

Sefton Economic Assessment & Strategy



Critical Strategy Objectives

What We
Want to Achieve
in the Future

What We
Need to Agree
Over the Next Few Months

What We
Have to Know
ASAP





Have to Know

INTELLIGENCE

IMPACTS

POSITIONING

Need to Agree

PRIORITIES

BENEFITS

OPTIONS

TACTICS

Want to Achieve

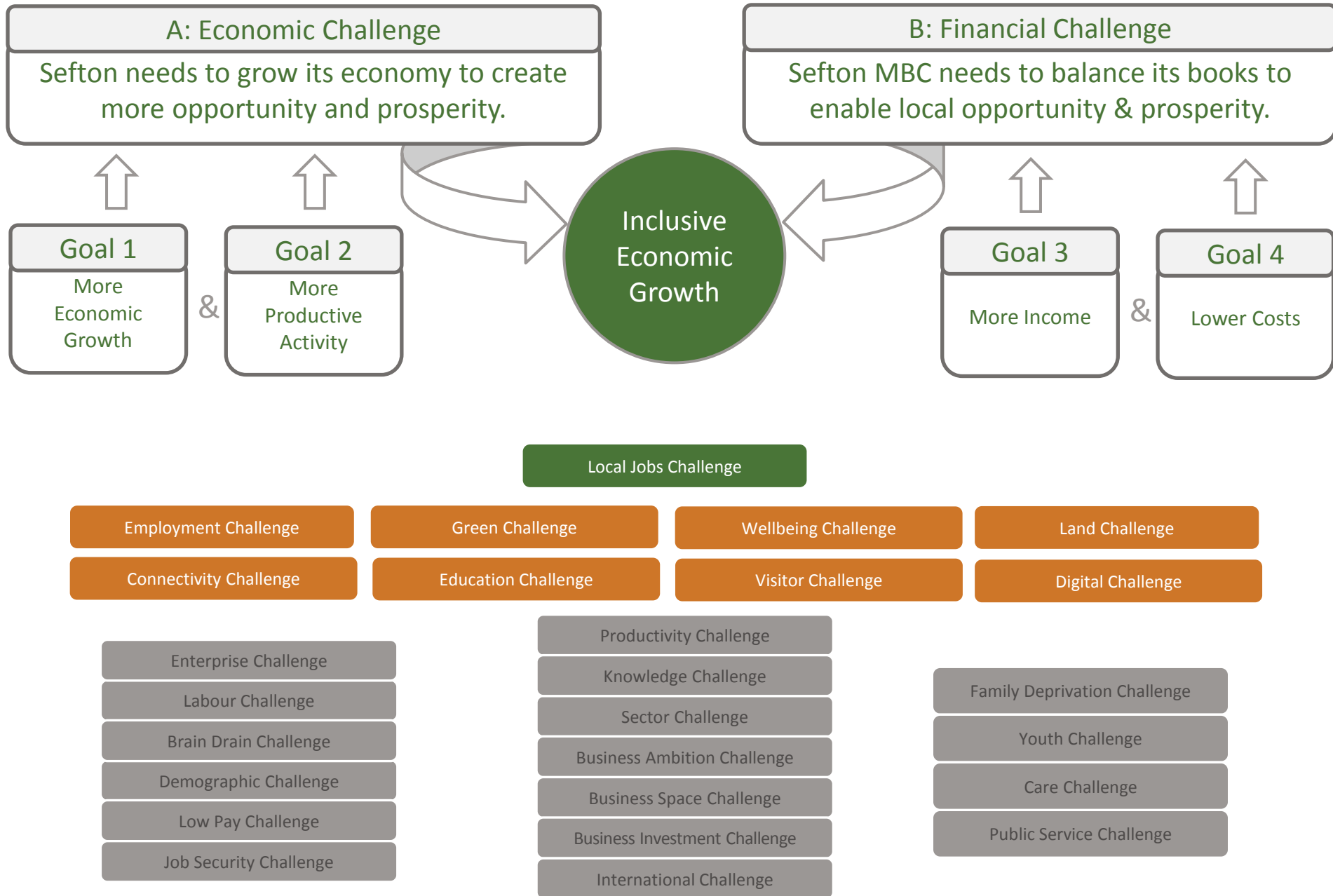
HARNESS RESOURCES

SECURE INVESTMENT

FACILITATE ACTION

ADAPT SERVICES

The Challenges: Early Prioritisation



Provocations for A New Trajectory

Old problems require new solutions

Global changes mean we cannot stand
still

Major local developments could happen
to us, not for us

Principles & Futures

Guiding Our Focus

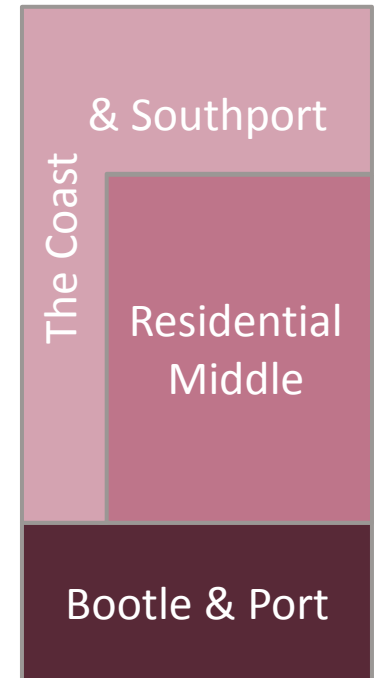
- Making Best Sustainable Use of Our Assets
- Productive People, Businesses & Places
- Positive Life Outcomes

What Happens If ??

- Do Nothing: current performance and trends
- Current Plan: steady planned growth
- Striving To Grow: making the most of current opportunities
- Transformational: a radical 20-30 year shift

Challenge Papers

Challenge	Questions
Work	<ul style="list-style-type: none"> • What factors are contributing to the GVA gap? • How can we grow the business base and increase business rate revenue? • How does Sefton earn its income? And how does this influence productivity and well-being?
Labour	<ul style="list-style-type: none"> • Are young people being equipped with the skills, competencies and aspirations to meet employer needs? • How do travel-to-work patterns on economic growth in Sefton? • What is the current and future estimated size of the workforce and what factors are driving that change? • How does the make-up of the labour force influence productivity in Sefton?
Well-Being	<ul style="list-style-type: none"> • What is the nature of dependency in Sefton? And how is changing? • What opportunities exist to grow employment and productivity in enabling sectors? • How does deprivation hold back Sefton's growth opportunities?
Place	<ul style="list-style-type: none"> • How do visitor trends impact on economic performance? • How does Sefton compare on its liveability? • What is Sefton's cultural, leisure & retail pull?
Development	<ul style="list-style-type: none"> • What assets does Sefton Council have at its disposal to increase revenue and support economic growth? • What sites does Sefton need to unlock to drive investment and growth in the economy? • Where do gaps exist in this supporting infrastructure?



Next Steps Approach

Survey

Interviews

Workshops

Platform

The screenshot shows a SharePoint site for the 'Sefton Economic Assessment'. The browser address bar indicates the URL is <https://rgltd.sharepoint.com/sites/community/sefton/SitePages/Community%20Hor...>. The site features a left-hand navigation menu with options like Home, News, Key Dates, Useful Reports, Emerging Work In Progress, Discussions, Categories, Members, Recent, and Site contents. The main content area is titled 'Sefton Economic Assessment' and includes a welcome message, a 'News' section (currently empty), and an 'Emerging Work In Progress' section with a list of documents. A 'Useful Reports' section at the bottom lists various survey appendices. On the right, there are sections for 'Key Dates', 'Community tools', 'What's happening' (showing 5 members), and 'Top contributors'.

Sefton Economic Assessment

Welcome to the community site for the Sefton Economic Assessment. This site is a place where people and businesses can find out about the work being challenges facing Sefton and help shape the priorities for future growth in the borough.

News

There are no items to show in this view of the "News" list.

Emerging Work In Progress

Name	...
Challenge Paper Structure	...
Challenge Scoring Framework	...
Seftons Economic and Financial Challenges Prioritisation	...
Seftons Economic and Financial Challenges	...

Useful Reports

Name	Modified	Modified By
12633 - Sefton LEA - Annex I Business Survey	October 19	Tracy Brennan
Appendix 1 - Sefton Business Survey 2014 - Questionnaire	October 19	Tracy Brennan
Appendix 4 - Questionnaires Returned - Central Sefton	October 19	Tracy Brennan
Appendix 4 - Questionnaires Returned - North Sefton	October 19	Tracy Brennan
Appendix 4 - Questionnaires Returned - Port Related	October 19	Tracy Brennan
Appendix 4 - Questionnaires Returned - Port Tenants	October 19	Tracy Brennan
Appendix 4 - Questionnaires Returned - Sector Breakdown	October 19	Tracy Brennan

Key Dates

25/11/2016 07:30 [Sefton Economic Assessment](#)
Sefton's premier business networking e
Brexit world). Slot for introducing the E
findings?

Community tools

- [Manage discussions](#)
- [Create categories](#)
- [Create badges](#)
- [Assign badges to members](#)
- [Reputation settings](#)
- [Review reported posts](#)
- [Community settings](#)

What's happening

5 members

Most recent post was 23 days ago.

In [General](#).

Top contributors

- Simon Hooton**
- Gemal Mekki**