sector contracts, and increase their market territory. Support was provided with developing a targeted marketing plan, using traditional and e-commerce mediums. The business was also assisted with one-to-one training on The Chest NW contracts portal used by Councils, and Contracts Finder for government opportunities. Mook Gardens is now recruiting more staff, with the help of Sefton@work. A director wrote to say: "Just wanted to say an initial thanks for the time you spent with us it's not often I'll come away from a meeting enthused with fresh ideas. We got countless gems of information, they have real potential to transform us and take us to the next level. It's great to know there is somebody who can help us with it."

'One to Many' support

InvestSefton's 'one to many' approach has previously included an events/workshop programme which could 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.

9 workshops/forums took place between October 2015 and March 2016 attracting 279 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 services online' 'Improving business efficiency through cloud computing'. Tax Relief for Research & Development' and Sefton 'Council 'meet the buyer' have proved popular using high level private sector speakers to present.

Under the new Business Growth Programme delivery will focus more on 1 to 1 diagnostic support and a greater emphasis on a triage approach provided initially by Business Growth Officers, This will result in fewer but more high profile events such as Sefton Economic Forum and Sector groups such as ExportSefton, ProfessionalSefton and BuildSefton.

ProfessionalSefton

ProfessionalSefton is a private sector led group and has been in existence since February 2015. The group consists of Accountants, Architects, Solicitors, Commercial Estate Agents and Surveyors, as these are the contacts who will know what development plans their clients may be implementing within the next few years. Financial, business and professional service also accounts for approximately 10% of employment in Sefton including major companies such as Santander, Payment Shield and Experian. A steering group of representatives from each sector has been instrumental in initially forming the group and now deciding direction.



Meetings are held quarterly and previous speakers have included Liverpool & Sefton Chamber of Commerce and Home & Communities Agency – aiming to provide the group with information relevant to support their clients.

Meetings are held both north & south of the Borough. A recent meeting held on 11 March at Firwood Bootle Cricket Club, attracted over 40 delegates. Guest speakers included Margaret Carney, CEO, Sefton Council who talked about Sefton's strategic plans including 'Sefton 2030' – a strategy for growth and community confidence. Also guest speaker Brian Sloan, Deputy Agent North West, Bank of England. Brian presented an Economic overview of UK, and the North West in particular.

The meeting was held in partnership with Liverpool & Sefton Chambers of Commerce, who sponsored the meeting. Further meetings are planned, with the next taking place towards the end of June.

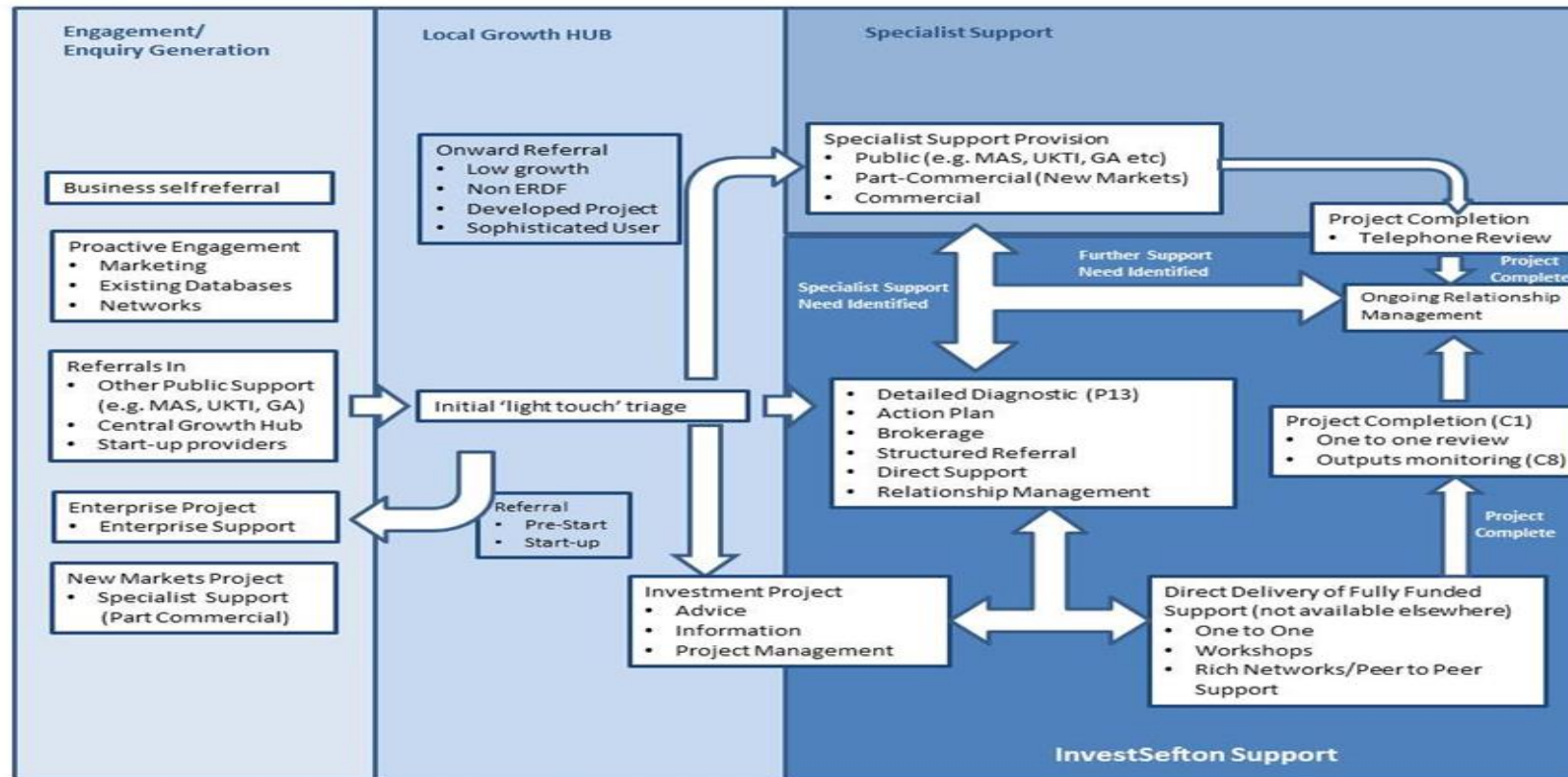
Local Growth Hubs

Sefton is also one of six LCR Local Growth Hubs, a new Department of Business, Innovation & Skills, Government Funded initiative delivered through 39 Local Enterprise Partnerships (LEP) across the country. The LEP is co-ordinating delivery in the City Region and InvestSefton has been contracted to manage business support activities in Sefton. These activities have been blended into the aforementioned ERDF delivery to ensure cohesive support to Sefton businesses. Sefton's annual target is 500 businesses engaged; the project has recently introduced a Customer Relationship Management system to record engagement with businesses. This is designed to provide an uplift in business enquiries at a City Region level which, allied to local activity, will lead to more cohesive and simplified working arrangements. Much of this will be supported by more technological and self-help solutions through investsefton.com which is a standalone website for businesses seeking to start, grow and/or relocate in Sefton. This is supported by two additional sub-sites www.exportSefton.com and www.buildSefton.com

InvestSefton's Business Growth Advisers are also key in helping to achieve strategic objectives including building strong and trusted relationships with business owner/managers, targeted development of key industry sectors and increased international trade. The Advisers work across the borough on both an area basis (North/South/Central/Key Sectors) and with responsibility for further developing key business sector networks and supporting more specialised delivery as appropriate. Sefton's geography means that service delivery is spread over a larger linear area and a maintained presence is required in both Bootle and Southport.



The diagram below illustrates the customer journey for a business being managed through the Growth hub for both start-ups and existing businesses.



Case study

Liverpool Bulk Liquids Ltd is located in the Port of Liverpool. The business provides bulk liquid storage, deep water jetty terminal and liquid handling services for importers of biofuel and palm oil, which is utilised in the food industry. In 2013, LBL successfully bid for StepClever grant funding, towards the cost of 37 larger tanks, and a ship to shore pipeline. Assistance was provided in developing a business plan and cash flow projections, linked to a 3 year growth plan. The business is now in the next stage of its development, and has recently won a large contract with a multi-national business, importing biofuel into the UK. The company is being assisted by InvestSefton with an application for Regional Growth Funding, towards the cost of a major investment in infrastructure to service this work, and other opportunities arising from the opening of the port's new L2 container terminal.

Business Friendly Council

InvestSefton continues to support the council's transformation agenda and is leading on work that looks at ways different parts of the council deals with businesses to see how we can work more collaboratively and improve connectivity between business facing services across the authority. A survey of business engagement within the council was completed in January 2016 with 35 responses received from teams/sections. The purpose of this exercise was to see how different departments dealt with businesses and explore new cost effective ways of improving the way the council engages with its 8,000 plus businesses.

A previous survey was carried out in 2012 in preparation for a planned Total Business pilot project. Unfortunately funding was withdrawn; however as the council develops new ways of working, most notably through the 'One Council' approach, it was felt timely and worthwhile to revisit the survey and see if there was scope to take forward some of the original thinking behind 'Total Business' to help improve how the authority engages and deals with its business community. The survey revealed:

- 21 sections across 7 different services of the Council engage with businesses. This number has actually risen by 15 since the 2012 survey, **an indication that cross authority liaison has actually improved in terms of greater awareness of each other's services.**
- 44% of respondents engage with businesses as part of their core service provision including 37% dealing with compliance with statutory regulations.
- Business, investment and employer support activity remains high at 40% through Investment & Employment front of house services InvestSefton and Sefton@work. Tourism is also well represented through its Southport BID and Southport Tourism Business Network activities.



- **22% of respondents are involved in generating income for the council** including business rates, bidding for and securing EU and UK government monies for regeneration programmes, planning/building fees and developing private sector income and sponsorship in support of services. e.g. Southport Tourism Business Network.
- Links between business/investor facing services and regulatory/compliance services were strengthened by the co-location of Investment & Employment in Magdalen House which has helped improve communications between teams
- The majority of respondents (60%) engage with businesses on a day-to-day basis across all services; an actual decrease of 10% on the 2012 survey. While this may in part be due to an overall reduction in council resources, both the authority and businesses have also become more IT friendly using a range of media to contact and engage with council services including Sefton Contact Centre, council websites, social media, email and an array of external service websites which incorporate self-help options
- The number of weekly engagements with businesses has **increased by 18% since 2012**
- The most often used method of communication is through email (97%) and site visits and/or 1 to 1 meetings remain high at 71.4% Postal communications has decreased by 27.2% since 2015. The use of media has also increased from 40% to 45% ranging from notices, press releases, adverts, service newsletters and council social media.

There is an opportunity to review the use of systems across the authority with the potential aim of developing a more cohesive or even a Single User Business Account system; a key ambition of the previous 'Total Business' proposal

The final report has been considered and supported by Cabinet Member for Regeneration and Skills in terms of its recommendation to invite participating officers/teams to a Task & Finish group, the goals of which might include:

- To “map and gap” in more detail the interaction between business users and non-users of the Council’s services
- To engage the business community in an assessment of the service offer, and how it could be improved
- To design alternative methods of achieving service objectives with better use of total resources (as guidance for commissioners)
- To identify avoidable costs, and potential additional income, to the public purse
- To identify and promote best practice methods in business-facing services.

In line with the One Council approach, to promote Sefton as a business friendly authority and agree a set of benchmarks and standards it wishes to achieve. This work will be firmed up in due course but some working examples already underway over the past six months include:



- Businesses struggling with business rates or seeking deferrals referred to InvestSefton's Access to Finance Adviser for advice and guidance
- Meet The Buyer purchasing events for Sefton businesses
- Promoting Council initiatives to over 2,000 business contacts over the past year on InvestSefton's electronic mailing list e.g. Active Sefton, Sefton Travel Team, Lord Mayors Charity, Business Rates, Social Healthcare, Flood Awareness, Building Control, Dementia Awareness
- Developing customer charters with developers for local employment (via Sefton@work) and local sourcing of suppliers
- Supporting Sefton's developing healthcare markets through business advice and guidance to suppliers

Inward Investment

Good practice has been particularly evident in the way council services work towards supporting new investment across a number of regulatory functions.

Invest Sefton continues to work directly with potential inward investors and collaboratively with the 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:

Ongoing negotiations for large new build office on Atlantic Park

- Planning permission has been granted and work has started on site for a new 175,000 manufacturing facility for Domino UK. The site will see a large number of jobs safeguarded and created, with scope for future growth built in to the buildings design. The building will be completed and fully operational by end 2016
- Working with UKTI and LCR LEP on a large enquiry for a new manufacturing facility – dialogue is ongoing with the investor.
- InvestSefton has led and chaired a bid writing team from across LCR Partners (including LAs, Liverpool Vision, LCR LEP and Wirral Chamber of Commerce) resulting in a £4m project bid for ERDF funding which will see much greater alignment and integration of LCR inward investment activities. The bid will be submitted 15th April.
- InvestSefton is contributing towards the work of both the Strategic Investment Board and Sefton's Master planning work, with coordinating the Large Sites element of this work.



- Working closely with UKTI, Liverpool Vision and LCR LEP (along with MIDAS and Cheshire) on 'North West Financial Centres of Excellence' and there is now an event planned for 28th April at which Sefton's Business Development Manager will be representing Liverpool City Region alongside colleagues from Liverpool Vision..
- InvestSefton has also worked closely with Liverpool Vision, LEP and private sector partners developing the 'Northshoring' offer

Access to Finance

InvestSefton provides access to finance for businesses via events and one to one advice from a dedicated Business Growth 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 has dealt with four Rate Relief applications, all either registered charities or social enterprises.

InvestSefton has completed the Regional Growth Fund Business Growth Grant programme resulting in:

- 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- As at 31 March InvestSefton has confirmed 126 jobs are already in place and a further 25 safeguarded.

The continued monitoring for up to three years after project completion is a programme requirement; InvestSefton will undertake this work as well as offering further aftercare support to grant aided businesses.



Case study

Oil Salvage Ltd in Bootle are one of Britain's largest specialist waste management organisations offering an all-inclusive service covering collection, treatment, disposal, reprocessing and recycling of waste oils and other hazardous materials. InvestSefton provided intensive business plan support and advised the company throughout a successful Regional Growth Fund application, preparing the application for submission and ensuring all requirements were met. The successful grant application (£74k) unlocked £371,000 private sector leverage for investment in plant that has increased capacity and production levels. Purchase of shredding and bailing equipment significantly improved the manual system previously in place for separating oil, steel and paper from oil filters, opening up new markets for sales of bailed waste materials. The investment will create 7 jobs over the next 3 years.



Cllr Marion Atkinson (Cabinet Member Regeneration & Skills) with Vin Vernon (MD Oil Salvage) and Peter Dowd MP

Merseyside Jobs & Growth Fund

RGF grants to businesses are now delivered throughout the City Region by St Helens Chamber. InvestSefton works closely with the Chamber to support Sefton propositions. Applications have already been approved for **Formby Doors (Nationwide) Ltd** Formby (3 new jobs) and **WJ Leech & Son Bootle-** Bootle. The latter was supported with RGF 2 years ago to acquire 3 metre wide flat-bed printer costing £350K. This has improved turnover but moved bottle neck further down production line. A new grant Application for a heat welder and additional sewing machine submitted – whilst reviewing with client prior to approval he mentioned opportunity to buy second hand printer



(same model as bought 2 years ago) for £60K – The grant application was amended and approved at Board meeting (8 new jobs created 2 years ago and a further 6 now projected.)

Obtaining loan finance still remains a key barrier to potential growth for some businesses. InvestSefton has developed close relations with MSIF, 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	17	389,000
North West Micro Loans	3	129,400
Loan & Equity Fund	1	2,913,000

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.

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. To date there have been 9 Sefton businesses who have benefited from the scheme of which the council has invested in three.



What have we achieved?

Indicator	Annual Target 2015/16	Target Oct 2015 – Mar 2016	Actual Performance Oct 2015 – Mar 2016	Total Performance 2015 - 16	
No. of businesses engaged (email/phone/website/1:1s/events)	1500	750	770	1,780	😊
No. of businesses receiving intensive support (diagnostic: 1 to 1 and /or 12 hour+ assistance)	95	35	79	151	😊
No of businesses in key sectors engaged (SuperPort; Knowledge Economy; Low Carbon; Visitor Economy)	1,000	500	542	1,122	😊
No. of jobs created	100	40	40	105*	😊
No. of jobs safeguarded	150	100	102	167	😊
No. of business engagement and consultation events	15	7	9	26	😊
No. of businesses attending engagement and consultation events	500	250	279	774	😊
No. of businesses supported with access to finance (grants/loans/rates/hardship issues)	50	20	32	62	😊
No. of RGF Business Growth Grant businesses assisted	15	10	10	15	😊
No. of Business Growth Grants awarded	10	5	5	10	😊

*Jobs created subject to ongoing monitoring

Looking ahead

InvestSefton is now actively delivering the aforementioned ERDF and Growth Hub projects and has been able to provide a seamless approach from the end of previous programmes in November 2015. InvestSefton is also part of a LA and Local Enterprise Partnership £4m ERDF bid for Place Marketing for Investment, an initiative to help position to deliver more national and international inward investment through a unified approach. A three year plan has been prepared for the duration of all contracts, however InvestSefton's overarching strategy is to provide a first class holistic business support service to businesses while addressing the council's key objectives for economic development in the borough.



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.

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 57% of businesses engaged were in key target sectors. This includes construction which has started to show resurgence over the past year. The remaining 43% include retail, healthcare/business services/charities/third sector, MOT/Garages.

Overall business engagement is growing with 542 overall assists for the October 2015 - March 2016 period. Sector breakdown is illustrated in the chart below:

What have we achieved?

Indicator	Annual Target 2015/16	Target Oct 2015 – Mar 16	Actual Performance Oct 2015 – Mar 2016	Total Performance 2015 - 16	
No. of businesses in key sectors engaged (SuperPort, Knowledge Economy, Low Carbon, Visitor Economy)	1000	500	542	1,042	😊

(i) SuperPort

(including warehousing, distribution, maritime, logistics and transport)

What are the challenges?

The LEP's SuperPort Panel has agreed an Action Plan to map out the city region'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, Liverpool John Lennon Airport 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 healthy neighbourhoods which attract and retain residents and their families.

The Liverpool 2 berth and associated channel dredging will be completed later in 2016, making the Port accessible to 95% of world shipping. Highways England is due to recommend surface access options later in 2016. Market sentiment is turning in favour of relocation to the “Port of the North”, with buoyant property enquiries to the city region (and especially Dunning’s Bridge Road Employment Corridor), 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 adequate land supply, Sefton cannot expect a fair share of the 20,000 jobs forecast in the city region by 2030.

Who are we working with?

We are currently working with the Liverpool City Region LEP and Highways England on the Port Access Options Study to improve multi-modal access to the Port, examining both shortsea, canal and rail as well as road options.

The Council is engaging with the Peel Group, as principal investor in the port, to ensure our perspectives are fully appreciated. This contact has been pursued at the highest levels of Peel Ports, Peel Land & Property and Peel Media.

In order to develop export activity in the borough, InvestSefton is working with Liverpool and Sefton Chambers of Commerce, the LEP and UKTI. InvestSefton also continues to work closely with developers and agents to ascertain impact of port growth on the demand for business sites and premises.

To promote an integrated investment, business support, skills and recruitment offer to the maritime cluster, Sefton@work is working closely with the Sefton Employment & Skills Partners Group including 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 Study concludes that Sefton could reasonably expect to capture between 2,500 and 4,500 jobs by 2025, depending on the Council's ambition and level of responsiveness.

The council has recognised the importance of international trade and has provided funding for International Sefton development. Over the past two years Sefton has seen the emergence of some unique opportunities arising from both Liverpool City Region and council-led international trade and investment activities. This includes the development of ExportSefton and Liverpool Export Network.

What have we achieved?

Between October 2015 and March 2016 InvestSefton has engaged with 42 port and maritime related businesses as part of its 1:1 and 1 to many activities.

Sefton Council has also supported the development of Sefton's export and new markets ambitions through its International Sefton and Internationalisation funded initiatives. This includes support during the International Festival for Business (IFB) 2016 and work on helping businesses enter new business markets. The aforementioned ExportSefton private sector led group has been instrumental in leading this work building partnerships with private sector businesses, Chambers of Commerce and UKTI-the national export support delivery body. Recent activities have included:

- Widened membership to include a number of service sector businesses
- 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 an 'Expanding Markets' downloadable brochure as part of an Exporters Pack
- Engaged with IFB 2016 team to ensure local impact



InvestSefton is currently working with the LEP, UKTI and wider partners on devolved powers to develop and support export, and will be producing an Export Plan for Liverpool City Region. The InvestSefton developed 'Liverpool Exporters Network' will for a key component of this.

2016 will see the launch of Peel Ports' Liverpool 2 development, making Liverpool one of Europe's most modern and advanced multi-functional terminals. The Port of Liverpool is home to a wide range of businesses, including warehousing and distribution services, logistics and haulage, and service providers.

The SuperPort is a key priority sector for the Liverpool City Region and Sefton Council. A dedicated InvestSefton business growth adviser is responsible for engaging and working with businesses in the Port estate, providing one-to-one business support and managed referrals to specialist services including Mersey Maritime, and UKTI. The adviser is working closely with a Sefton@work Employment Liaison Officer for job referrals and employment support. Previous activities have also included an InvestSefton business seminar chaired by the Head of Investment & Employment for businesses on the Port estate, and a Sefton exporters' network meeting hosted by InvestSefton at Peel Ports HQ at Seaforth.

In preparation for the launch of Liverpool 2 new businesses have relocated onto the estate, and others have invested into larger premises. In January and February, InvestSefton undertook a targeted engagement exercise, in partnership with Sefton@work, with 14 businesses receiving a one-to-one visit, with information on access to grants and finance, the RGF Business Growth Programme, International Festival for Business 2016, and apprenticeships and recruitment services. Follow up visits have been arranged, with 4 businesses expressing interest in apprenticeships, and two agreeing to support an Apprentice Week event in Bootle Strand in March. All of the businesses asked to be kept informed of InvestSefton events and business support.

Sector	Business	Sector	Business
Service Provider	Accu-right Engineering Ltd	Shipping	Jenkins Shipping
Service Provider	Briggs Equipment UK	Employment Services	Apprentice Employment Agency
Service Provider	Future Electrics	Employment Services	Blue Arrow Ltd
Service Provider	RSI North West	Employment Services	Workforce
Service Provider	Speedy Services	Logistics & Haulage	Longhaul Logistics Ltd
Distribution & Warehousing	Denholm Handling	Logistics & Haulage	R S Logistics Ltd
Shipping	Atlantic Container Line (ACL)	Logistics & Haulage	Wincanton Logistics Ltd



On 1st October 2015 InvestSefton, in partnership with the LEP, held the first “Global Connections” event at Liverpool John Lennon Airport. The event was attended by over 200 delegates who were able to learn from established exporters about being a success abroad. The event launched Liverpool Exporters Network, inspired by the Sefton Export Network. The Liverpool Network has been created to support new and existing exporters to accelerate export driven growth and make the city one of the foremost international trading regions in the world. It is the first time all the local authorities and Chambers of Commerce in the City Region have come together to strengthen links for exporting around the world.

At the launch an ‘Exporter’s Masterclass was given by Clarke Energy, which specialises in energy efficient power plants, Typhoo, 4040 Media a creative services and software company and the Leather Satchel Co, who have grown from a shop on Smithdown Road in Liverpool to selling their goods in 72 countries around the world. Sefton internet business 40:40 Media talked about their successful Wyzowl internet demonstrator product which has been hugely successful overseas.

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.

We welcome the extensive commitment made by Hugh Baird College is establishing the Port Academy of Liverpool, due to be formally launched in June 2016. The LCR has part-financed the conversion of the College’s Pembroke Place establishment as a permanent base for the Port Academy. The Academy is well-placed to succeed as a centre of excellence for all levels of maritime training and workforce development, and we support its ambition to be designated a specialism within the current Area Review of Post-16 education.

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. This area also presents unique opportunities to build a focussed inward investment offer, taking into account the Dunning 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 earlier in 2016. Recent work undertaken by Bruntwood’s suggests demand for office space in South Sefton from small and medium enterprises has returned, thanks to the newly-built £300m Liverpool2 port development at Seaforth. Bruntwood, which owns offices across the North West including Liverpool city centre, says there has been a surge in enquiries for its Burlington House office complex in Waterloo. Many businesses from various sectors are now switching on to that opportunity by



searching for a base close to Liverpool 2 at Seaforth. Among those is international freight forwarding specialist FS Mackenzie, which has recently taken a 731 sq ft space at Burlington House.

(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 structure 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 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 2015 occupancy levels continue to increase while existing traders are entering into new leases or expanding into larger stalls. However a challenge still remains to reach full occupancy.

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

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 Plan (working title) that is due for publication later in 2016.

The Development Plan 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.

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 the new City Region structure.

The Open Golf Championship returns to Royal Birkdale in 2017, and offers unparalleled opportunities to attract many thousands of overseas visitors and put the eyes of millions of viewers around the world on the spectacular coastal event. We will maximise the benefits of this opportunity for local suppliers and jobseekers, schools and communities, and link to international trade and investment activities begun under IfB.

The Sefton coast a significant asset for the borough with its natural beauty and habitat for wildlife. It is a vital element to our leisure and visitor economy. We are currently exploring how we can maximise the potential of our coast for residents and visitors whilst protecting the natural environment.



What have we achieved?

Indicator	Annual Target 2015/16	Target Oct 2015 – Mar 16	Actual Performance Oct 2015 – Mar 2016	Total Performance 2015 - 16	
Visitor Numbers (annual)*	8.3m	N/A	N/A	N/A	
Total Visitor Days (annual)*	10.2m	N/A	N/A	N/A	
Economic Impact (annual)*	480m	N/A	N/A	N/A	
No. of FTE tourism related jobs	6,200	N/A	N/A	N/A	
Number of STBN members	120	120	117	117	😊
No. of major events	4	1	1	4	😊
No. of conferences confirmed	10	5	3	10	😊

* STEAM data is only available on an annual basis

All major events were delivered successfully while the number of conferences confirmed is below target for the 6 month period due to a reduced resource and a depressed market.

Four major events have been delivered by Investment & Employment 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-lift 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 and this will continue in the new ERDF programme. Between October 2015 and March 2016 InvestSefton has engaged with 20 businesses within this sector as part of its 1:1 activities. 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.

Working closely with InvestSefton, Liverpool & Sefton Chambers of Commerce and Southport BID team to maximise potential new European Structural Funds to support business growth

(iii) Knowledge Economy

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

What are the challenges?

The Knowledge Economy is a wide-ranging category, but 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. The 2014/15 Sefton Business Survey shows 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, and Universities, whilst continuing to work closely with businesses within the Knowledge Economy, providing them with both 1:1 and 1 to many support.



How are we addressing the challenges?

InvestSefton continues to support and manage Professional Sefton and has engaged Liverpool and Sefton Chamber of Commerce to support this approach. The aforementioned ProfessionalSefton network, delivered by InvestSefton, met on 11 March attracting 40 business representatives; this group will continue to meet quarterly through private sector sponsored events.

Sefton Council is a major partner in the Merseyside Connected Superfast Broadband project lead by Liverpool City Council. The council's Regeneration team is helping with the roll out of superfast broadband in the borough as a result of funding secured from BDUK and ERDF.

InvestSefton also engaged with the LEP and the universities in the development of Internet of Things projects (including funding bids such as Innovate UK Internet of Things Cities Generator) and Sensor City.

InvestSefton also acts as a focal point for access to LCR and National projects for businesses and disseminates information to businesses on a wide range of subjects. It provides a gateway to services offered by the likes of the Business Growth Service, Universities and Daresbury SciTech to local business.

What have we achieved?

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. Between October 2015 and March 2016 InvestSefton has engaged with 202 businesses within this sector the highest of any of Sefton's key sectors. This is as result of 1:1 and 1 to many activities.

Merseyside Connected is the programme name for the roll out of Superfast Broadband operating under the Government's Broadband Delivery UK (BDUK) programme. The programme is being delivered over 2 years (June 2014 to June 2016) with ERDF funding available for the first year. The ERDF funding element has now ended but roll out will continue across the Liverpool City Region until 2016.

Indicator	Project Target	Target Oct 15 – Mar 16	Project Performance	
Merseyside Connected broadband cabinets commissioned	70	N/A	78	😊

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



In addition to rolling out superfast broadband the project is supporting local businesses by way of vouchers for SME's to pay for bespoke solutions to broadband connectivity. During the ERDF funded phase, direct support was delivered by Commendium, to ensure local businesses maximised the e-business opportunities presented to them by superfast broadband.

Voucher Scheme

The £40m national funding pot for vouchers for SME's, to enable business to have bespoke solutions to broadband connectivity (in the absence of an appropriate cabinet) was opened in April of this year and closed in early October, once all the funding had been allocated. Of the 1540 vouchers issued in the City Region, 158 have been issued to Sefton companies with 126 claiming the funding available to them.

In response to the Government's universal service commitment that by 2015 all premises will have access to broadband services of at least 2Mbps, BDUK recently launched a new Broadband Voucher scheme which applies to all premises with a speed to 2Mbps. Vouchers will facilitate a basic broadband connection and cover the cost of installation and commissioning. Applications can be made up until 2017 with details available on www.sefton.gov.uk

Business Support

Across the LCR 500 businesses were engaged, with 313 receiving intensive business support, (minimum of 12 hours) from Commendium, of which 83 were located in Sefton. The participation of a significant number of local businesses in the scheme is due in part to the work undertaken by the InvestSefton team in raising awareness of the opportunities available to local businesses in the borough.

Looking ahead

InvestSefton will continue to work with LEP Sector managers and partners to help deliver support to businesses in this sector through both 1 to 1 diagnostic and referral and specialist themed events such as ProfessionalSefton.

The Merseyside Connected Superfast Broadband project will be completed in June 2016, after that superfast broadband will continued to be rolled out in the borough as part of the national commercial 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 a 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?

- Liverpool City Region Local Enterprise Partnership
- Liverpool City Council, Halton, Knowsley, St Helens and Wirral Councils
- Liverpool John Moores University
- The Carbon Trust
- VIRIDIS
- 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 acted 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 acted 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 did 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 which ended 30 31st October 2015 has helped to alleviate fuel poverty, reduce CO₂ emissions and provide opportunities for local businesses. With 21 housing schemes have been delivered across the city region by 9 partners, resulting in 3,354 homes being improved, with over 5,000 energy saving measures installed.



Thanks to REECH, Sefton small and medium businesses have been received 'free' comprehensive energy and resource efficiency assessments to highlight areas where savings can be made and CO₂ reduced. Grants were available to businesses to install eligible energy saving measures such as LED lighting. 112 companies expressed an interest in REECH into Business and working with our partner Groundwork Trust and 40 businesses received assistance.

What have we achieved?

Indicator	Project Target	Target Oct 2015 – Mar 2016	Final Project Performance	
Reduction of CO ² emissions	16,532	N/A	20,954	😊
No. of new technologies introduced	14	N/A	14	😊
Increase in GVA	£3.788m	N/A	£5.7m	😊
No. of indirect jobs generated within the low carbon sector	229	N/A	335	😊
No. of houses refitted with energy improvements	2,900	N/A	3,375	😊
Amount of private sector leverage	£12m	N/A	£12.661m	😊
Businesses Assisted (minimum 12 hours or £1000 grant aid)	20	N/A	45	😊
Businesses with Improved Processes	14	N/A	16	😊

REECH exceeded 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

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 studies to identify development opportunities in:

- Bootle Town Centre & Office Quarter -Bootle Town Centre Investment Plan (working title)
- Dunning Bridge Road – Dunning Bridge Road Economic Investment Strategy
- Crosby Town Centre – Crosby Investment Strategy
- Southport Town Centre and seafront - Southport Development Plan (working title)



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, and the Thornton Switch Island Link was completed in 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 was out to public consultation early in 2015 and submitted to Examination in Public in November.

What have we achieved?

Bootle Town Centre Investment Plan

Lambert Smith Hampton has been engaged to develop an Investment plan. Their report will provide the Council with a high level plan that looks ahead to 2030. The Report consists of a Draft Development Framework Document and outline Delivery Plan, from which an Investment Prospectus will be created. A public consultation exercise was undertaken at the beginning of 2016 and it is envisaged that the final version of the Report will be adopted as a Council Policy document later in the year.

Crosby Investment Strategy

A high level Crosby Investment Strategy was adopted as a Council Policy document November 2015. A Supplementary Planning Document (SPD) is being developed which 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. There has recently been a change of ownership for a number of properties/sites within the area and Sefton officers are in discussion with the new owners. Environmental works in the centre are due to start on site shortly, funded through 106 contributions. 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 Economic Investment Strategy

The consultants BE Group was 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. The detailed Investment Strategy prepared as a development of the baseline study provides commentary on the analysis of occupancy, ownership and the development potential of the key sites. The Councils Member Reference Group have received details of the contents and options identified and now wish to look further at the opportunities for interventions that may stimulate the creation of new business premises, investment and new job opportunities.

Southport Development Plan

Sefton Council appointed consultants to help produce a Development Plan for Southport, 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.

A public consultation exercise commenced in December 2015, it is envisaged that the final version of the Report will be adopted as a Council Policy document later in the year.

Housing Regeneration

Sefton Council is currently developing its Housing Strategy (2016-2021). 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.

The Strategy as drafted will now be considered by the Councils Consultation panel prior to a period of consultation in early 2016.

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. The first new properties will commence construction in late 2015 after the land preparation and will be sold in the early part of 2016

Looking ahead

The next 6 months will be the most intense period as we bring the town centre investment work to a successful conclusion. These reports will then be weaved into the wider master planning process for the borough. 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.



Objective 5 Increase opportunity and employment

What are the challenges?

Employment & Skills

Between 2010 and 2014, Sefton was the only district in the City Region where total employment declined (-5.1%), yet it grew overall across the City Region by 2.3%. Between 2009 and 2014, Sefton had the largest fall in public sector jobs (-25.4%) but with the smallest compensating increase in private sector jobs (2%) of any city region district. These statistics, alongside current trends in employment towards flexible and zero hours contracts, automation in service industries and pressure on pay and benefits provide an extremely challenging economic environment in which we operate.

Welfare reform implemented by the Department for Work and Pensions (DWP) continues to bite, with additional benefit cap rules shortly to come into force. This places families in immediate danger of hardship and poverty and can put their housing situation at risk. Sefton@work continue to support clients who are undergoing significant changes to their household situation which can also make it difficult for families to focus effectively on finding and sustaining work. The risk of lower level mental health issues such as anxiety and depression increases for families in this situation.

Sefton@work continues to deliver a range of interventions for Sefton residents, some of which came to an end during 2015/16 whilst at the same time, the delay in launching the new European programme could potentially have resulted in gaps in provision. Ensuring that we were able to continue with our service offer remained a priority for much of this year and subsequently to maximise the funding opportunities into 2016, and beyond has also been key.

As a self-funded service, significant budget cuts experienced within Sefton has meant that finding required 'public match funding' to enable bids for EU funds to be developed has added significant pressure to securing future funding. Despite this, Sefton has been able to work with City Region partners across the newly formed Combined Authority to bid and successfully win a significant European Social Fund (ESF) and Youth Employment Initiative (YEI) contract from the DWP. Beginning in 2016, this can hopefully provide a period of stability in which to develop and offer our Sefton@work services. This provides a positive platform in which to publicise and engage with clients through an enhanced service for 2016/17.

Post 14 education and training

Sefton has consistently had the lowest NEET (Not in Employment, Education or Training) in the Liverpool City Region, currently 5.23% (compared to 5.58% at the same stage in 2015). However, this achievement can 'mask' the extremes of relative affluence and poverty in the borough. Much of the targeted Post 14 activity is aimed at those most at risk of exiting from the training and education arena at a young



age. Efforts have been hampered by the ongoing squeeze on budgets and resources, making it harder to execute statutory and non-statutory responsibilities. This has had an impact on the participation of specific, vulnerable group such as Looked After Children, Youth Offenders, Care Leavers, young people with Special Educational Needs and Teenage Parents.

The changing face of education is an ongoing challenge, with a variance in the range and quality of Post 16 provision. This has been exacerbated by the fact that several schools have now become Academies, creating an even more fragmented picture. Similarly, there is the need to provide oversight from a pre-16 Information, Advice and Guidance (IAG) perspective given the numerous, seemingly disparate range of initiatives currently available.

Sefton has an emerging difficulty, mainly due to falling numbers in Post 16 and the exercising of choice which puts pressure on the viability of the two local 6th Form Colleges (KGV and South Sefton College). Further, there has been a marked change in the number of young Sefton residents choosing educational options outside of the borough. This is particularly significant at Level 3 provision, with increasing numbers opting to travel to Lancashire and Liverpool.

There is stagnation in the growth of the numbers of students obtaining a Level 3 qualification by the age of 19. Nationally, this figure has risen 9% since figures were first published as opposed to a 1% rise in Sefton in the same period.

The requirements for students to obtain a 'C' grade in maths and English before completing a Level 3 qualification has increased pressure on the entire FE sector as Colleges now have to teach these subjects and ensure that all learners achieve maths and English GCSE by the age of 19.

There is a lack of local quality employment opportunities currently available, hindering efforts to grow the Apprenticeship offer.

Community Learning

Following the Ofsted Inspection in October 2015 (Overall Effectiveness – Grade 3), the aim of the Service is to continue to improve the quality of Teaching and Learning and increase the effectiveness of the Service as a whole. As well as meeting Ofsted requirements, the performance of the Service must satisfy the Skills Funding Agency and meet the aims of the Council. The Service is required to react to the constantly changing nature of funding as evidenced by the creation of the Adult Education Budget to replace the existing Community Learning and Adult Skills Budget models.

Key to the success of the delivery of the Community Learning Service is the need to increase learner numbers. Recruitment has been a challenge over the last 3 years and steps have been put in place to increase the number of residents accessing the Service.



Who are we working with?

Employment & Skills

Sefton@work has the flexibility to work in a number of ways to reach our target audience. Examples of this include: the delivery of our Youth Employment Gateway (YEG) programme aimed at those aged 18-24 and unemployed; targeting of carers to gain and sustain employment in line with a national government pilot; geographical targeting in the form of definitive L30 postcode area residents through the L30's Million project; whole family working through the Sefton Turnaround project with some of the most disengaged families within Sefton.

Phase 2 of our YEG programme launched in October 2015 and provides a personalised budget of up to £500 for young eligible people to help them gain and sustain employment. We are currently seeing more clients than profiled and the jobs outcomes achieved for those aged under 29 reflect the focus on this client group.

Our Carers programme continues to flourish in partnership with the Sefton Carers Centre. This pilot programme is seeking to identify new methods of working and engagement with a view to helping carers sustain work. We are engaged with a number of employers who are working to achieve and adopt a number of good practice policies and guidelines to support carers that they employ. This provides a supportive environment in which carers can feel they are able to fulfil both their caring responsibilities and their employment duties. This is being led by the General Registry Office (GRO) as a key partner and the lead employer in Sefton working with a number of other local employers to adopt these principles.

We have successfully delivered the targets associated with our L30's Million project which focussed on the engagement of local residents within a specific geographical area of Netherton. This involved working with clients, providing personalised budgets to help gain employment (see case study of Jenny) and providing outreach and digital training using tablet technology.

Family working also continues to be a priority through those engaged on the Sefton Turnaround project. Engaging with households and overcoming often significant barriers through a one to one relationship with our client advisers can take time to build up the necessary relationship to help our clients progress towards the labour market. Our first case study outlines some of the barriers families can face and the level of support sometimes required to achieve successful outcomes.

We have launched another Aspiring Instructors course in conjunction with Leisure Services, which commenced in February 2016 and provides local residents with an opportunity to explore a career in sports instruction through wet and dry coaching activities and training. This provides a robust platform to learn new skills, gain a number of qualifications such as lifeguarding, paddling skills, powerboat instructor, sports coaching etc. It has proved a particularly motivating programme for those that are exploring future job options and have become disillusioned with a lack of opportunity.



Sefton@work continues 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 through our Sefton Apprenticeship Scheme.

Post 14 Education & training

Sefton commissions Career Connect to deliver a targeted careers information, advice and guidance (CEIAG) and tracking service, specifically for those young people who are not in employment, education and / or training (NEET) or at risk of becoming NEET and those who are identified as vulnerable.

The Post 14 team works with schools, Colleges and a range of Training Providers to ensure that the Sefton Post 16 'offer' is wide ranging and effective.

There are several borough and City region wide groups which meet effectively, with the main intention of increasing participation, quality of education and training, breadth of choice and management of the 'market' of provision.

The government has launched a series of Area Reviews of Further Education, with one for Liverpool City Region starting April 2016. Under the terms of the LCR Devolution Deal, the Review will be led by Cllr Ian Maher (Combined Authority Portfolio Holder for Employment & Skills). All Sefton's FE colleges and the Council will be directly engaged in this review, which will make recommendations on the future structure and viability of the post-16 sector.

Community Learning -

A key aim of the Service over the last year has been to establish strong partnerships. As well as strengthening internal links e.g. Sefton@work, Children's Centres, Libraries and schools, local partnerships have been developed with the Voluntary/Community Sector (3TC and the Carers Centre) and Health agencies (Mersey Care).

As part of the ongoing aim to promote employability measures within learning, links have been made with Job Centre Plus and local employers e.g. Tesco in Litherland.



How are we addressing the challenges?

Employment & Skills

The new ESF programme entitled 'Ways to Work' provides Sefton with resources to tackle worklessness and unemployment in the Borough for young people and adults until 2018.

The Project will provide local unemployed and workless clients with a suite of interventions to support them gaining and sustaining employment. In Sefton, this will primarily be run through Sefton@work, providing specific support in areas such as paid work placements, training, motivation and confidence building, job search and interview support, group and one to one sessions, access to transport support and overcoming other barriers to participation.

A significant number of paid work placements will be devised, enabling clients to access support in the workplace to help overcome barriers to sustainability. Local employers will be invited to take part in this initiative by offering national minimum wage for the age opportunities over and above their existing workforce, to enable those with little or no employment experience to understand better the world of work. Ongoing support will be available to help sustain clients in employment for the duration of the opportunity.

This programme will operate in synergy with other Council services and initiatives, such as Sefton Turnaround and the Leaving Care teams. Specific opportunities with employers, including paid work placements, will be ring-fenced to clients also accessing support in these areas, thus adding value to the existing service offers to these clients.

Continuing to offer 'personalised budgets' across a range of our projects improves access to funding and resources tailored to the individual – giving individuals more choice through providing a flexible approach to tackling worklessness and skill levels. This enables a wider range of options to be considered for overcoming barriers to finding and sustaining work.

Sefton@work employer liaison staff will continue to work closely with local companies to secure job vacancies and voluntary work placements to ensure our clients have access to a stream of employment opportunities

Working closely with colleagues in Public Health in Sefton and through the Adult Social Care teams, we are continuously looking to provide synergy and align services for residents suffering from low and moderate mental health issues, whether this be through involvement in any relevant commissioning processes, working with partner organisations delivering services and flexing our own service offer to support clients with particular needs.



What have we achieved?

Indicator	Annual Target 2015/16	Target Oct 2015 – Mar 16	Actual Performance Oct 2015 – Mar 2016	Total Performance 2015 - 16	
Total Sefton@work Active Caseloads	1,400	650	573	1,517	😊
Male Active Caseloads (60%)	840	390	300	851	😊
Female Active Caseloads (40%)	560	260	273	666	😊
No. of clients on active caseload making an ill health self-declaration (18%)	252	119	154	354	😊
No. of clients on active caseload aged 29 or under (40%)	560	263	289	721	😊
No. of clients into employment	250	118	221	369	😊
No. of clients into employment with ill health self-declarations	30	12	44	68	😊
No. of clients into employment aged 29 or under	112	52	140	227	😊

Over-performance on caseloads in the first 6 months of 2015/16 enabled Sefton@work advisers to focus on moving those clients into work which has come to fruition in the second 6 months of the year. We have significantly over delivered on jobs for clients in all categories and the year-end totals all exceed the annual targets. This is a notable achievement given the ongoing slow growth in the Sefton economy in relation to the rest of the Liverpool City Region.



Case Study

S is 17 and lives with her parents and 7 brothers and sisters. The Sefton@work Turnaround team had supported S's mother into work after helping her to deal with a wide range of issues that were preventing her from entering employment. As a result, her mother was keen for S. to get a similar level of support.

S. was with a local training organisation studying but was not progressing well and was on the brink of giving up as the academic aspect of the training did not appeal. S was also struggling with money problems as she relied on her mum to finance her and the family was experiencing significant hardship, however S continued to display a great deal of personal motivation and regularly volunteered at community events.

Sadly during her early period of engagement with Sefton@work, S experienced a breakdown in the relationship with her family and temporarily found she could not go back to the family home. Her Advisor supported her during this difficult time as she had periods of 'sofa surfing' with friends. This was happily resolved enabling S to think carefully about her future aspirations. After an initial assessment and several lengthy discussions with her adviser, S decided that she wanted to work within a youth facility assisting local young people with football coaching and other sports.

Sefton@work were able to compile a bespoke package of financial support to enable local organisations to access a wage subsidy to employ S in her chosen field.

S started work in December 2015 in a youth setting. She has enrolled on a level 3 qualification progressing well with the continued support of her adviser. We have been hugely impressed by the effort and dedication of the staff at the organisation that employs S who have proven to be a supportive host employer, buying her suitable clothing for work and encouraging her to feel part of the team.

Given her complex range of barriers at the outset, it is clear that the journey towards employment for S has required much stamina and determination. At Sefton@work, we are positive that S's experience will go beyond merely her own successful outcome as it provides as a positive working role model for her younger siblings. Moreover, it is a clear demonstration of the wider impacts upon family and community from adopting flexible, neighbourhood approaches that incorporate employment into broader family support.



Case Study

Jenny is a single mum whose youngest child had just gained a place with a local nursery. Jenny felt the time was right to start looking for work and having previously worked in retail, initially looked for similar roles. Jenny met with a Sefton @work outreach adviser working as part of our L30's Million project. She received advice and support from her adviser who supported her in completing a number of applications for local jobs.

Jenny then heard about a vacancy locally at a dining Pub. She applied and was successful in being offered the role. As it had been a while since she was last in employment, she felt she did not have the right attire for the role and spoke with her adviser about this. We were able to support Jenny in acquiring suitable work clothing and funding initial travel costs. As the work was a distance from her home and she would be working shifts and finishing late at night, Sefton @work successfully sourced a bike for Jenny to travel to and from work. This package of support includes a lock, lights and helmet and we ensured that Jenny undertook 'On Road Cycle' training in partnership with Sefton Active Travel. This training involves advice and practical guidance to improve confidence and safety awareness while cycling on the road.



Jenny is really enjoying her new role and is looking forward to the future. She can be seen here picking up her new bike.

Post 14 education and training

In order to address the challenges of maintaining a low NEET figure and high numbers of young people remaining in Education and Training, the Post 14 team works closely with schools and colleges to deliver the "September Guarantee", ensuring that all Sefton 16/17 year olds are in receipt of an education or training place.

In conjunction with Career Connect, the Post 14 team works with schools, Colleges and Providers to establish and maintain ongoing NEET and at risk of NEET registers. Career Connect, on behalf of the Council, provides quality impartial IAG vulnerable groups and individuals, providing timely risk assessments and interventions with young people.



Sefton has a strong, locally agreed, Raising Participation Strategy ensuring that young people participate in education and/or training at least up to the age of 18. As a result, Sefton learners are supported to achieve a broad range of 'A' levels and Vocational Qualifications and attend well on Study Programmes and re-engagement programme activities

The Post 14 team has implemented discrete service arrangements with specified vulnerable groups. For example, the Post Manager reports to the Corporate Parenting Board on outcomes for Post 16 LAC and Care Leavers and also chairs an Education, Employment and Training sub group of the YOS board to ensure appropriate outcomes for young offenders. Equally, the arrangements for learners with SEND are robustly managed and quality assured by the LA.

The changing policy landscape from central Government has increased the LA's requirement to influence rather than direct schools and Colleges. The Post 14 team provides the connectivity between progression routes and pathways toward eventual employment.

Case Study

Gary left school at the end of Year 11 with no offers of education, employment or training. Connexions role is to follow up all school leavers and help them move into participation. Initially we carried out a Home visit and spoke with Mum who said that Gary was not capable due to personal circumstances. Connexions kept in regular contact with Mum and then with Gary to offer support as soon as Gary was in a position to move forward.

Once Gary was in a position to look at opportunities his adviser, who was now familiar to him, identified his interest in Painting and Decorating. Together they looked at what was available with the local providers and Gary decided that he would like to try a course with BGH, based just outside Bootle town centre. Gary's adviser arranged an appointment for him and helped him to complete the appropriate paperwork and Bursary application form. She then passed the completed form onto BGH as Gary could not get down there that day. Gary was offered a start date to do painting & decorating Traineeship. A Traineeship allows Gary to get work experience and improve his Maths and English. Hopefully he will move into an apprenticeship or onto full time education to gain occupational qualifications.



Case Study

Kyle finished school July 2015 after completing GCSEs (grades E-G). In September he started at college on a Mechanic's course NVQ Level 1 but only stayed on the course for 3 months, luckily the college informed Connexions that he failed to return to college after Christmas. Contact was attempted via phone line but his number was no longer in use so a home visit was planned. The home visit was undertaken and we managed to speak with Kyle. Confirming he was now NEET. (Not in education, employment or training). Kyle accepted advice, guidance and support in relation to possible suitable training options; we also got the opportunity to explain the information to Kyle's mother, reassuring her there were potential opportunities for her son. She said she really appreciated the discussion.

It was identified Kyle wanted some form of construction preferable bricklaying or plastering, we spoke about a couple of local learning providers that offer this type of training along with the opportunity to improve Maths and English levels.

We supported Kyle with his interview and visit to his chosen provider, he was very happy with the outcome and completed paperwork to sign up there and then. Kyle started the following week and is now very close to completing his level 1 in Bricklaying and has confirmed his plan to continue to Level 2.

Community Learning

The Service has been aligned with local, Sefton MBC and Liverpool City Region priorities. As such, the curriculum has been remodelled so it is better to respond to local needs, with an increased focus on preparation for employment.

Key to these changes has been the move to create a new approach to meeting the needs of the learner, with the removal of restrictions such as traditional academic terms, the offer of flexible course times and lengths and ability to deliver bespoke programmes with a one week lead in time.



Case Study

Learner A enrolled at children centre in Southport for a maths course. It was clear on the first initial assessment the learner had zero confidence in her maths ability and was quite clear that she did not want to undertake an exam. She disclosed she did not sit exams at school.

After the first meeting, we did not think the learner would return despite providing her with reassurances that she could work at her own pace and did not have to sit any exam if she chose not to. The learner did return the following week and remains on the course.

Like the majority of learners she found certain aspects of the course quite difficult and challenging at times but worked with tutors on strategies to cope with her limited confidence and anxiety.

As a result the impact has been -her numeracy skills have developed to an extent that she undertook Functional Skill practice test papers at L1, with scores of 87% and 92%, which is a very good pass. She has gained confidence in her maths and made so much progress raising her ability that she is able to apply the skills she has developed to support her daughter with her school maths homework. This is a massive achievement for this learner and we anticipate she will sit her level 1 exam shortly.

Case Study

A Local Primary school was keen to implement English development programmes for parents and children who have little or no spoken English. We developed and piloted a Wider Family Learning Programme in whereby the main aim was to enhance communication between parents, teachers and children in order to assist English development and to promote learning together. The pilot was set to run initially for five weeks but due to the needs of the learners and the progress they were making this was extended. Three of the adult learners from this group plan to move on to Functional Skills English class and are preparing to take a City & Guilds English exam. This is a fantastic achievement for the learners and our surpassed all expectations.

Feedback from the families attending this course included increased ability when supporting their children with their homework and increased confidence in approaching the school with any queries they may have regarding their children's learning. Attending the course has also been useful in helping the parents integrate within school life and their increased understanding of English can only have had a positive impact on assisting them to settle in to a new community.

Due to the success of the pilot programme we have agreed with the school to continue with the delivery of English development programmes and have planned other programmes to be delivered throughout the borough.



Looking ahead

Employment & Skills

The launch of the Ways to Work ESF programme will help to provide some stability for the service until 2018. This will enable us to support a wide range of residents seeking work from age 16 onwards. It will also provide a joint working arrangement for Combined Authority working, enabling us to seek other funding opportunities as they arise.

We will continue to work with our YEG clients to ensure that we can meet our employment sustainability targets. Eligible clients can engage with Phase 2 delivery up until September 2016 and potentially access the personalised budget. Delivery of the Carers project will continue, and we have bid for additional resources from the L30's Million programme for 2016/17.

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.

The ESIF programme is likely to provide additional opportunities to bid for funding on either a combined authority basis, or Sefton@work may have the opportunity to be involved in a supply chain and deliver initiatives for Sefton residents in partnership with other delivery organisations.

The changes to the Work Programme mean that the successor programme entitled Work and Health Programme is in development, and part of the Liverpool City Region Devolution deal can provide an input from partners through the Combined Authority. It is unclear as yet the scale of involvement in the development and contracting for this future programme, however, we will work with City Region partners to ensure this programme meets the needs of our local labour market and jobseekers.

Post 14

Sefton is actively participating in the current Post 16 Area Wide Review. Its findings will have major implications for Post 16 education and training in Sefton and beyond.

Community Learning

The aim of the Service is to develop a strong local identity. Where possible, a joined up approach with other agencies will be created, to identify create clear pathways for individual learning and wider suite of learner choices.



The Service will seek to establish a strong community presence, augmented by Social Media promotional campaigns to ensure that the Service is effectively marketed.

Similar to the Post 14 team, the outcomes of the Post 16 Area Wide Inspection will be key to the future development of the Service.



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	3.6	4,600	Jan-Dec 15	Strong: Sefton's rate remains more than 2% below the LCR rate.	↑	Sefton's rate is now 1.8% lower than the rate for the UK	😊
Working Age Population with no qualifications	9.0	14,800	2015	Strong: Sefton saw strong improvement in 2014 and is now 2.5% lower than the LCR	↑	Sefton remains in line with the UK rate	😊
JSA Claimant Rate	1.4	2,394	Mar 16	Strong: Sefton continues to see improvement in its claimant rate and remains just below the LCR.	↑	Sefton's rate continues to improve and is now lower than the UK	😊
JSA Claimant Rate 18-24	1.3	275	Jan-Dec 15	Strong : the rate has continued its improvement and is now equivalent to the LCR	↑	Sefton's rate is now 0.5% lower than for the UK	😊
Employment Rate	73.4	121,000	Jan-Dec 15	Strong: Sefton's rate has improved and is now 5.8% higher than the LCR	↑	Sefton's rate is now in line with the UK	😊
NEET Population	5.2	467	Mar 16	Strong: Sefton continues to perform well.	N/A	N/A	N/A
Worklessness Rate	11.8	19,160	Nov 15	Strong: Sefton's rate is 1.8% lower than for the LCR and is continuing to improve.	↑	The gap with the UK continues to narrow, now 2.6%	😊
Working age Population Educated to level 4+	31.3	51,200	2015	Strong: Sefton's performance has improved and is now 2.1% higher than the LCR	↑	The gap between Sefton and the UK has narrowed by 2% to 5.8%	😊
Gross Disposable Household Income	N/A	£16,757	2013	Strong: Sefton remains 9.6% higher than the LCR	↑	The gap with the UK is now 4.5% but is closing.	😊
Business Stock/Density per 1,000 population	49	8,075	2014	Strong: Sefton has 49 businesses per 1,000 population compared with 43 for the LCR.	↑	The gap with the UK is narrowing	😊
Business Births per 10,000 population	66	1,085	2014	Strong : Sefton business starts fell slightly in 2014, but the number of births per 10,000 population remain higher than the LCR	↑	The gap with the UK has widened again in 2014	😊
Business Deaths	N/A	855	2014	Similar: Sefton saw a 10.3% rise in the number of business deaths in 2014, 3.2% less than for Merseyside	→	Sefton's performance was worse than that for the UK in 2014	😊
LTU Rate 18-24	27.3	75	Mar 16	Weak: the count is improving but the gap with the LCR has widened slightly	→	The rate is 1½ times the rate for the UK	😞
Self-Employment Rate	7.6	12,600	Jan-Dec 15	Strong: Sefton's rate has recently declined but remains slightly higher than the LCR	→	Following a decline in self-employment the gap has widened to 2.5%	😞
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	😞
Private Sector Emp	76.3	68,200	2014	Improving: Sefton's proportion of public sector employment now 1.7% higher than for the LCR. With the gap narrowing in 2014.	→	Sefton continue to have a much lower proportion of private sector employment. But there was some growth in 2014.	😞
Public Sector Emp	23.7	21,200	2014				
Average Earnings (workplace)	N/A	£23,922	2015	Weak : Sefton's average workplace earnings grew more than those in Merseyside but the gap remains.	→	The gap has narrowed slightly but still remains at 15.6%.	😞
Sefton Jobs	N/A	89,400	2014	Weak: Sefton experienced a slight loss of employment jobs in 2014 and performance against the LCR was poor	↓	Sefton's performance was almost 3% below that for the country as a whole	😞
LTU Rate All Ages	38.3	890	Mar 16	Weak: Despite a small improvement the rate still remains higher than the LCR	↓	The gap has widened to 11%	😞
Average Earnings (residents)	N/A	£24,858	2015	Similar : Sefton's residents earnings fell by 0.3% in 2015, and are now lower than for the LCR	↓	The gap continues to widen, now 11.2%	😞



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 - ESA is paid to those people who are unable to work due to illness or disability.

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.

JSA 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.

Claimant Count is now calculated by combining JSA claimants with Universal Credit "not in employment" claimants.



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
CO2 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



Investment & Employment
 Sefton Council
 1st Floor
 Magdalen House
 30 Trinity Road
 Bootle
 L20 3EF

Tel No: 0151 934 2707



Supported by Youth Employment Initiative &

