

Sefton Growth and Strategic Investment Programme Update



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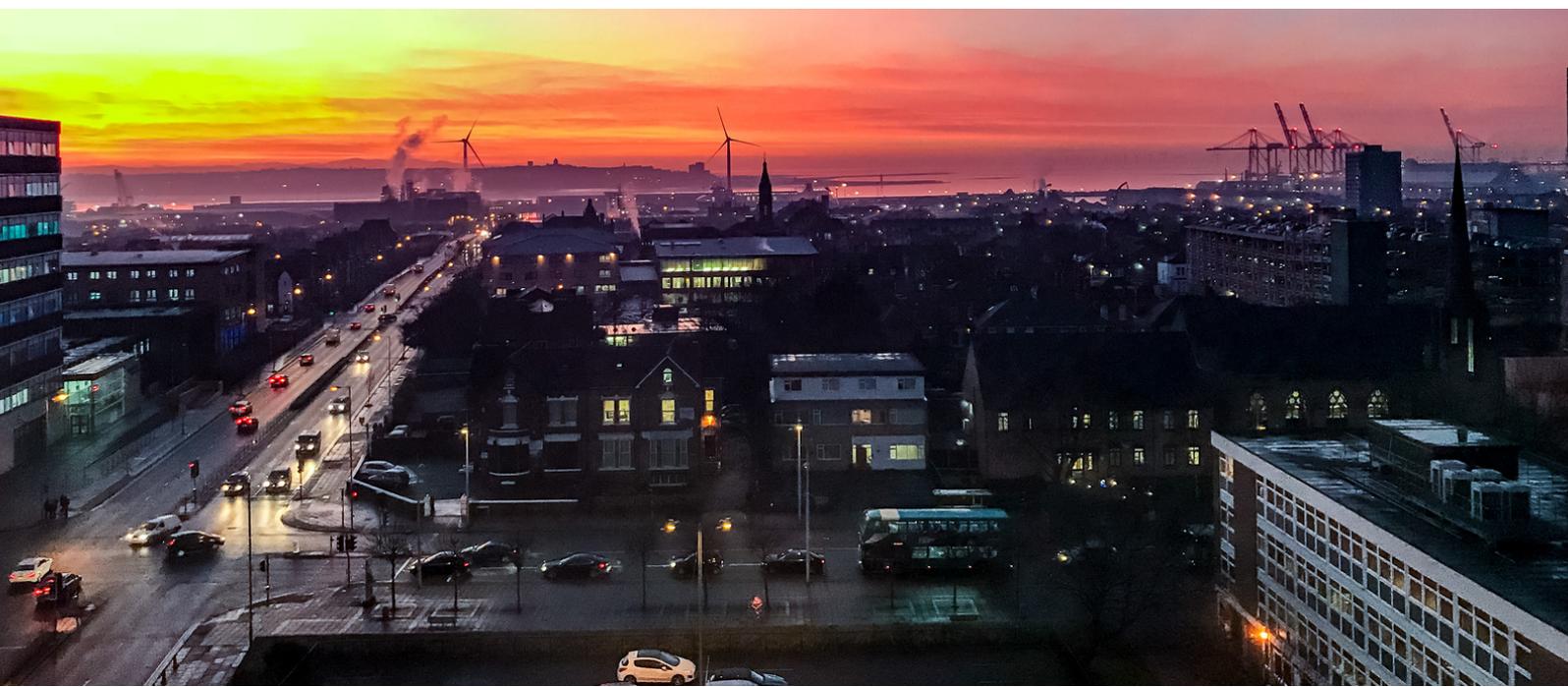
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Foreword

Councillor Marion Atkinson, Cabinet Member for Regeneration and Skills.

Welcome to the latest issue of the Growth and Strategic Investment programme for Sefton. There have been a lot of exciting developments across the Borough in recent months and I'm delighted to be able to share them with you below.

One major change within Sefton Council is the introduction of our new Chief Executive, Phil Porter, who I'd like to offer a warm welcome to. He joined us at the beginning of July and has been out and about learning about what Sefton has to offer.

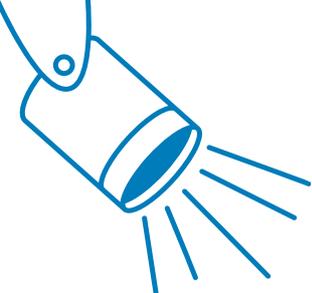
The Bootle Area Action Plan consultation has now launched. I'd like to encourage everyone to get involved as we'd greatly appreciate any comments and suggestions.



Also in this newsletter, we'll cover the reopening of Splash World, including the popular Inclusive Nights, and Salt and Tar at Bootle canal side's first major music event that saw local stars Red Rum Club head to Bootle.

We've also recently launched our School Streets project, which aims to reduce the number of car journeys and congestion around schools in Sefton.

Finally, we have updates on Les Transformations de Southport, The Strand's redevelopment, and the new Marine Lake Event Centre. You can read more on each of these below.



Spotlight on:

Consultation



‘Our Future, Our Bootle’ is an Area Action Plan which will set out a clear vision for the town for the next 20 years and beyond.

It will identify the locations in the town where investment is needed, and new development is possible. It will help to secure the homes that people need and want, have good quality open spaces and facilities, help reduce the impact of climate change, and provide local jobs.

From August to November, the Council will carry out a 12-week consultation with residents and businesses on the draft Area Action Plan, which is **available now on our website** www.sefton.gov.uk/bootleAAP.

We have sent out a leaflet with details of the consultation to all homes and businesses in Bootle.

Officers from the planning department will be at the

Bootle Strand so that residents can come along and see the plans and ask questions.

They will be in the vacant shop opposite Specsavers in the Strand shopping centre on:

- Friday 8th Sept 10am - 2pm**
- Tuesday 12th Sept 1pm - 5pm**
- Saturday 30th Sept 10am - 2pm**

There will also be an online workshop on Wednesday 27th September from 6pm to 7pm. People can register to join by emailing the planning team at **BootleAAP@sefton.gov.uk**.

The results will be reported as soon as possible after the consultation period has ended.

Search for **Your Sefton Your Say** or go to the website **yourseftonyoursay.sefton.gov.uk** where you will be able to find the Bootle Area Action Plan online consultation and the results of other consultations in Sefton.

SALT AND TAR



Music fans from as far as France and Australia descended on Sefton for Salt and Tar's first music event, which ran from Friday 7th to Sunday 9th July at Bootle canal side. The weekend proved a great success, with over 6000 tickets sold in total.

Sefton Council received plenty of positive feedback from visitors and local businesses at the event, with one Lathums fan explaining: "Being outside in the sun is lovely. I like how urban it is, in the middle of everything."

The rainy weather didn't stop the crowds from forming for Red Rum

OPERATIONAL UPDATES



Club on the Saturday, and local legends Cast closed out the series of gigs on the Sunday.

The music event followed on from an equally successful Comedy Weekender in May, which saw the likes of Chris McCausland and Jason Byrne take to the stage at the new venue.

Work is now taking place to improve the site ahead of its official opening later this year. Stay up to date with future events and updates at www.saltandtarbootle.com.





SPLASH WORLD

More than 3,000 people visited Splash World Southport over the late May Bank Holiday weekend following the reopening of the popular indoor water park.

On the back of the incredibly successful reopening, Sefton Council is delighted to confirm the return of Splash World's Inclusive Nights for those with disabilities.

The exclusive events, also popularly known as 'Quiet Nights,' are specific nights held at the indoor water park designed to create a calming and fun filled atmosphere for those who are neurodiverse or have disabilities.

During the Inclusive Nights sessions, access is also given to the child's parents, carers, family and friends so they can all enjoy Splash World together.

Perfectly positioned on Southport's beautiful coastline, Splash World has been a favourite destination for families and water enthusiasts for years.

The venue temporarily closed in late 2019 for a full refurbishment. However, this closure took longer because of the impact of the COVID-19 pandemic on construction services across the world.

Due to popularity, visitors are strongly recommended to **purchase tickets in advance on www.splashworldsouthport.com**



SEFTON HOSPITALITY OPERATIONS LTD FUTURE EXPANSION PLANS

Following a successful opening year, Sefton Hospitality Operations Ltd (SHOL) wants to expand its operations.

SHOL is a Sefton Council-owned, company which operates **The Lake House in Waterloo (the-lake-house.co.uk)**.

Located alongside the Crosby Lakeside Adventure Centre, The Lake House has a café bar and restaurant, conference and events spaces, and 14 refurbished rooms for guests to stay over.

SHOL has also recently opened **the White House Cafe (thewhitehousesouthport.co.uk)**, for the public and golfers, while the Council continues to explore longer-term options and for Southport Golf Links.

SHOL continues to explore opportunities for future growth across the Borough.



SANDWAY HOMES

Sandway Homes Limited is a housing development, owned by Sefton Council, that was established in 2018 to deliver a range of outcomes.

These outcomes include:

- using the land we own to make money;
- Contributing directly to the need for 11,000 new homes;
- Providing good quality homes that people want to live in.

As the Company has progressed, it prides itself on its status as a developer that cares. With homes which exceed national space standards, have an electric vehicle charging point as

standard, and benefit from a high-quality specification as standard across housing - we feel we are raising the bar for all developers in the Borough.

Sandway is currently building on two sites, with a third on the way:

- Sandy Brook, Ainsdale (off Meadow Lane) - an attractive development of 48 quality 2, 3 and 4 bedroom homes that will appeal to growing families as well as first time

buyers. With only eight homes left for sale and five plots left, construction is now well underway.

- Hey Farm Gardens, Crossens (off Fell View) - a small, exclusive development of 30 quality 2, 3 and 4 bedroom homes. This site is now near completion with only three homes left for sale.
- Molyneux Gardens, Netherton – located on the corner of Buckley Hill Lane and Northern Perimeter Road. With an outlook over beautiful green space, our next development has been redesigned and provided with a new name. This exciting development of 63 new homes comprises of 18 spacious one and two bed apartments and 45 quality two, three and four bedroom homes.



As a responsible developer, we also have a keen focus on our corporate responsibilities to social value.

As we grow, we continue to look for opportunities to engage with Sefton residents and communities. We offer valuable work opportunities, and engaging with local schools to promote the construction industry as well as identifying how we can add value to Sefton by increasing our local spend in the Borough and wider Liverpool City Region.

For further information about Sandway Homes and our developments, please visit our website at www.sandwayhomes.co.uk.



SCHOOL STREETS PROJECT LAUNCH

Funding has been secured from the Active Travel Fund to roll out a series of School Streets Initiatives throughout the Borough.

These are aimed at improving safety near schools at the start and end of the school day. Encouraging pupils to walk and cycle should help reduce the number of car journeys.

As each school is unique, it is recognised that the possible solutions will vary. Sefton Council are working with Sustrans, who are a UK charity that helps more people walk, wheel and cycle. They have

recognised the value in working with pupils, school staff and the wider school community to look at current problems and to develop solutions.

Earlier in July, two School Streets Pilot schemes were launched at high schools in Southport; Birkdale High School and Greenbank High School.

After consultations with pupils, staff and parents we have agreed to introduce new rules called an Experimental Traffic Regulation Order. These rules will close off roads outside schools to most vehicles at the start and end of the school day.



Exemption permits have been given to residents, school staff and blue badge holders. At Greenbank High, staff and visitors to Hillside Golf Club have also been given permits.

Each scheme will be evaluated and monitored and may be changed or extended if deemed necessary.

The school communities have been excited by the development and start of the schemes and this is demonstrated in the **film developed by Simon O'Brien, the City Region Cycling and Walking Commissioner.**

We are continuing to work with Stanley High School in Southport. Working with pupils, we are designing ways to control traffic around the school.

We are starting to work with schools in the South of Sefton. We are working with primary schools and hope these ideas can be used across Sefton.



SOUTHPORT TOWN DEAL

The Towns Fund was launched in 2019. Southport was one of 101 Towns allocated funds from the Town Deals Fund, a total of £37.5m.

Sefton Council, through extensive consultation, developed Southport's Town Investment plan. This set out the long-term strategy and ambitions for Southport.

We want to:

- Have more visitors spending time and money in Southport.
- Have different ways to keep money coming into Southport.
- Have different buildings to provide different activities.

Four key projects were identified. These key projects are:

- Marine Lake Events Centre (MLEC) and the Water and Light show.
- Enterprise Arcade.
- Les Transformations de Southport.
- Building Better Customer Experience.

More information about the Southport Town Deal can be found at www.sefton.gov.uk/southport-town-deal, and details of the construction projects can be read below.



MARINE LAKE EVENT CENTRE

The Marine Lake Event Centre (MLEC) continues to take positive steps after securing planning approval in April.

The MLEC is a £73m multipurpose events centre capable of holding entertainments shows, touring theatre acts, conferences, exhibitions and much more. It is one of the schemes being developed with the £37.5m of Town Deal funding for Southport.

With ASM Global appointed as the preferred operator, works are set to begin later this year that see Kier Construction (subject to contract finalisation) undertake the enabling and demolition

works of the Southport Theatre and Convention Centre. The main works will then begin early 2024 with completion and opening in 2026. All of this will be complemented by a spectacular water and light show in The Marine Lake, the first of its kind in the UK.

When complete, the centre is expected to attract over 500,000 visitors a year to Sefton, contributing over £18m to the local economy every year.



Les Transformations de Southport

The Business Case for the Southport Town Fund submission recognised the importance of the public areas in Southport.

In recognition of Prince Louis Napoleon, being so impressed by the grandeur of Lord Street that it gave ideas when rebuilding Paris, a project has been developed called “Les Transformations de Southport”.

This looks at increasing better connections across Southport town centre and Waterfront, from improved pedestrian and cycling routes, to the creation of new public spaces.

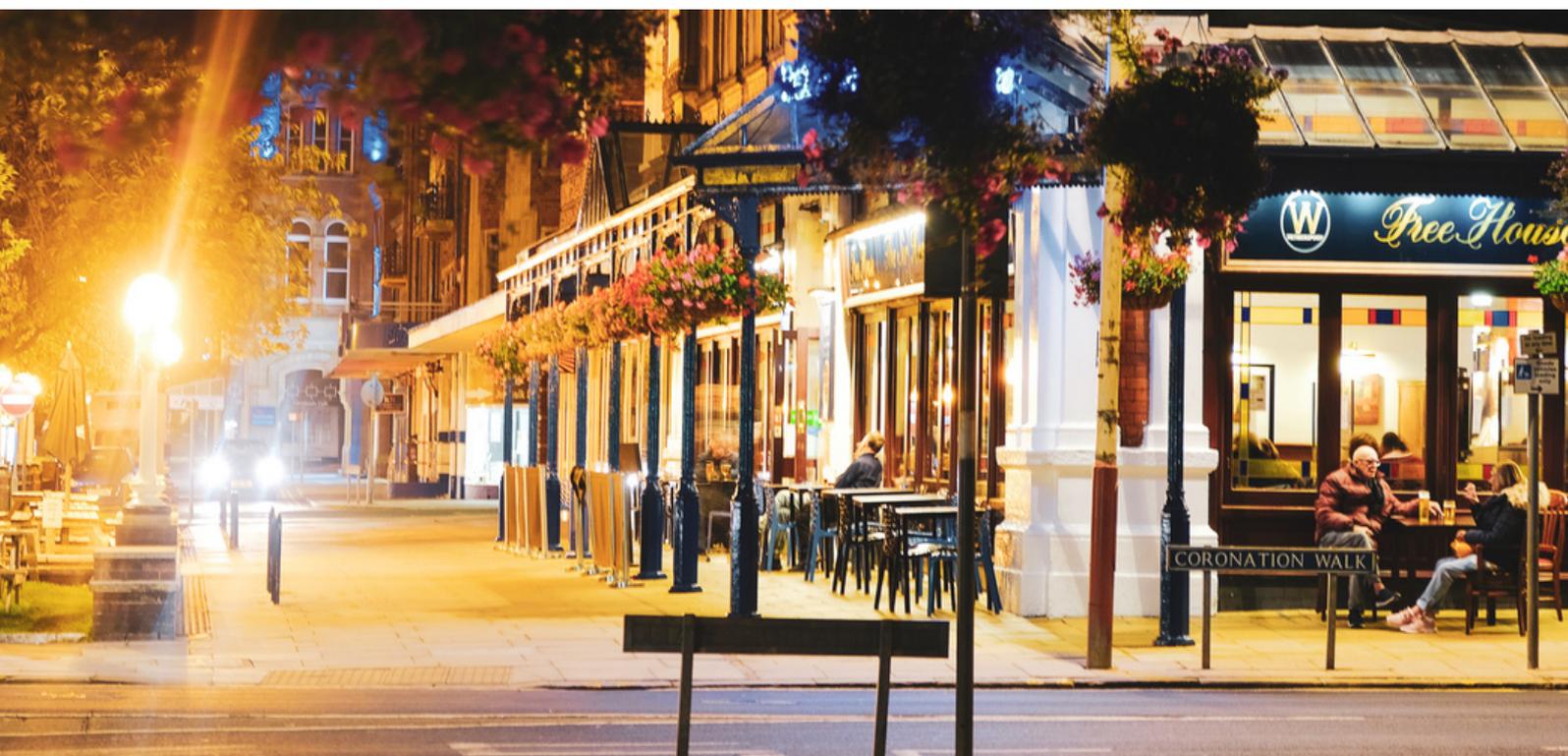
Some development work has been completed to look at the types of materials that may be used. These are aimed at improving the appearance of the town, are appropriate for the

area and can be easily replaced and maintained. We have also been working on changes to the highway network. This is aimed at improving pedestrian accessibility and creating options for new and improved public space. Some consultation is planned for later in the year over these changes and this will help shape further phases of improvement work.

Some changes to the highway around Southport Market have been approved. These limit the traffic using Market Street and change the appearance of the highway.

Changes to the public areas around King Street, Market Street and Eastbank Street is expected to start later in 2023 and early 2024. This exciting project should help transform this area of the town centre and set the standard for other improvements.

Consideration is also being given to a further scheme centred around the link between the town and the new Marine Lake Exhibition Centre and will consider wider improvements to the Promenade.





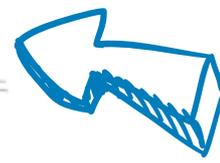
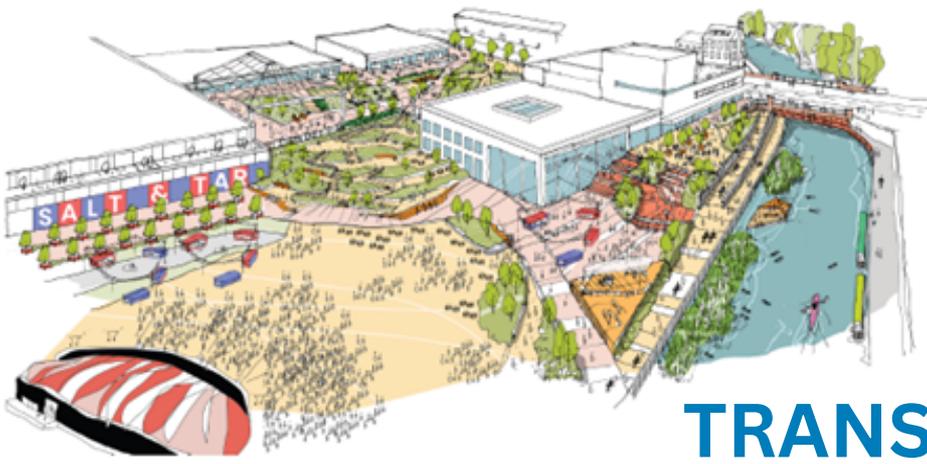
ENTERPRISE ARCADE, SOUTHPORT

Forming part of the Southport Town Deal, £1.5 million has been identified for the regeneration and transformation of Crown Buildings and retail units in the Bank Building.

This will create a purpose built 15,000sq ft hub for individuals, freelancers, enterprises, and independent professionals who are taking their first steps into setting up and growing their own business.

The Enterprise Arcade project shows the commitment of Sefton Council and its partners to maximising the potential of the digital, creative and technology sectors within the area.

Work is under way to find a contractor for the project. The refurbishment works are due to start late 2023 and aims to be complete by Autumn 2024.



BOOTLE STRAND TRANSFORMATION

Phase 1 of The Strand Transformation Programme to proceed with Levelling Up funding award.

In March 2023, Sefton Council were notified that they have been successful in securing £20 million of Capital Levelling Up Funding. This will start the first phase of changing the Strand shopping centre and wider transformation of Bootle Town Centre.

Sefton Council's vision for Bootle aims to create a thriving town centre that brings investment and opportunities for the whole community, building a happier, healthier and more resilient population.

The Council approved a business plan earlier this year for the Bootle Strand, including proposals for repurposing this key town centre asset as part of the wider programme of regeneration for the town centre.

Early engagement has taken place with key stakeholders to provide both Education and Health Services as part of the wider transformation programme.

With the funding we are now able to proceed with detailed design and construction of Phase 1 of the Programme.

This will see transformational changes in the southern areas of the shopping centre including:

- the enhancement of the canal side site, expanding the early Salt and Tar facilities and opening up access to the canal;
- bringing back in to use the old M&S unit as a new education and cultural hub, with places to eat and drink, opening directly to the canal side;



- creating a new Town Square with landscaped public area connecting Stanley Road to the canal side with cafes and restaurants as well as shops.

The last part of Phase 1 will see the development of a digital, creative hub also facing on to the new Town Square and canal side.

The future-proofed designs show attractive and accessible areas, which can be used for leisure, retail, and community uses, and events all year round.

As part of our community engagement process we are opening an information unit within the Strand Shopping Centre that will provide an information base, allowing the community to view proposed designs and provide their comments, ideas and opinions.

As well as providing updates, the unit will host various workshops for a variety of groups including local residents, youth and community members with additional needs.

We have been working closely with existing tenants and community groups, who gave valuable feedback that has informed the proposed designs and highlighted the requirements and opportunities of the community and service users.

For further information relating to the Strand Transformation please use the QR code below or visit sefton.gov.uk/bootlestrand



INVEST SEFTON UPDATE

InvestSefton is the Council's enterprise, business support and inward investment team.

It leads on and supports economic growth in the borough and works closely across the Economic Growth & Housing service helping to deliver **Sefton's Economic Strategy** (www.sefton.gov.uk/sefton-economic-strategy).

InvestSefton's webinars and events have become a useful vehicle for engaging with businesses on a one-to-many basis. The most recent event was Sefton Huddle - the digital and technological business forum which met for the second time on 29th June at Marine Football Club.

Presentations included an update on business support for digi and tech Sefton businesses and a presentation from Innovate UK EDGE on AI, Chat GPT and raising funding in the creative sector and tackling cybercrime.

A total of 31 businesses attended, (35 delegates) of which 9 were women business owners.

InvestSefton's Economic Forum events have been a great success with over 120 Sefton business representatives attending the recent Summer Economic Forum. These events feature quality speakers, networking opportunity and marketplace providers such as skills development, access to finance and more.

InvestSefton have established an events programme which can be viewed on the **InvestSefton website** (www.investsefton.com).

InvestSefton delivers Government UK Shared Prosperity and Growth Hub programmes which includes 1:1 support from accredited business advisers, access to finance, and finding business sites and premises.

It also helps businesses seeking support from other Council services such as business rates, regeneration, and planning.



LINKS TO RELATED SITES

Stay up to date with the latest news on **MySefton**:
www.sefton.gov.uk/mysefton-news/latest-news

Have your say on our latest consultations on **Your Sefton Your Say**: <https://yourseftonyoursay.sefton.gov.uk>

Read the latest about **InvestSefton**, Sefton Council's business support and investment service: www.investsefton.com

Get to know Southport, including what's on, where to stay and visitor information on **VisitSouthport**:
www.visitsouthport.com

Read Sefton's Economic Strategy on the **Sefton Council website**: www.sefton.gov.uk/sefton-economic-strategy

