

Sefton's Strategic Growth Programme

SEF 15.6.23

Stuart Barnes

**Assistant Director –
Economic Growth &
Housing**

Sefton MBC

Key Highlights-Regenerating Places

- ▶ Sefton Growth & Strategic Investment Programme
- ▶ Multi-million programme of investment for Sefton Borough
- ▶ Range of capital and revenue projects aimed at supporting improvement in the local economy and acting as a catalyst for job growth investment.
- ▶ Unashamedly ambitious in attracting major capital funding (eg SIF, Town Deal, Capital LUF)
- ▶ Developing Sefton's reputation for innovation, ambition and delivery.



Southport Market

- ▶ £1.4m repurposing of Southport Market
- ▶ Funded by the Combined Authority Town Centre Commission and Town Deal Acceleration Fund, this £1.4m investment has transformed Southport Market.
- ▶ Whilst providing a very popular events space, coupled with an exciting food and drink offer, Southport Market has also been successful in terms of having a wider impact by kickstarting the regeneration of the surrounding area.
- ▶ Local commercial agents have said that the area is one of the top investment places in Southport currently.
- ▶ This has created over 30 new jobs and ten new businesses



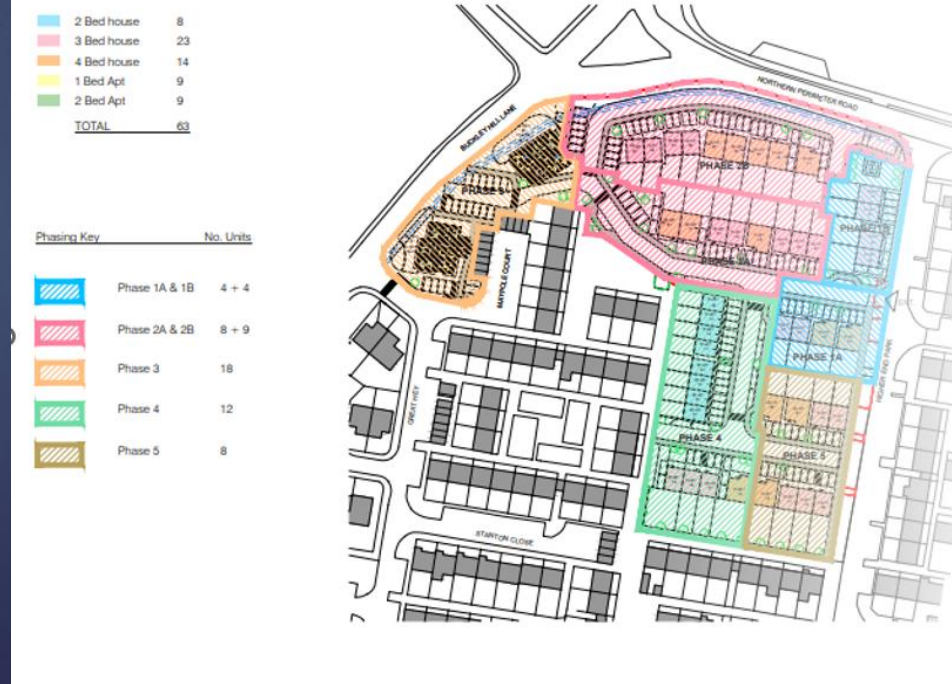
Lakehouse

- ▶ Sefton Hospitality Operations Limited (SHOL), wholly owned by Sefton Council, operates the hospitality offer at The Lake House
- ▶ Good progress made by SHOL including the reopening of The Lake House restaurant, despite the challenges the wider hospitality sector faces, including recovery from the pandemic and the cost of living crisis.
- ▶ £3m refurbishment of property aided through combination of LCRCA and Sefton Council investment
- ▶ 46 new jobs have been created, 83% of whom are Sefton residents.



Sandway Homes

- ▶ Sandway set up to deliver more homes in Sefton and to provide a financial return to the Council to invest back into services
- ▶ Phase 1:
 - ▶ Hey Farm Gardens, Crossens 30 houses
 - ▶ Sandybrook, Ainsdale 48 houses
 - ▶ Buckley Hill Lane, Netherton, 63 houses
- ▶ Phase 2 being worked on now = pipeline of 100+ more homes
- ▶ Original ambition to reach 500



Cambridge Road

- ▶ £1.6m renovation supported by Liverpool City Region Combined Authority, the Cambridge Road Centre Seaforth.
- ▶ Home to the Sefton Community Learning Service, the Grade II listed Centre offers courses for adults to learn something new and to develop their skills..
- ▶ The Centre has been improved with new facilities for learners, including woodworking tables and an immersive room. The building has become a meeting hotspot for partner organisations due to the locality, environment and facilities on offer.
- ▶ A wide range of courses are on offer- many are free or for a small fee – including Multiply Maths and Aspiring Instructors programme to launch the street food test and learn project.



Bootle Strand

The Strand Re-purposing and Bootle Regeneration Programme

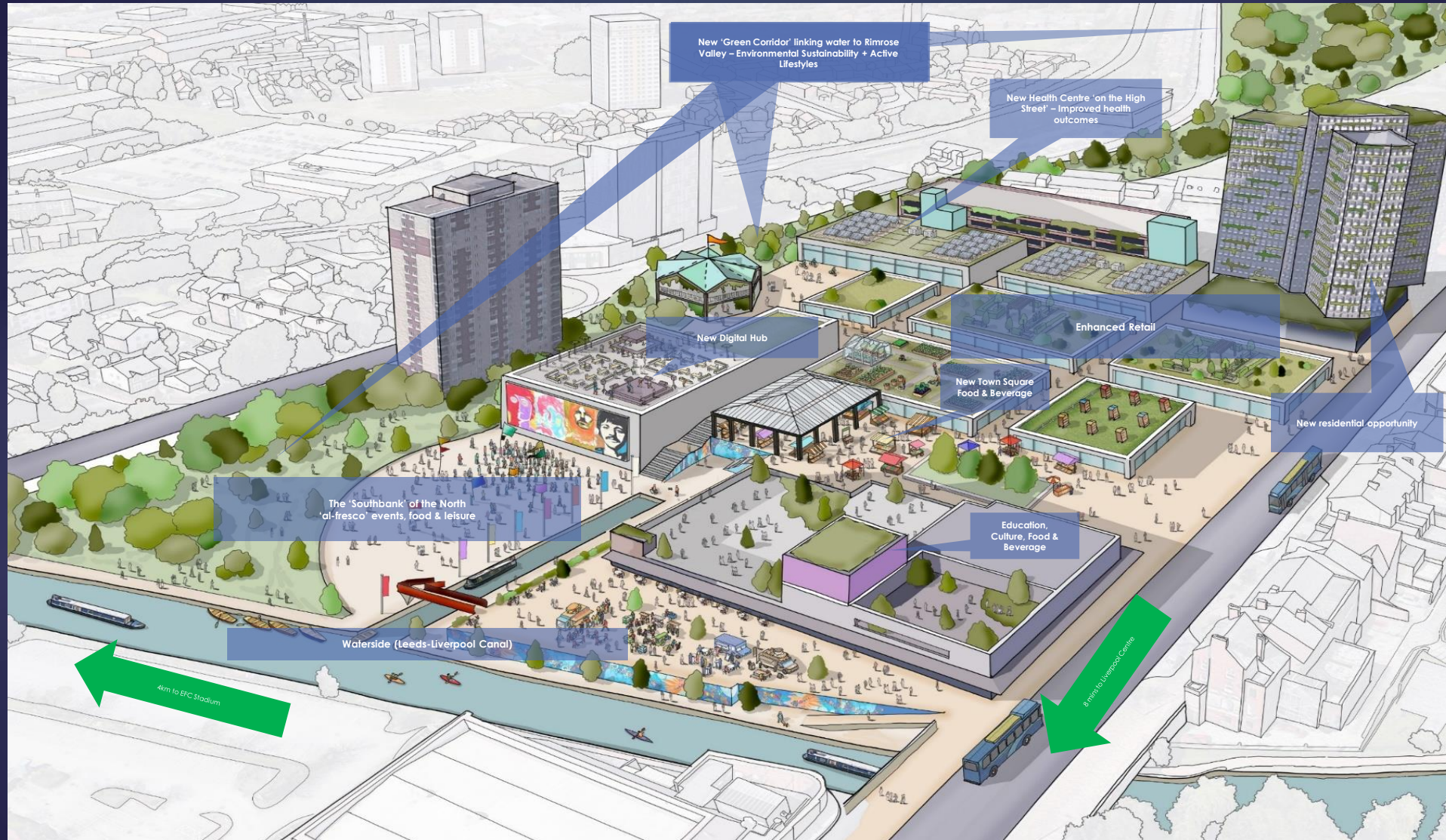


Bootle Strand – Programme

- ▶ Acquired in 2017 as key to the economic, social and physical regeneration of Bootle through development of a more diverse offer to reactivate the town centre and attract more visitors, employers and investors.
- ▶ Acquired the land along the canalside site in 2018 and launched a 'meanwhile uses' initiative with support from the Liverpool City Region Combined Authority
- ▶ Meanwhile successful and now established as a food, leisure and events space – “Salt’n’Tar”. The repurposing programme will further invest in and build on this for the long-term
- ▶ Clear vision and concept developed and £20m Levelling Up funding secured for Phase 1 of the Programme.



The Future Vision





SALT AND TNR



Enterprise Arcade

- ▶ The refurbishment of the Crown Buildings and ground floor retail units in the adjacent Grade II listed Bank Building.
- ▶ Creation of flexible working and meeting spaces for start up and growing digital and creative businesses. Diversifying local economy.
- ▶ Supporting Town Investment Plan priority to diversify the economy of Southport
- ▶ £1.5m Town Deal funding
- ▶ Due to start 2023 and complete Summer 2024



Key Dates


Activity	Stage 3 Design Complete	Listed Building Consent & Planning Approval	Contractor Procurement	Start on Site (CAT A fit out)	Cat B fit out	In use
Programme	Nov-22	Jan-23	Summer 2023	Autumn 2023	Spring 2024	Summer 2024

Enterprise Arcade

Enterprise Arcade Business Case Outputs*

- 820m² of refurbished space
- 74 new jobs
- £5.3m GVA
- 30 start ups and/or scale ups utilising business incubation, acceleration and co-working spaces
- 30 enterprises utilising high quality, affordable and sustainable commercial spaces

*these outputs differ from the original TIP submission based on a more detailed development of the project content and detail



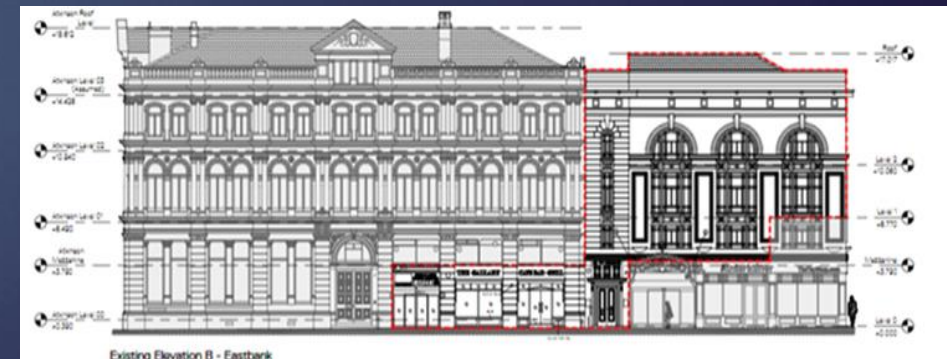
Southport Town Investment Plan (TIP)

Our Southport TIP set about explaining how our programme would lead to transformational change addressing three key areas:

- Strengthening the Visitor Economy
- Diversifying the Economy of Southport
- Provide the Infrastructure to Underpin both of the above

Diversifying the Economy of Southport

How do we do it: Provide better economic opportunities for our young people to stay in the town Create environment and property offer for enterprise to flourish in the town centre	What does success look like: Greater economic diversity and resilience • Growing digital and creative cluster • Growth in full-time employment • Enhanced productivity • Improved retention of young people in employment	What will our Town Investment Plan Deliver: Enterprise Arcade - Southport's first purpose built incubator space for start-up businesses
--	---	---



New Crosby Library, Crosby Village

- ▶ Deliver a new re-provisioned library (and health facility) within Crosby Village at 'The Green' car park, Islington.
- ▶ Cabinet approval May 2023 for full design and Full Business Case (FBC) development.
- ▶ Design team procurement underway and further consultation and engagement to follow.
- ▶ Phase 1 Highways works – planning application submission summer 2023.
- ▶ Design development and business case completion 2023/24
- ▶ Further consultation and engagement 2023 and throughout project development.



Marine Lake Events Centre (MLEC)

- ▶ £73m investment for multi purpose events centre (MLEC).
- ▶ This will consist of auditorium, exhibition hall, meeting rooms, café, signature restaurant, water and light show and new public realm.
- ▶ Kier development partner
- ▶ ASM Global - identified operator of international standing.
- ▶ Planning approval granted April 2023, demolition July 2023, construction complete Dec 25, Open Early 26.
- ▶ Stats:
 - ▶ Theatre venue 1200 capacity.
 - ▶ Events space of c1,500m²
 - ▶ C530k day visits, 70k staying visits, 600k total visitors
 - ▶ £14m off site exp, £4m on site, total £18m+ to local economy
 - ▶ 100 on site jobs, 200 off site jobs, 300 total jobs
 - ▶ Town deal bid estimated that with a £50m TD investment, we would secure £400m of private sector investment in the town.

