

Sefton's Economic Strategy
Third Performance
Monitoring Report
March 2014



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**Alan Lunt
Director of Built Environment
Sefton MBC**

1st Floor
Magdalen House
Trinity Road
Bootle
L20 3NJ

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1. Introduction

Welcome to the Third Performance Monitoring Report on Sefton's Economic Strategy, approved by Cabinet Member – Regeneration on 12th June 2014.

In common with much of the north of England, the economic recovery is slow and patchy. Business activity is more stable than the south of England and London, and sectors reporting strong national job growth (professional and financial services) are not well-represented in Sefton.

The key issue is that unlike previous recessions, the labour market responded to recession by accepting lower pay and conditions as the price for staying in work. This is reflected in Sefton's weakest indicators (average earnings and GVA per head).

Sefton also has an unusually high degree of dependency on public sector employment (26% compared with 19% for the UK). In the period 2009 to 2012, Sefton was the only district on Merseyside in which the fall in public sector jobs was not compensated by an increase in private sector jobs.

Regular monitoring has allowed us to track these changes and prepare our response. The Council has not stood still, and implementation of Sefton Economic Strategy continues to demonstrate solid progress towards sustainable jobs and prosperity:

- 97 new business start ups and 39 existing businesses supported through StepClever Legacy Fund, creating 240 job opportunities in disadvantaged wards in south Sefton & north Liverpool
- Completion of two Logistics Bootcamps hosted in Bootle to interest young people in a career in distribution industries.
- Completion of the first tranche of the new Sefton Apprentice Scheme, paid for by the Council's Capital Fund, and start of a second tranche.
- International Sefton feeder event for local businesses to access the International Festival for Business 2014, launched at Aintree Conference Centre in April, and the creation of a Sefton Exporters Advisory Network to promote export-led growth to local companies.
- Liverpool City region's REECH programme (managed by Sefton), and the most successful energy efficiency retrofit programme in the North West, wins a national award at Retro Expo 2013; and now asked by government to deliver a additional £4m of activity in 2014.
- Key sites along Dunnings Bridge Road Corridor included in the LEP's Growth Plan, and Investment Strategies under way to identify key projects for Bootle Town Centre & Office Quarter, Crosby Town Centre and (shortly) Southport.

Many other examples of progress, more detailed case studies as well as performance data, is made available in this document to help partners understand the Council's economic objectives. The Fourth Performance Monitoring Report will be available by the end of 2014. My thanks to Tracy Brennan and colleagues for preparing this document.

Alan Lunt

Director of Built Environment, Sefton MBC

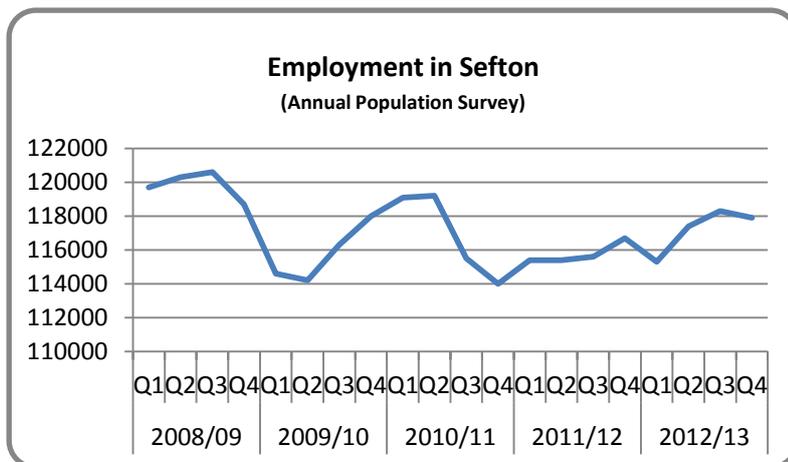
2. Statistical Profile – Latest Indicators

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					
Gross Disposable Household Income	N/A	£15,391	2011	Strong: Sefton remains 108% higher than the LCR	↑	The gap with the UK continues to close and is now £643.	😊
Worklessness Rate	14.4	24,180	Aug 13	Strong: Sefton's rate is 2.6% lower than for the LCR and is continuing to improve.	↑	The gap is slowly closing as Sefton's rate continues to improve	😊
Self Employment Rate	8.1	13,200	Jan – Dec 13	Strong: Sefton is continuing to outperform the LCR	↑	The gap with the UK has narrowed and is now 1.6%	😊
Employment Rate	72.0	117,300	Jan – Dec 13	Strong: Sefton's rate is now over 5% higher than for the LCR	↑	Sefton's rate is now higher than the UK rate.	😊
Working age Population Educated to level 4+	31.3	51,100	2013	Strong: Sefton's performance continues to grow and is now 4.1% higher than for the City Region	↑	The gap between Sefton and the UK has narrowed significantly to 3.7%	😊
JSA Claimant Rate	3.7	6,118	March 14	Strong: Sefton has seen a much greater improvement in its claimant rate.	↑	Sefton's rate continues to improve and the gap is narrowing	😊
NEET Population	5.7	529	March 14	Strong: the rate is 1.4% lower than for the LCR	↑	N/A	N/A
Unemployment Rate	9.4	12,300	Jan – Dec 13	Strong: Sefton's rate has improved this quarter and is now below the LCR rate.	↑	The gap between Sefton and the UK has narrowed	😊
Business Stock/Density per 1,000 population	45	7,570	2012	Strong: Sefton has 45 businesses per 1,000 population compared with 39 for the LCR.	↑	The gap with the UK has narrowed	😊
Business Births	53	895	2012	Similar : Sefton had 53 business starts per 10,000 population, a significant improvement compared to 48 for the LCR	↑	The gap with the UK has narrowed over the last 12 months	😊
Average Earnings (residents)	N/A	£25,546	2013	Similar : Sefton's residents earnings increased in 2013, and are slightly higher than to those for the LCR	↑	The gap continues to widen	😞
JSA Claimant Rate 18-24	7.5	1,645	March 13	Weak : the rate is improving and the gap with the LCR is narrowing	→	The gap is narrowing with the UK	😊
LTU Rate All Ages	31.8	1,945	March 13	Weak: Long term unemployment is improving but remains 1.3% higher than for the LCR	→	Sefton continues to have a rate over 2.5% higher than for the UK, the gap is narrowing.	😊
Working Age Population with no qualifications	10.4	16,800	2013	Weak: Sefton's performance has taken a step backward but still remains lower than the LCR	→	Sefton is no longer outperforming the UK	😞
Average Earnings (workplace)	N/A	£23,368	2013	Weak : Sefton's average workplace earnings grew in 2013 and the gap has closed slightly	→	The gap continues to widen.	😞
LTU Rate 18-24	19.1	315	March 13	Weak: rate is improving and the gap with the LCR is narrowing	→	The rate is almost 2.1% higher than for the UK	😞
GVA per head	N/A	£12,363	2012	Weak: Sefton is 73% of the LCR average, a slight narrowing on the gap.	↓	The gap with the UK has closed slightly but still remains wide	😞
Business Deaths	N/A	910	2012	Similar: Sefton's saw a 18.2% increase in the number of business failures in 2012, twice the increase for the LCR	↓	Sefton performed poorly in comparison to the UK and the gap has widened	😞
Private Sector Emp	74.3	65,600	2012	Weak: Sefton's proportion of public sector employment is 1.5% higher than for the LCR. But the gap has closed slightly in 2012.	↓	Sefton has a much lower proportion of private sector employment. But the gap has closed very slightly in 2012.	😞
Public Sector Emp	25.7	22,700	2012				
Sefton Jobs	N/A	88,200	2012	Weak: Sefton experienced a 3% fall in employment numbers between 2011 and 2012, but the LCR saw less than 0.5% fall.	↓	Sefton suffered much greater job losses than the country as a whole in 2012.	😞

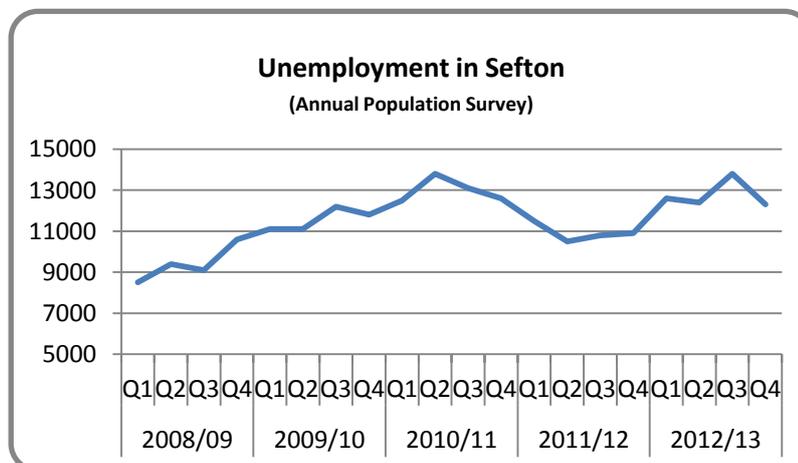
3. Headline Performance

A slow local recovery to global recession

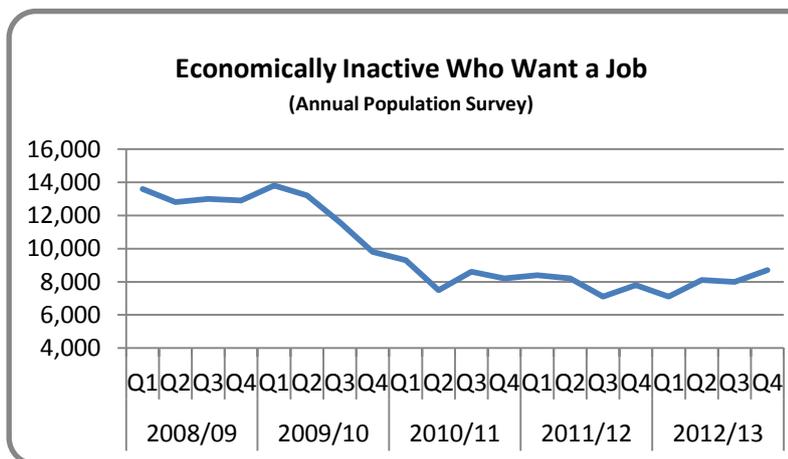
- **Employment** levels in Sefton continue to improve gradually.



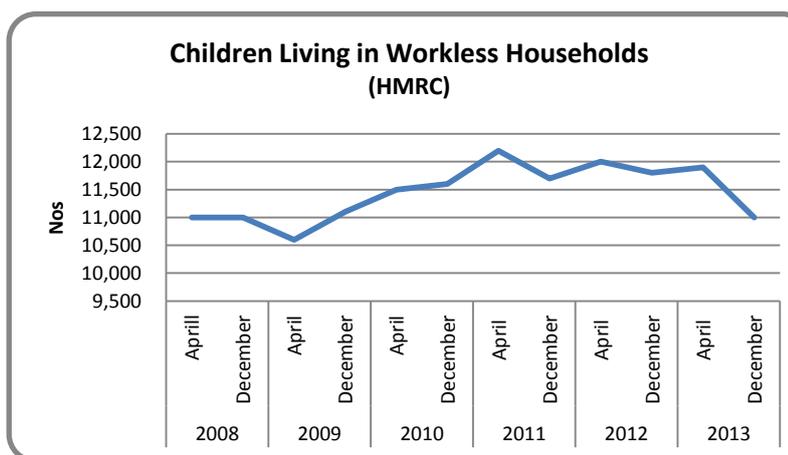
- **Unemployment in Sefton** has started to show signs of recovery with a 1% fall in the last recorded quarter.



- The number of “encouraged workers” (**economically inactive people who want a job**) has started to increase again in the last 2 recorded quarters.



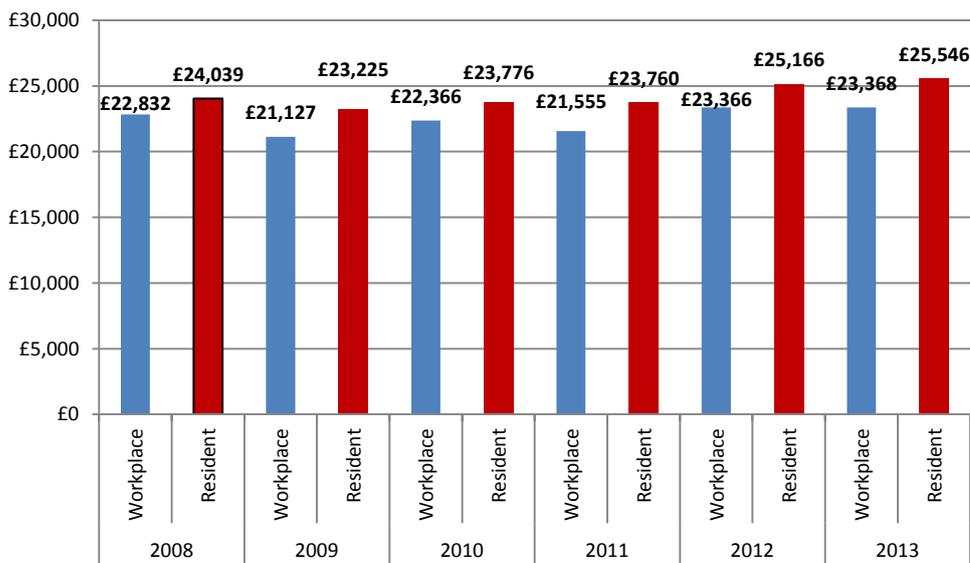
- The number of children living in **workless households** is a proxy measure for child poverty, and showed a significant fall in the last 6 month period to December 2013.



The performance gap with the UK remains significant

- Although Sefton's **Gross Value Added (GVA)** has grown over the past 10 years, there is still a gap between Sefton, the LCR and the UK. After 2 years of improvement, the last year has seen the gap between Sefton and the LCR widened again and Sefton now stands at 73% of the LCR total, a fall of 2 percentage points.
- **Gross Disposable Household Income** in Sefton has continued to grow and is 7% higher than that for the LCR, but still 4% lower than the UK average.

Average Earnings in Sefton
(ASHE)



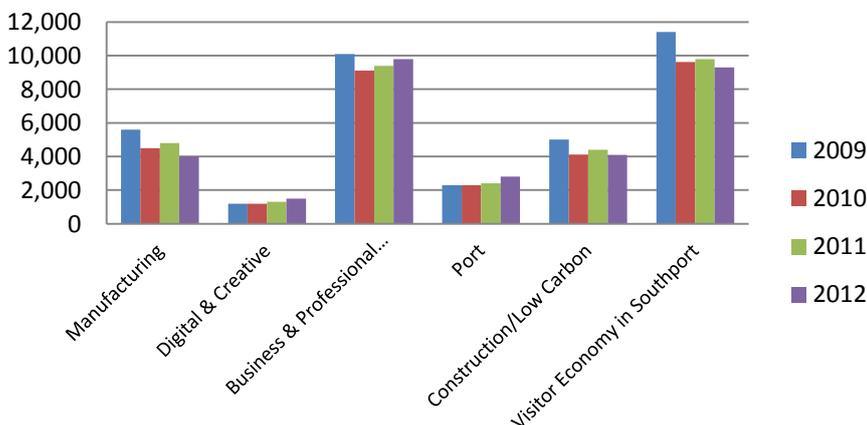
The **average wages** paid by Sefton businesses continued to rise in 2013. Average full time wages paid in Sefton are currently £23,368, however, they are failing to keep up with increases across the country, now 8.7% lower than for Merseyside and 15.6% lower than for the UK.

In comparison, the **wages of residents** are significantly higher; this is due to the fact that Sefton offers an attractive environment for higher-earning residents of the city region. The average wage for Sefton residents is £25,546, slightly higher than that for Merseyside, but now 5.7% lower than for the UK.

- Sefton's **business stock** has fallen by 2.6% since the beginning of the economic downturn. This fall is approximately 0.6% greater than for the City Region, whilst the UK stock is now 2% higher than it was in 2008.
- The number of **business births** is now identical to the performance in 2008, however **business deaths** are up by 23.8% over the same period. These figures are slightly higher than those for the City Region, but significantly higher than for the UK as a whole.

Opportunities in the growth sectors

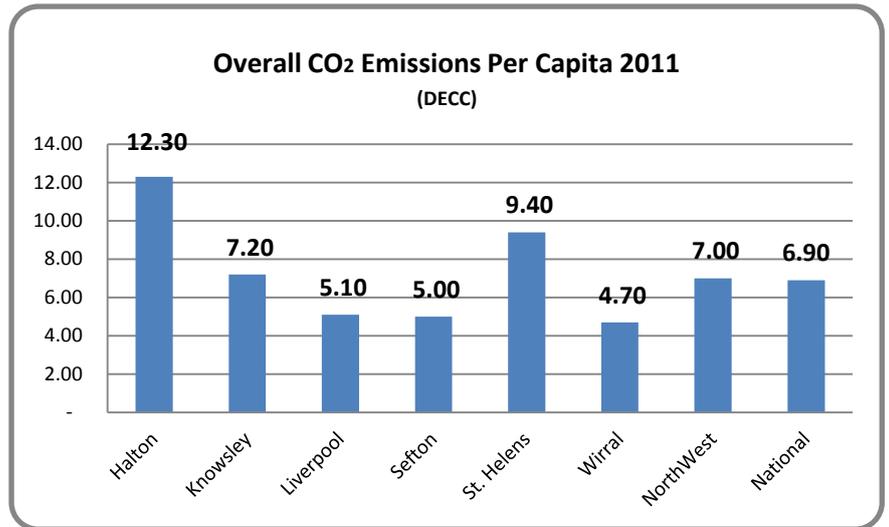
Employment in Sefton's Growth Sectors



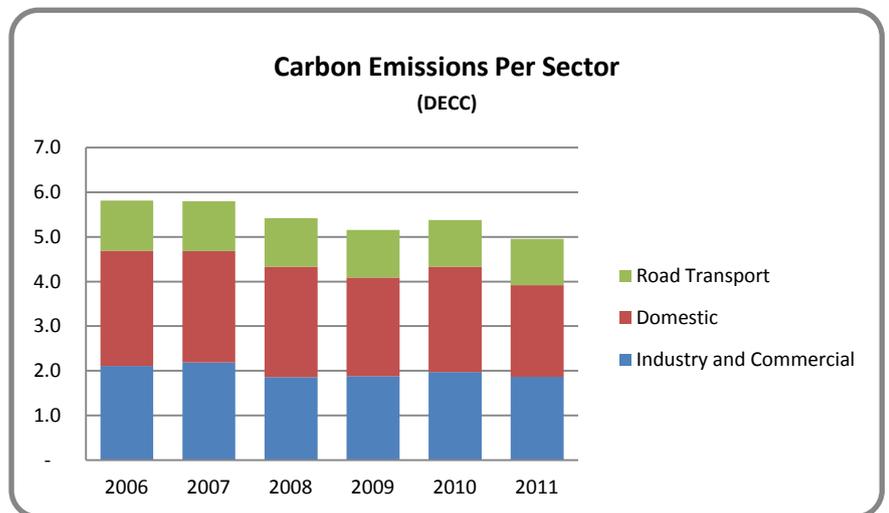
About 31,000 (35%) of Sefton's workforce is employed in the City Region's four **Growth Sectors** (Knowledge Economy, Super Port, Construction/Low Carbon and the Visitor Economy) or in supporting sectors manufacturing and construction. The table shows Sefton's performance in these sectors over the past 4 years. In 2012 there was an increase in employment in Port and Port Related Sectors and Business and Professional Services. The Visitor Economy and Construction Sectors are continuing to struggle in the current climate.

Greener growth

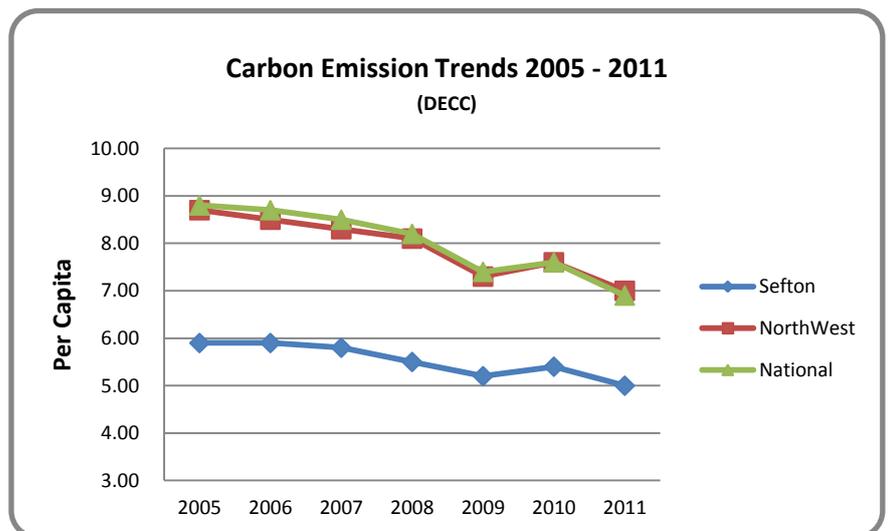
- Sefton's CO₂ emissions continue to fall. The borough's emissions are the 2nd lowest in the LCR and lower than both the North West and Nationally.



- The slight increase in 2010 has now been reversed and there were reductions in emissions across all sectors.



- Sefton continues to perform strongly against both the North West and National achievements in carbon reduction. This graph also shows the impact of the recession on economic activity and therefore on emissions.

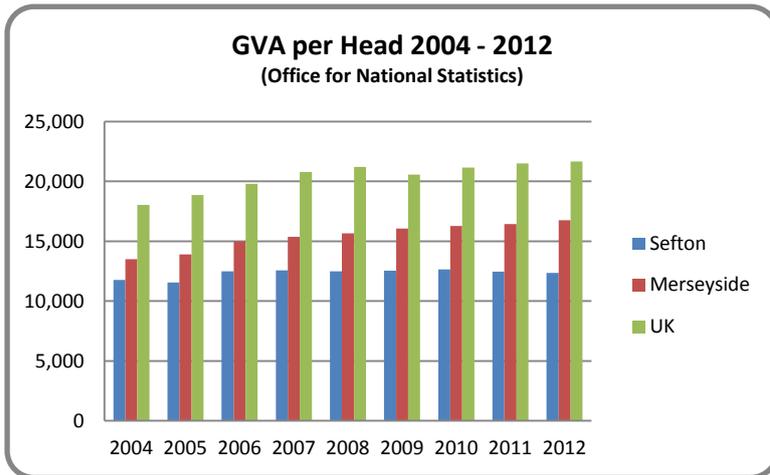


4. Trends in Sefton's Economy

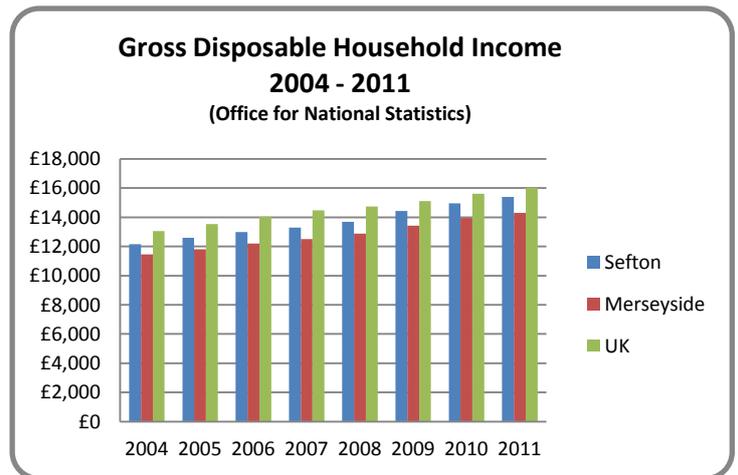
Sefton's **GVA** (the difference between the cost of producing goods and selling them) is currently £12,363, significantly lower than for Merseyside and the UK. Sefton's businesses are predominantly in the Service Sector, which means that we are not a high productivity area and therefore GVA remains lower.

The **Gross Disposable Household Income** (the amount of money left after payment of tax, NI, pension and mortgage costs) has risen again to £15,391. Rising living costs will, however, use up much of the GDHI in the area. The Sefton figure is 7% higher than that for Merseyside, but remains lower than for the UK.

Graph 1



Graph 2

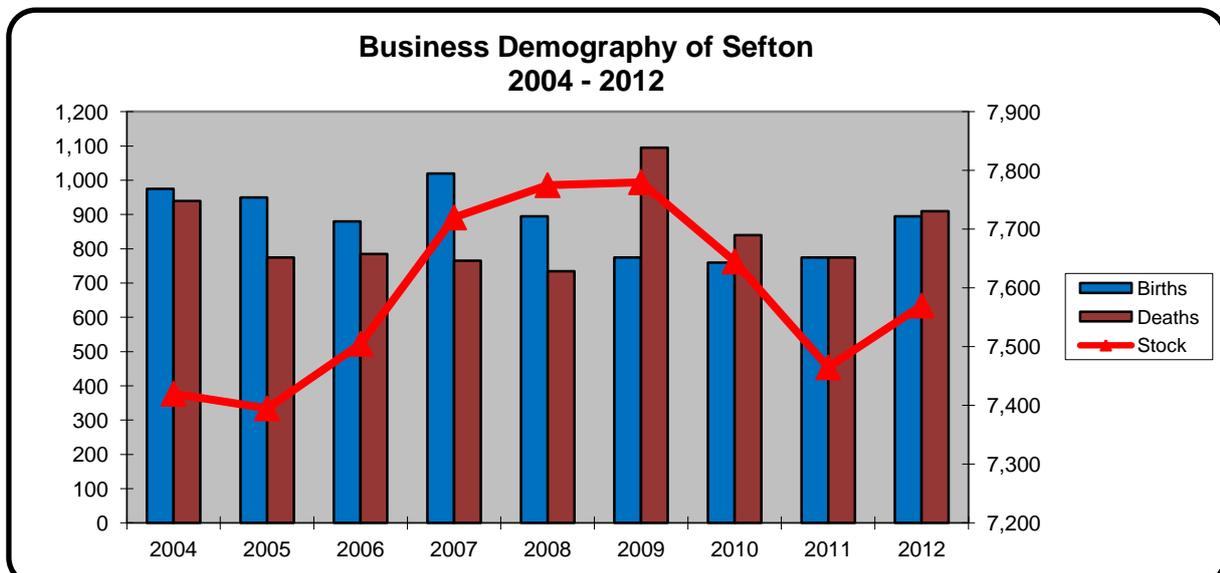


In 2012, Sefton's **business stock** was just under 7,600, a rise on the previous year. Since 2008 Sefton has seen its business stock fall by 2.6%, compared with an increase of 0.6% for the LCR. The UK as a whole has seen a continued increase in its business stock in 2012, and is now 2% higher than it was in 2008.

There were just under 900 **new businesses** created in Sefton, however, approximately 910 **businesses failed** during the same period. There was an 18.2% rise in the number of businesses closing in Sefton in 2012, this compares with a 7.2% rise for the LCR and an 11.0% rise for the UK.

In 2012, Sefton had 53 **new businesses start ups per 10,000 working age population**, a significant rise on the previous year. This compares with 48 for the City Region whilst the gap with the UK has also narrowed during this period.

Graph 3



Employment in Sefton

In 2012 there were 88,200 people employed at a workplace in Sefton.

The **health sector** currently has the largest proportion of jobs in Sefton at 18.6% (16,000), despite suffering an overall loss of around 500 jobs. Over 45% (7,500) of health sector employment is based in the north of the borough.

The **retail sector** accounts for 14.1% (12,400) of jobs in Sefton, again the largest proportion of jobs is in the north of the borough.

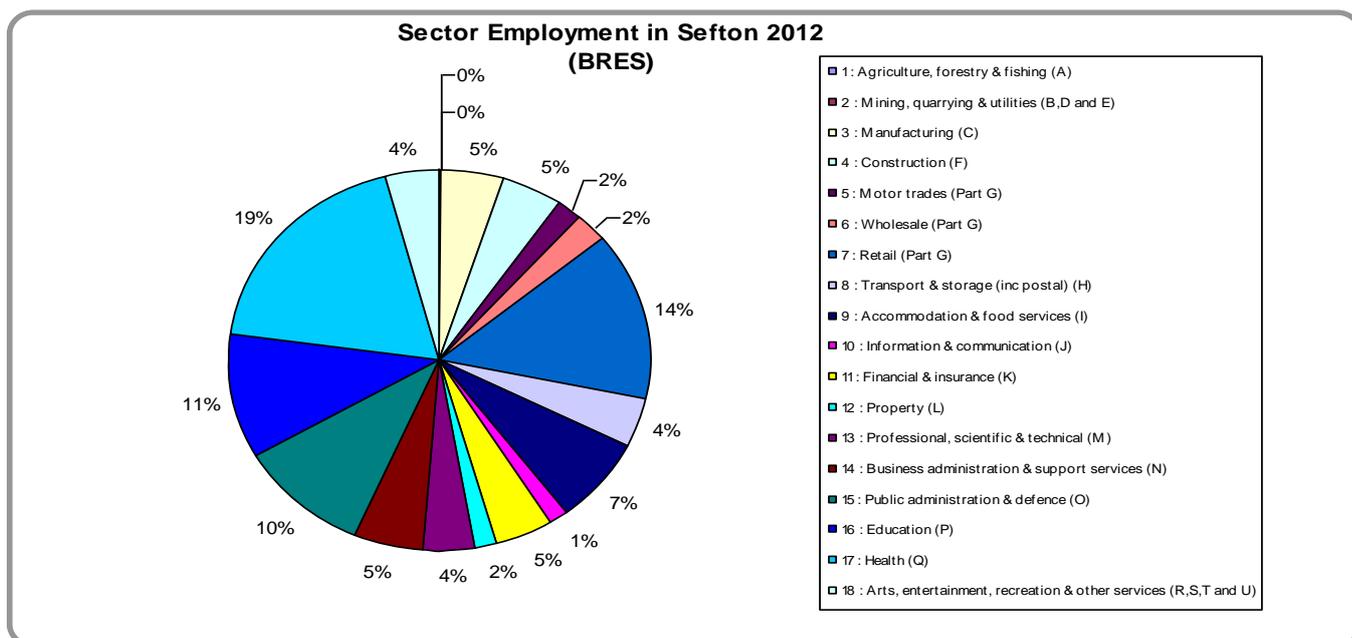
Employment in **public administration** accounts for 10.2% (9,000) of the employment in Sefton, 83% (7,500) of all public administration jobs in Sefton are in the south of the borough, where it accounts for 20.4% of the south Sefton total employment, a significant fall on previous years, when it represented over 35% of all jobs in the area.

The largest number of **job losses** in 2012, was in public administration, a fall of nearly 2,000.

The next highest number of job losses in Sefton in 2012 was in manufacturing, with an overall loss of approximately 800 jobs.

Construction, Finance, Accommodation & Food and Health have also seen significant losses.

Graph 4



Public sector employment is continuing to fall, in the last year we have seen a 3.3% reduction in the number of public sector jobs (source: BRES). The contraction of jobs has been mainly in public administration (rather than education and the NHS).

Despite the cut in jobs over the last two years, Sefton continues to have a much higher level of **public sector, health and education employment** than the UK as a whole. In 2011, Sefton 25.7% of jobs are in the public sector, compared with 24.3% in the LCR and 19.4% the UK. Between 2011 and 2012 the total number of jobs in Sefton has fallen by almost 3%, from 90,900 to 88,200.

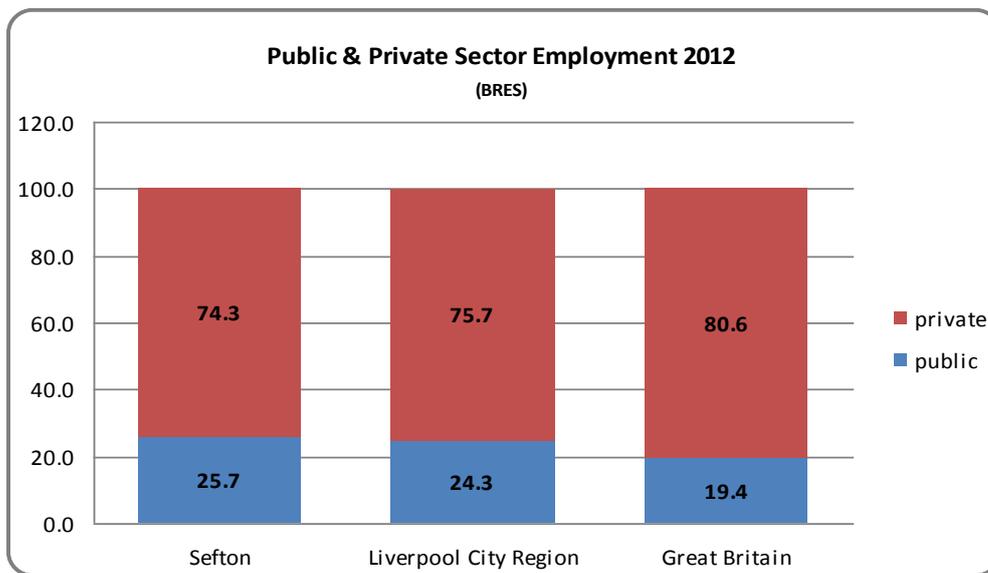
Central Government predicted that private sector job creation would off-set job losses in the public sector, however to date this has not occurred in Sefton.

Area	% Change 2011-12	
	Public Sector	Private Sector
Sefton	-14.0	1.5
LCR	-5.9	2.6
North West	-5.1	1.7
UK	-4.5	1.9

% Change 2009 - 2012	
Public Sector	Private Sector
-20.4	-2.0
-8.1	2.5
-4.9	1.3
-5.1	0.8

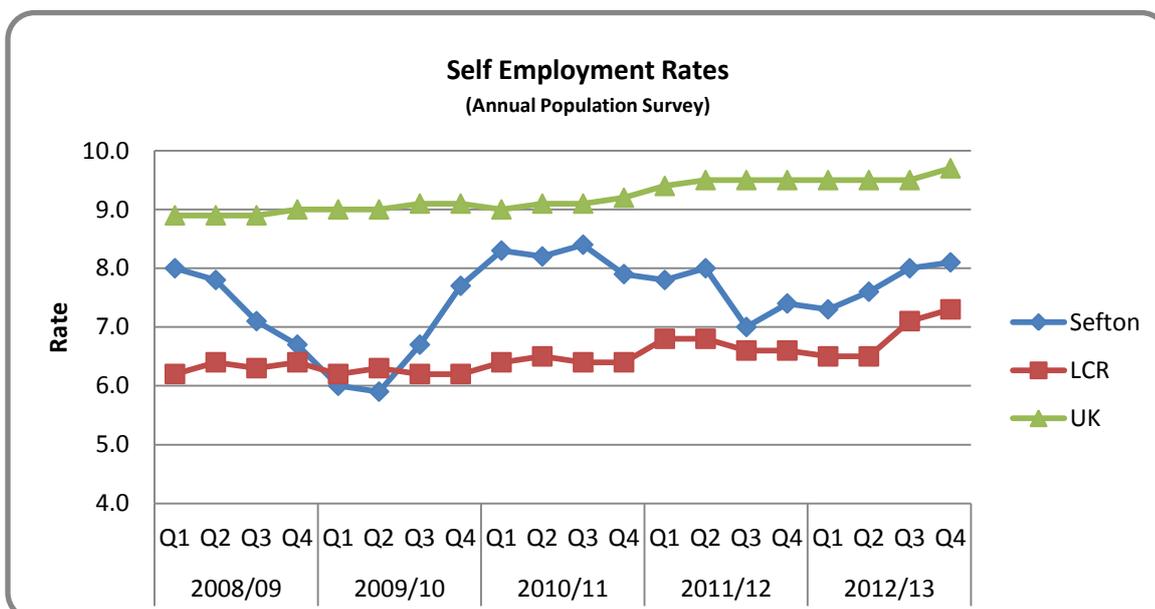
Although the percentage split between the private and public sector is changing in Sefton, the number of jobs is also falling. Despite current rationalisation of public sector accommodation by Government Departments seeing public sector staff being relocated to Bootle's Office Quarter, the number of public administration jobs in Sefton has still reduced.

Graph 5



Self employment in Sefton continues to grow.. It is now 8.1%, almost 1% higher than the rate for the LCR. However, the rate still remains lower than that for the UK as a whole, but the gap is closing.

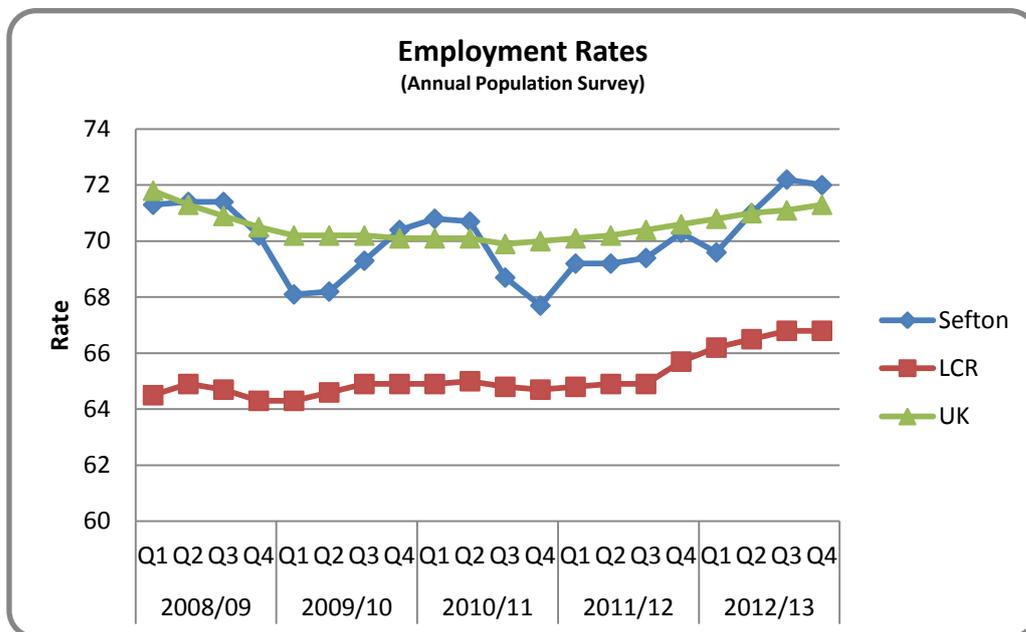
Graph 6



Confidence Levels :1.8%

Sefton's overall **employment rate**, continues to move in a positive direction and now stands at 72.0%, slightly higher than UK rate, and 5.0% higher than the rate for the LCR.

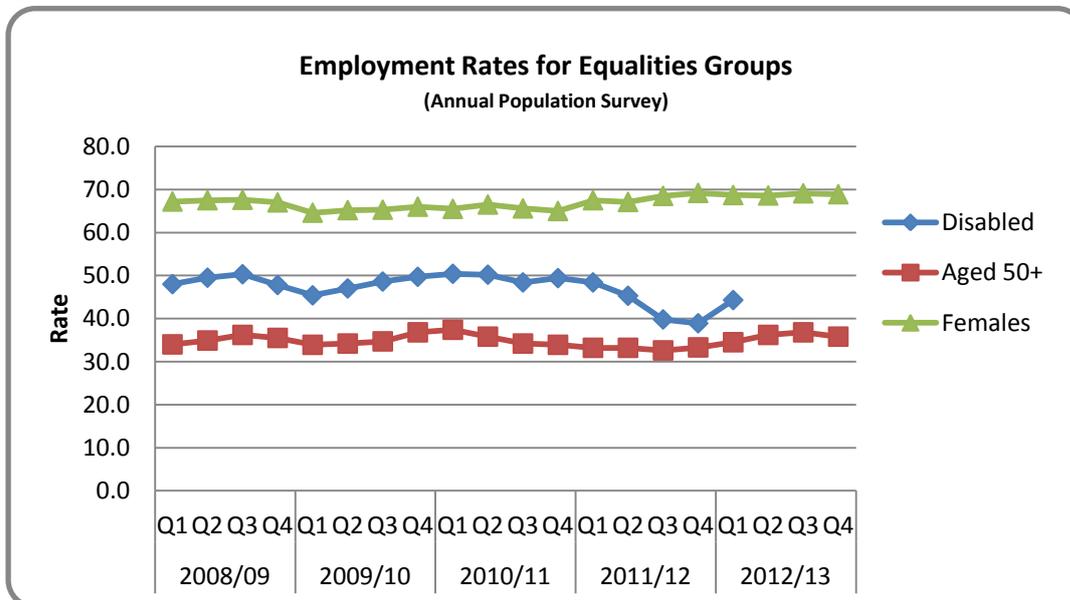
Graph 7



Confidence Levels : 2.8 - 3%

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

Graph 8



Female employment rates in Sefton remain high and are currently standing at 68.9%. 4.7% higher than for the LCR and 2.6% higher than the UK.

Employment amongst those residents who have a **disability**, was showing signs of recovery, with the last recorded rate being 44.3%. This is an improvement of more than 4% since the last recorded quarter. However, it should be noted that confidence levels for these figures are plus or minus 6.9 percentage points (see Glossary for further explanation). Due to a change in the wording of disability questions in the Annual

Population Survey it has been necessary for Nomis to remove this indicator. New data will now only be released annually, in the April – March dataset.

Employment rates for **older residents** (aged 50+) were starting to show some improvement, rising from 33.3% at the end of 2011/12 to 36.2% in the second quarter of 2012/13, however in the last quarter the rate has fallen to 35.8%.

This group should also include information on **ethnic minority groups**, however due to low numbers the estimate and confidence levels are unreliable.

The new Census of Population 2011, provides us with a more accurate picture of the ethnic population within Sefton. Sefton has a relatively low ethnic population and therefore, often statistical information is unreliable. According to the 2011 Census the **ethnic population** is now 2.5%, a 1 point rise on the Census 2001 figure.

Unemployment in Sefton

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

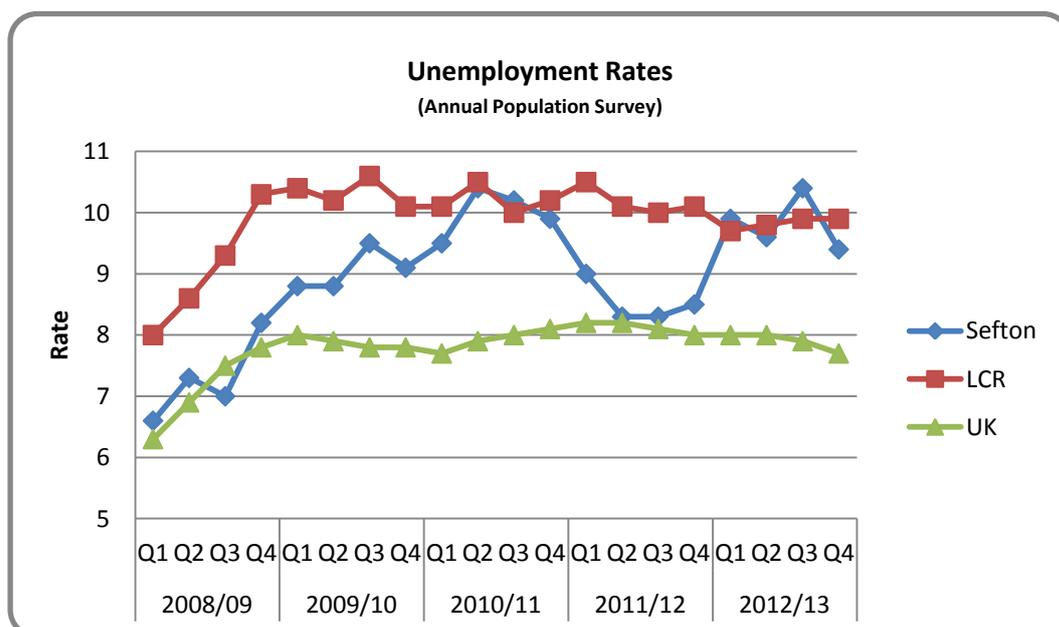
Unemployment is measured by a national sample survey – the Annual Population Survey – and is the most comprehensive dataset for understanding the number of residents who are without a job, regardless of whether they are receiving benefits (the definition used by the International Labour Organisation).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

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

Claimant Count provides information just on the number of residents who are seeking work i.e. in receipt of Job Seekers Allowance (Department of Work and Pensions). Data is released monthly, one month in arrears. This dataset allows us to see more immediate changes in unemployment.

Overall **unemployment** has been a continuing problem in Sefton however, in the latest recorded quarter the rate fell to 9.4%. The rate is now 0.5% lower than that for the LCR and the gap with the UK has closed to 1.7%.

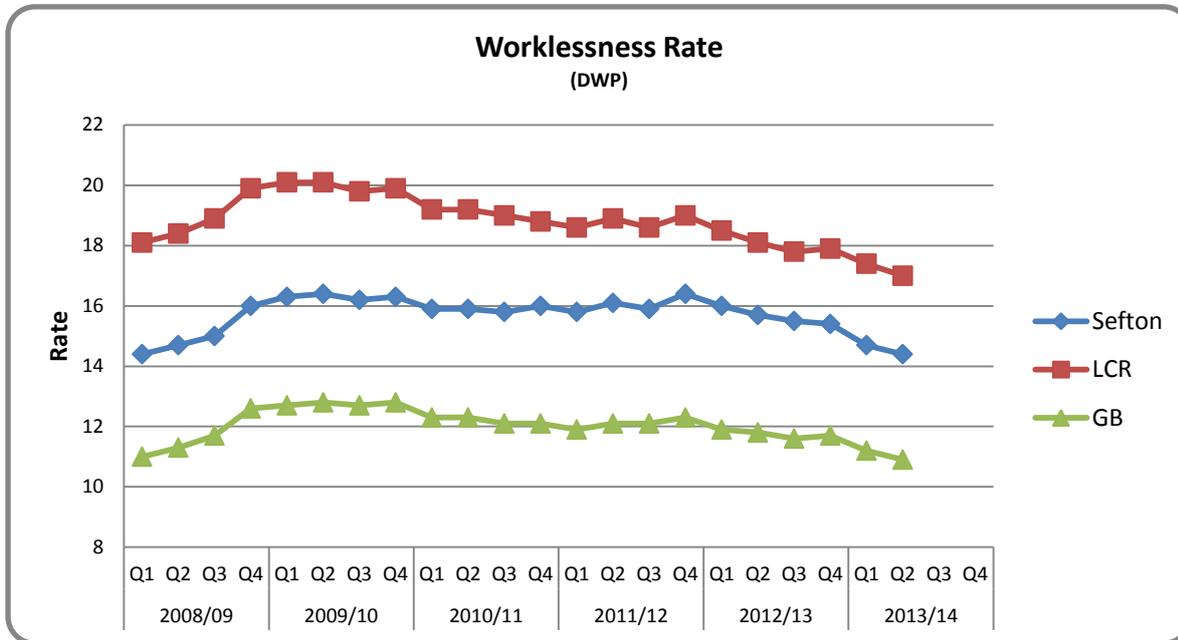
Graph 9



Confidence Levels : 2 – 2.3%

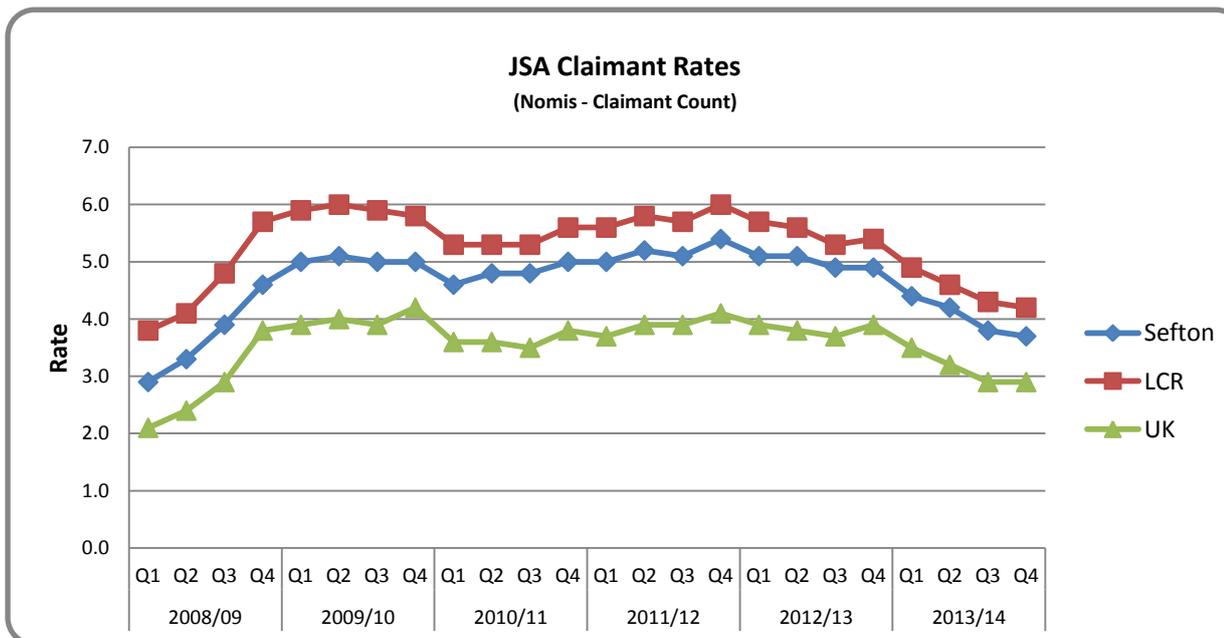
Worklessness rates in Sefton have continued to fall into 2013/14. Rates reached a peak of 16.4% in mid 2009/10 and currently stand at 14.4%. Sefton's rate is 2.6% below the rate for the LCR, but the gap between Sefton and Great Britain remains unchanged at 3.5%.

Graph 10



The **JSA claimant rate** in Sefton continues its improvement and remains lower than the rate for the LCR, however it remains higher than the national figures. The rate in Sefton is currently 3.7%, half a percent lower than for the City Region, and just 0.6% higher than for the UK as a whole.

Graph 11



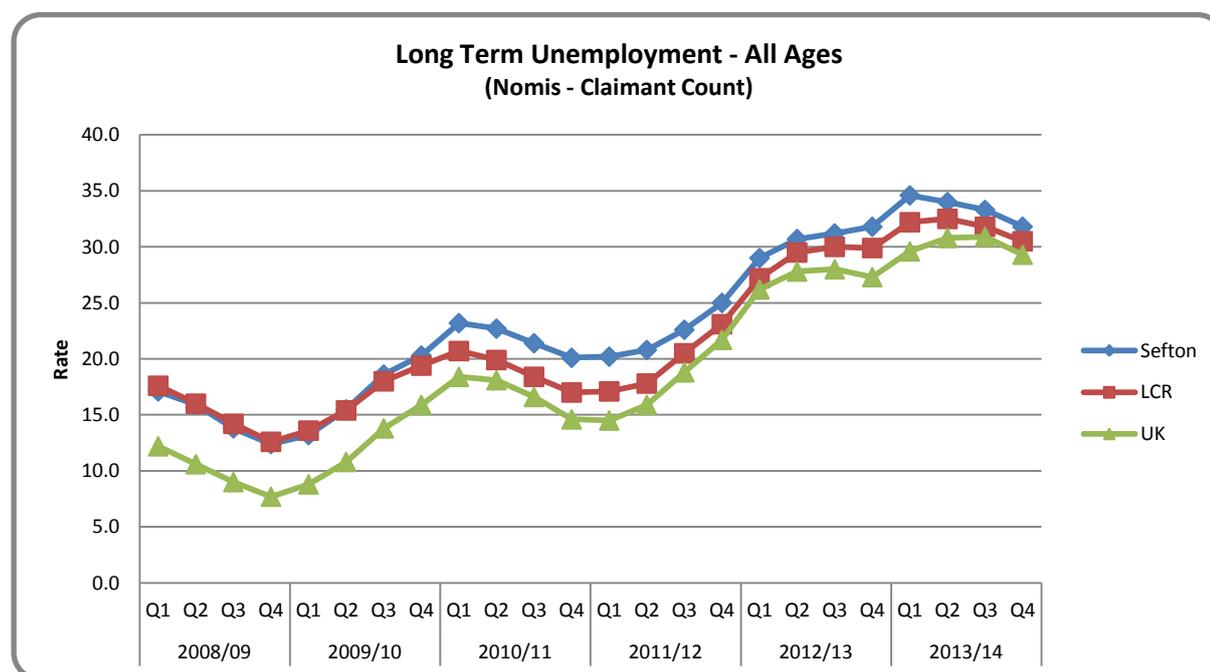
A comparison (below) of the three measures of the non-working population show a striking divergence between the measures, particularly the JSA claimant count and the official survey-based (ILO) measure of unemployment. For Sefton, the gap in August 2013 is 6,534, and for the city region as a whole it reaches 21,875. The JSA count is therefore increasingly unreliable as a measure of the working age population not in work.

Claimant Count Unemployment, ILO Unemployment and Worklessness Comparison Table

Area	Claimant Count August 2013	ILO Unemployment August 2013	Worklessness August 2013
Halton	3,663	6,300	12,760
Knowsley	5,066	7,100	19,280
Liverpool	18,541	23,600	61,330
Sefton	7,266	13,800	24,180
St Helens	4,788	6,300	17,530
Wirral	7,311	11,500	30,210
LCR	46,625	68,500	165,290
GB	1,326,395	2,396,600	4,336,860

New claimants tend to have more success accessing employment, rather than those employed for 12 months or more. **Long term unemployment** has been a particular problem in Sefton particularly amongst the younger cohort, but is now starting to improve. Sefton's overall long term unemployment is currently 31.8%, 1.3 points higher than the City Region (30.5%) and over 2.5 points higher than the UK (29.3%).

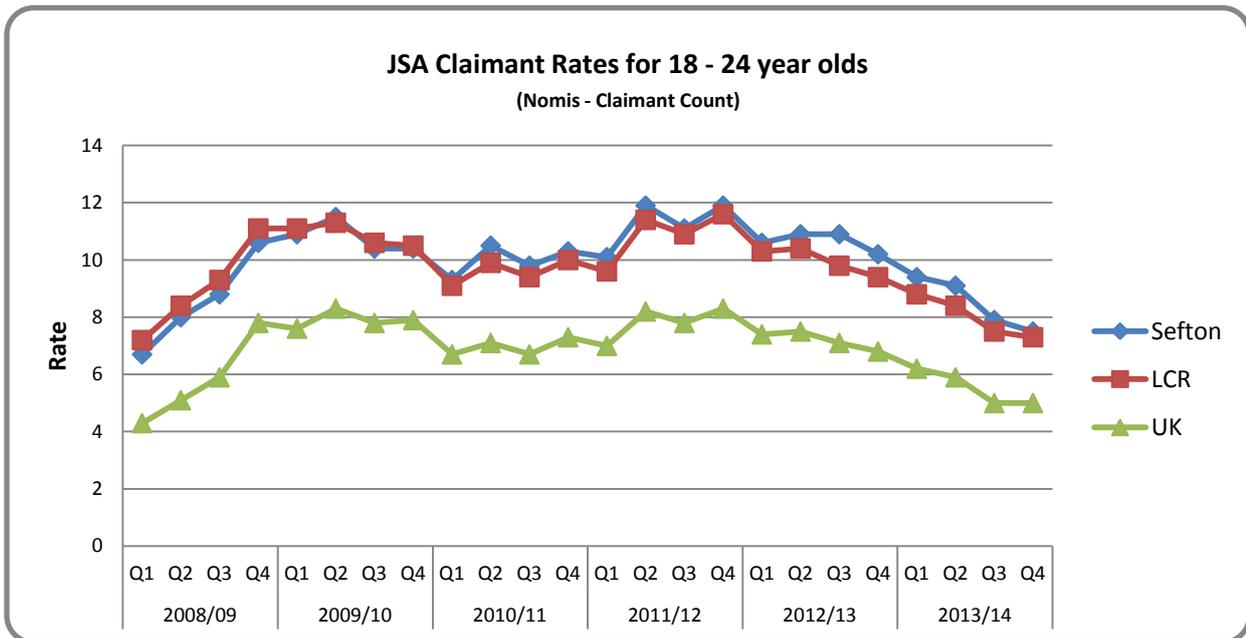
Graph 12



The **youth claimant rate**, at 7.5%, is now just 0.2% higher than that for the LCR, but 2.5% higher than the rate for the UK.

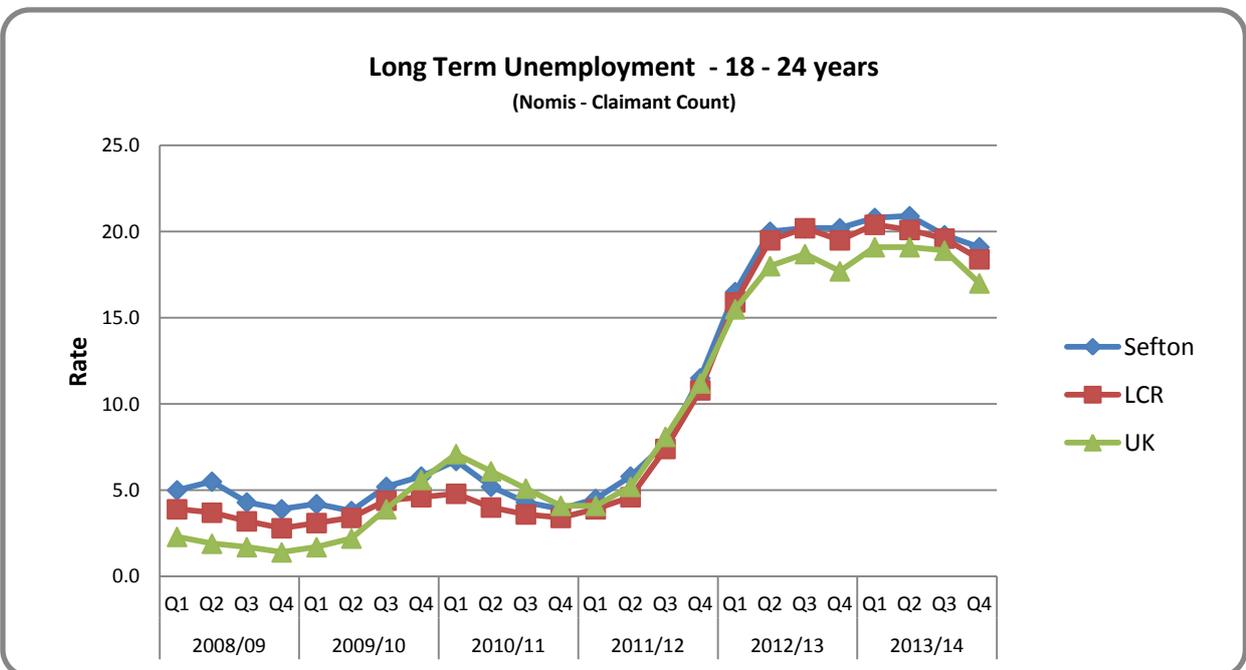
The number of **young claimants** has shown distinct signs of improvement over the last 12 months, but continues to be a great concern in the borough.

Graph 13



Long term (1 year +) youth unemployment quadrupled in 2011/12, but has started to improve across Sefton, where 19.1% of young claimants have been claiming JSA for more than 12 months. This is 0.7% higher than the LCR and is 2.1% higher than the rate for the country as a whole.

Graph 14

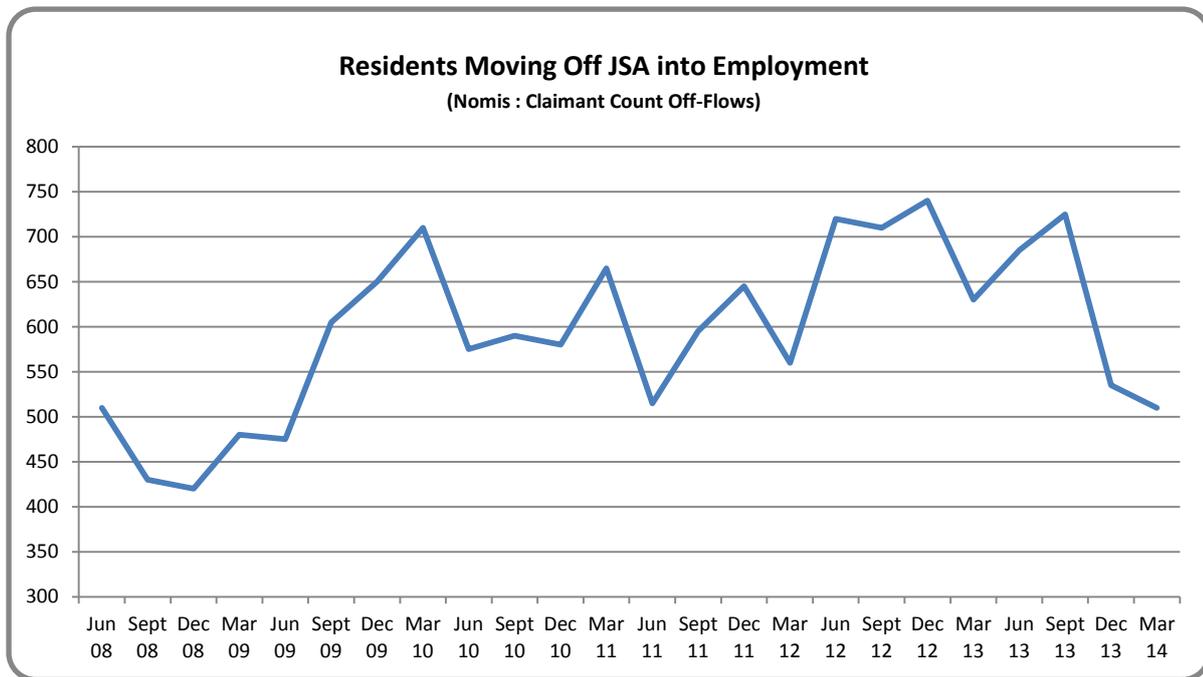


The DWP provides us with information on the number of former claimants who **move off benefits and into employment** each month.

The percentage of off-flows with a "not known" or "failed to sign" destination has increased since the start of the series (representing 48% of total Sefton off-flows in March 2014). 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.

The number of residents, known to have moved into employment continues to fluctuate in Sefton. The borough is following a similar pattern to that for the LCR and UK.

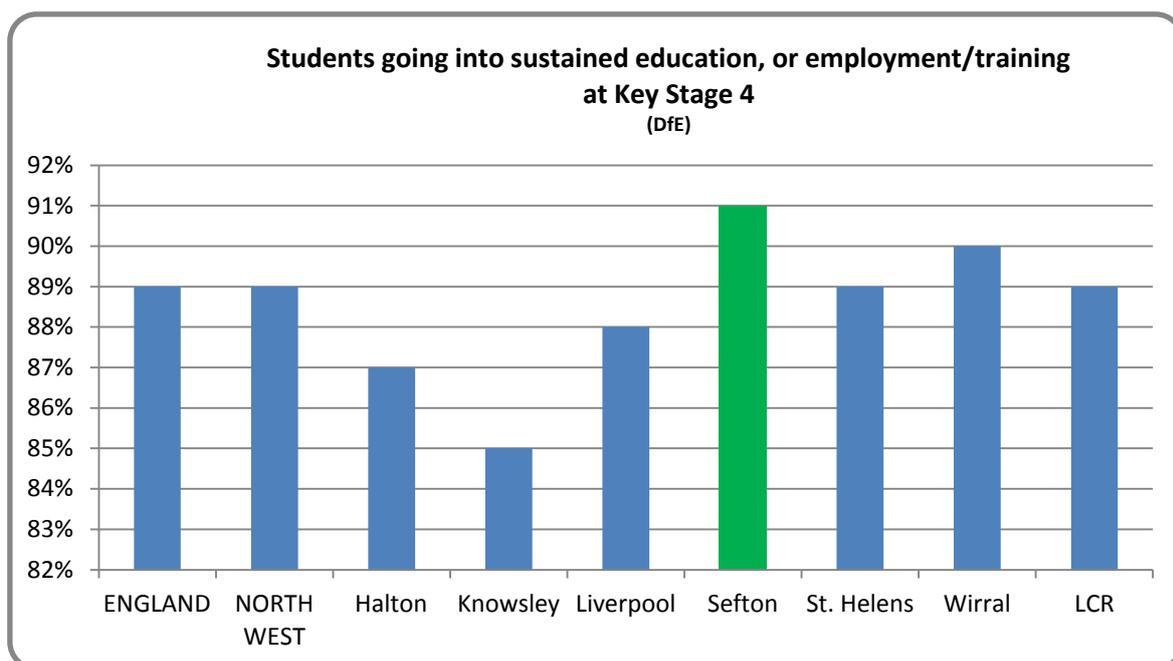
Graph 15



The Department of Education has recently released figures for the **Destination of School Leavers** at Key Stage 4 and Key Stage 5, for 2010/11. Sustained participation is based on attendance at two terms, October – March.

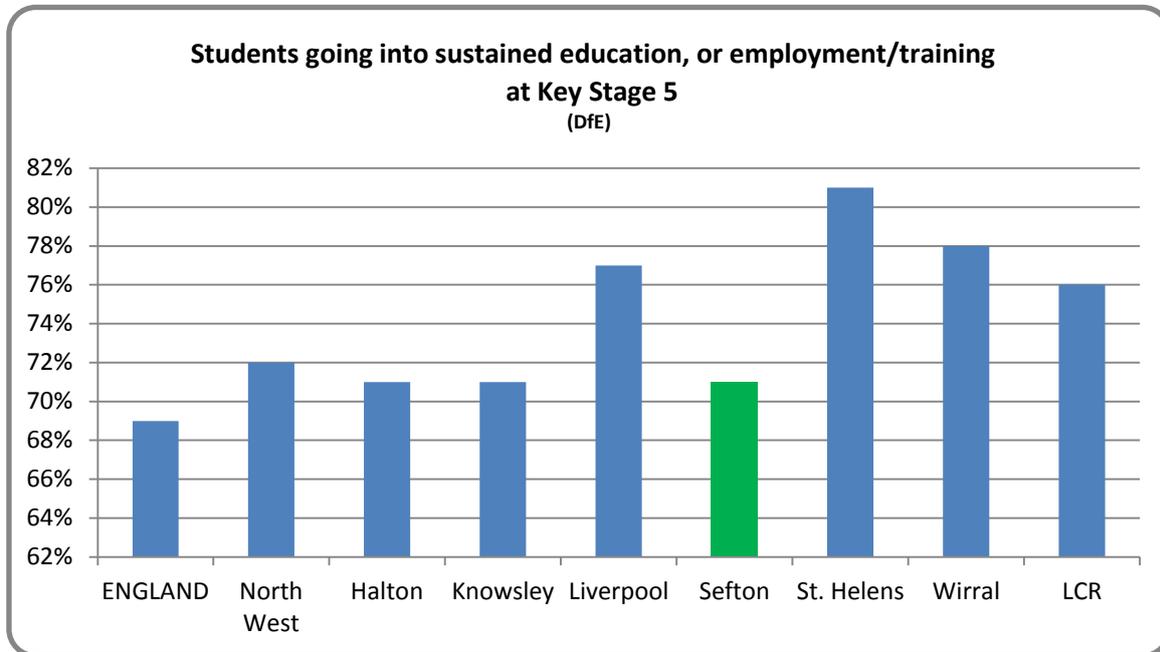
Sefton performs strongly at the end of Key Stage 4 with 91% of students moving into sustained education or employment and training. 89% remain within the education system. Sefton is the highest performing borough in the City Region and also outperforms both the North West and England.

Graph 16



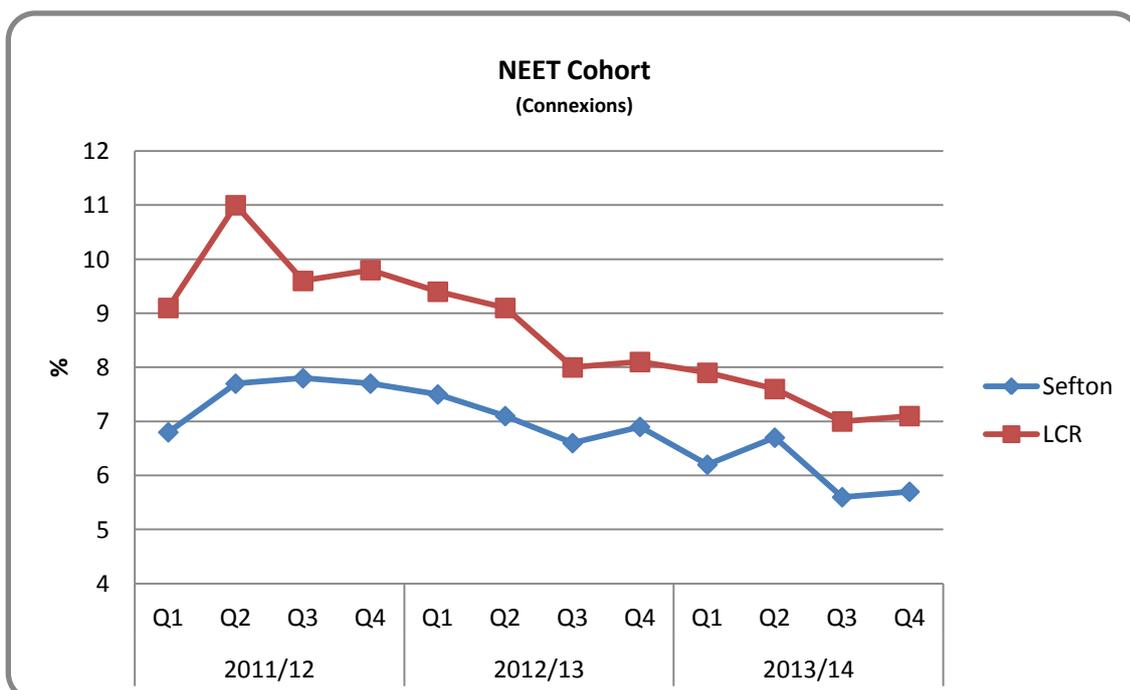
At the end of Key Stage 5, 71% of young people continue with their education or move into employment/training. 63% remain within the education system. Sefton still performs well against England as a whole, but less well against other local authority areas. 51% of Sefton young people move onto to UK Higher Educational Institutes.

Graph 17



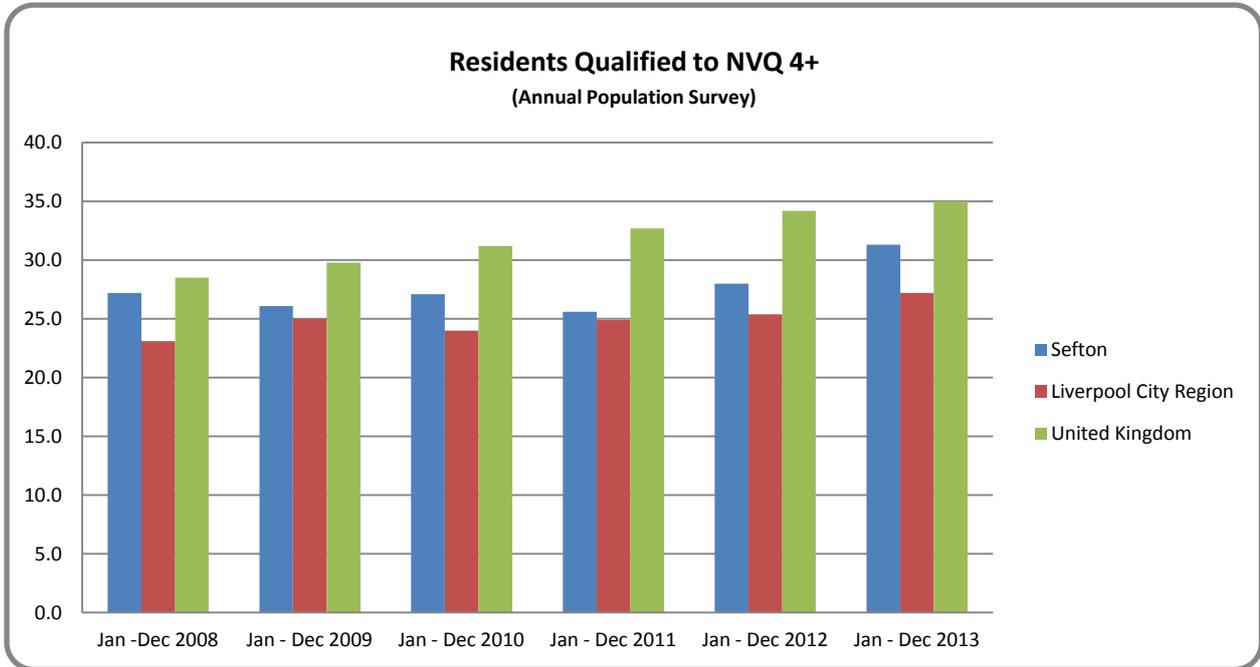
The **NEET (Not in Education, Employment or Training)** figure for Sefton continues to have small peaks and troughs, and currently stands at 5.7%.. This compares with 7.1% for the City Region. National data is not available.

Graph 18



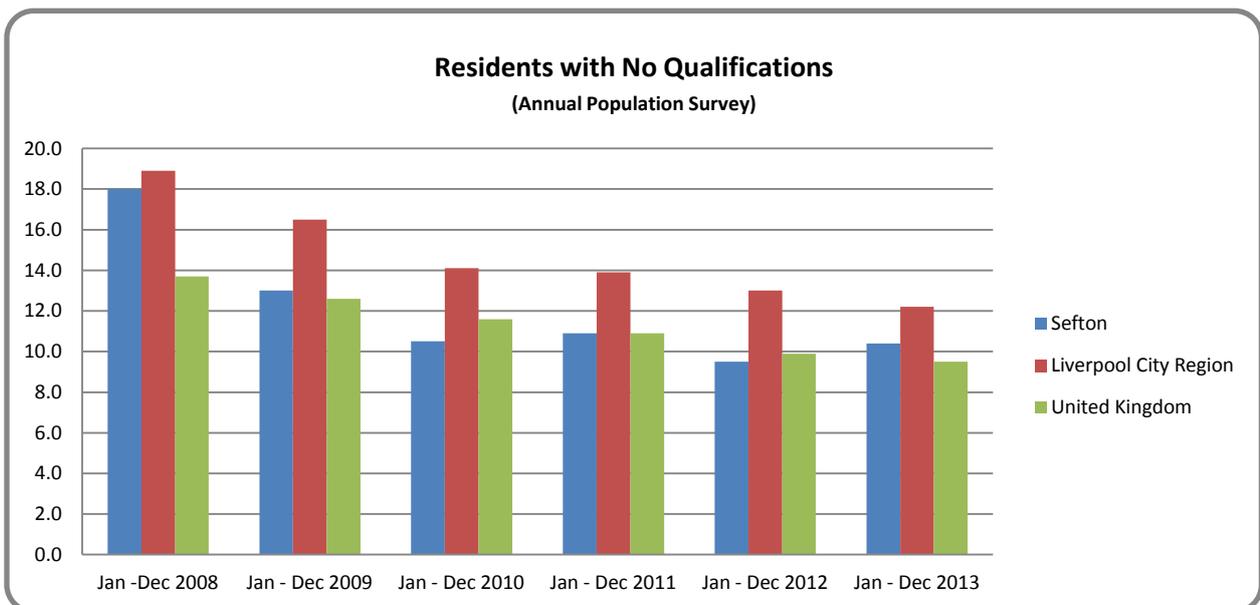
In 2013, 31.3% of Sefton’s working age population were **qualified** to NVQ Level 4+. This is a further 3.3% improvement since 2011, with the rate 4.1% higher than that for the Liverpool City Region. The gap with the UK continues to improve and is now 3.7%.

Graph 19



The % of Sefton’s working age population with **no qualifications** rose in 2013 and now stands at 10.4%. However, the rate remains almost 2% lower than the City Region but is now almost 1% higher than the UK

Graph 20



5. Strategy Monitoring Report

Objective 1 More new starts to replenish the business population

Headline Achievements:

- 97 new business start-ups created through InvestSefton's Stepclever Legacy Fund
- InvestSefton launches new business pilot for Linacre Bridge area
- InvestSefton to establish a networking group to support businesses who have been trading for less than 3 years

InvestSefton is involved in the development of a Liverpool City Region (LCR) **Enterprise Strategy** in partnership with the Local Enterprise Partnership, Local Authorities, Chambers of Commerce and Private Sector. This will help inform the new European Structural Investment Fund Programme for the LCR including proposals for business start up support and enterprise.

Sefton has traditionally performed well at a city region level in terms of creating new business start ups, driven local enterprise support programmes over the past five years including Stepclever and the Working Neighbourhoods Fund.

The latest business births data shows Sefton creating 53 new start ups per 10,000 of the population compared with 48 for the rest of the LCR. The Gap with the UK has narrowed. The same applies to Sefton's self employment rate which at 8.1% continues to outperform the LCR and has also narrowed the gap with the UK. The creation and development of sustainable new businesses remains a key priority for the council and its key stakeholders.

InvestSefton has managed the **Stepclever Legacy Fund** since April 2012 for supporting new and existing business growth in north Liverpool and south Sefton with grants ranging from £750 to £25,000. The fund is currently winding down for completion on 30 June 2014 with a final round of awards. Results for the programme have been impressive:

- 97 new business start up's have been supported
- 39 existing business have received grant awards

A Bootle healthcare manufacturing company continues to grow and prosper at a rate that would be impressive before the current economic recession. 65% of current turn over comes from exporting and orders continue to rise from both existing and clients taken from competitors. The company is keen to pursue additional contracts, which they are capable of winning on both cost and quality grounds. To achieve this additional growth Stepclever Legacy providing funding for the investment in capital for the acquisition of new ultra-sonic welding and cutting equipment that will allow for a doubling of output. The factory has the necessary space to accommodate this increase in production volume.

In terms of providing a further legacy for the programme InvestSefton is currently developing a networking group aimed at businesses that have been trading for less than three years. InvestSefton already have in place strong working relationships with local businesses who are willing to volunteer to become informal mentors within the networking group. It is hoped that members will benefit from sharing their experiences of running a business.

More recently the council has invested £25k in a new business support fund pilot project for the **Linacre Bridge** Area Business Improvement Model area.

InvestSefton will manage this fund; tiered levels of funding support will be accessed through the existing Invest Sefton team. The table below shows the proposed level of funding:

Grant type	Amount £	Intervention Rate	Eligibility
Business Start Up - Tier 1	Min £100 up to max £3,000	100%	Individuals seeking to start their own business or businesses who have been trading up to 12 months and seeking to grow and create jobs.
Business Expansion – Tier 2	Min £100 up to max £4,000	45%	Existing businesses that have been continuously trading for 12 months or over and are located or seeking to locate in the qualifying area and looking to create new jobs and demonstrate a plan for growth in turnover and profit.

The UK Government has looked to a range of private sector led initiatives to help stimulate business growth including **New Entrepreneurs Allowance** (managed locally by St Helens Chamber of Commerce and Blue Orchid), Government loan schemes and business mentoring programmes. St Helen's Chamber has a weekly session for local residents in Sefton@Work's Bootle office and at Canal Street Business Centre. Latest figures show that on average between 60-70 new business starts per year.

InvestSefton has established a referral process for Sefton residents seeking to set up their own business or become self employed with the **Big Enterprise in the Communities** programme – a consortia of providers funded by ERDF £3m ERDF matched against a further £3m, and led by Social Enterprise NW. Consortia partners including South Sefton Development Trust and The Women's Organisation. The aim is to stimulate enterprise in disadvantaged communities and underrepresented groups in the Liverpool City Region. SENW leads a consortium of partners delivering start up advice support and guidance to individuals and social enterprises through a staged programme of delivery:

- Stage One - (Pre) Pre-start up awareness raising workshops (community engagement)
- Stage Two - Pre-start up group based workshop support and action planning
- Stage Three - Business creation start up assistance, including business planning
- Stage Four - Social Enterprise Intermediate business development support
- Stage Five - Social Enterprise Intensive Support - Growth, Income & Diversification

The table below shows progress in Sefton (up to 31 March 2014) for individuals seeking to start their own business through the programme:

Stage One	653
Stage Two	528
Stage Three	524
Stage Four	10
Stage Five	22
Total	1,737

More advanced new businesses (these that have reached 12 to 18 months of trading) are also able to access support from Invest Sefton events and workshops. The InvestSefton website is also being enhanced to provide a range of 'self help' links including a summary document which can be downloaded to provide contact details of help and support available from partners.

Objective 2 Grow existing businesses and stimulate the economy

Headline Achievements

- New loan fund for Sefton businesses launched by Council & Funding Circle
- £195k Business Growth Grants offered to 3 Sefton businesses
- 379 business delegates from 284 Sefton businesses attended 16 Invest Sefton business support events & workshops in the past 6 months
- Over 627 businesses engaged through Invest Sefton activities.

InvestSefton remains at the heart of business growth support and, together with Sefton@work, has secured £1.2m ERDF as part of the **Merseyside Business Support Programme (MBSP)**. This will help deliver support to up to 400 Sefton businesses. Businesses can receive up to 12 hours of free support covering a wide range issues.

A team of highly experienced nationally accredited business support specialists provide dedicated support to Sefton businesses. Between October 2013 and March 2014 the team engaged with over 627 businesses offering a mix of support including:

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

Business Sector engagement – (October 2013 to March 2014)

A major strand of InvestSefton's delivery plan is a focus on key businesses sectors. The table below provides a snapshot of activity:

Business Sector	No. of businesses engaged
Knowledge Economy including manufacturing, creative, ICT, financial & professional services, automotives	120
SuperPort including warehousing, distribution, maritime & logistics/transport	19
Low Carbon including recycling, environmental services, renewables	16
Visitor Economy including hotels, leisure, sport, entertainment	49
Construction	37
Retail	60
Other including healthcare, business services, education, charities, third sector, cleaning	73
Total	374

Source: Tractivity

It should be noted that large numbers of businesses (Retail/hotels/other) fall outside of ERDF criteria for support and this limits the amount of assistance both InvestSefton and Sefton@Work can provide under MBSP. However there is a pattern emerging showing specific growth opportunities in Knowledge Economy activities, particularly manufacturing and financial services. Sefton's construction sector is also well represented through **Build Sefton** activities.

InvestSefton's 'one to many' approach includes an extensive events/workshop programme which can accommodate from 15-50 businesses up to the more formal setting of **Sefton Economic Forum** (now in its 19th year), which regularly attracts 200 businesses. The 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.

16 workshops/forums took place between October 2013 and March 2014 attracting 379 business delegates from 284 Sefton businesses. 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 have included Social Media for beginners, Marketing, How to tender with Sefton council, credit management and business planning. Sefton @work have also facilitated HR and Skills for Growth bank events which attracted 26 Sefton businesses.

The model ensures that all businesses have access to information and support, with a 'filtering' of businesses through the various stages so that targeted sectors and high growth opportunity business receive 1 to 1 support – 'Working with Winners'- intensive support aimed at maximising positive outcomes and return on Investment .

A new private sector-led business export group was launched in February by InvestSefton as '**International Sefton**', to assist Sefton businesses to take advantage of opportunities arising from the UK International Festival for Business (IFB), and develop new markets in the UK and overseas. The group, which is chaired by Michael Gould MD of Richardsons Healthcare Ltd, comprises a dozen Sefton-based exporters, including Crown Specialty Packaging Ltd, International Safety Products Ltd, Abbey Logistics and United Automation Ltd. Business support members include InvestSefton, UKTI, and Liverpool & Sefton Chambers of Commerce.

The Advisory Group was launched at a special Sefton Economic Forum on 26 February. Businesses were surveyed at the forum about their export experience, and business support needs. 8% of the 52 respondents said they currently export, and 6% had done so in the past. 25% were interested in exporting. 25% of respondents asked for assistance to identifying overseas opportunities, and 15% with developing an export action plan. 15% of respondents asked for help to decide if exporting was right for them.

The Advisory Group's aims include acting as mentors for new exporters and businesses wishing to access specific markets; steering the content and delivery of International Sefton; and sharing their knowledge and experience at events, and in case studies. Projects include an International Sefton web site, Exporters Pack, and a business survey to identify Sefton businesses who export.

Access to Finance

Access to finance from conventional borrowing remains an obstacle for businesses despite Government targets and investment. This has led to an increase in alternative finance programmes such as crowd funding, invoice trading and peer to peer lending. Several rounds of Regional Growth Funding have also taken place and Invest Sefton has worked with a number of public and private sector organisations to help improve deal flow for Sefton businesses. These include a mix of grant funding and loan finance programmes:

Stepclever Legacy Fund

The fund provides capital grant support to existing businesses in the six Stepclever qualifying wards of Derby/Linacre (south Sefton) and County/Anfield/ Kirkdale/Everton (north Liverpool). Grants range from £700 up to £25,000 up to 45% of eligible costs. The project is winding down for completion in June 2014.

The project has supported 39 existing businesses helping to create 240 job opportunities and attract £779,110 private sector investment.

Funding Circle

InvestSefton and the Council's Treasury team are to deliver a new loan fund under a crowd lending platform called Funding Circle. Cabinet has approved the use of £100,000 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.

Funding Circle allows established and creditworthy businesses to borrow directly from people through their marketplace. Businesses submit an application which is then reviewed by a team of underwriters. Once approved, businesses post their loan request on the Funding Circle marketplace and each one is funded via an auction process. Investors choose which businesses they'll lend to and place bids of the amount of money they wish to lend, and the interest rate they want to earn. Investors bid small amounts on hundreds of different businesses to spread their risk.

Sefton will operate an auto bid process, so that any bid that meets the criteria are put forward to the council as a potential investment. At this point Invest Sefton will review and decide whether the investment should take place after consultation with the Treasury Team

Regional Growth Fund (RGF) – LCR Business Growth grants

Cabinet has approved the delivery of Liverpool City Region Business Growth Grants in Sefton. The fund offers grant support for job creating projects with grants from £10,000 up to £1m. InvestSefton is delivering the programme in Sefton with approvals overseen by a Sefton steering group chaired by Cabinet Member for Regeneration & Housing. As at 24 April 2014 awards totalling £195,000 have been offered to three Sefton businesses which will lead to the creation of 24 jobs and attract over £1m private sector investment.

Section 106 – Linacre Bridge

InvestSefton is developing a new business grant scheme for start ups and existing businesses in the Linacre Bridge Improvement model area using Section 106 funding. The £25,000 fund will provide grant support from £700 up to £3,000.

Merseyside Special Investment Fund (MSIF)

MSIF offer a mix of loans and equity funding to new and existing businesses in the LCR. Performance (up to 31 March 2014) in Sefton is as follows:

- 5 x MSLB Legacy Fund loans totalling £130k
- £2.6m equity and loan funding
- Start up loans - 10 loans made to Sefton individuals under the age of 30, total value of £50k. A further 6 loans totalling £100k were made to Sefton individuals over the age of 30.
- Sub £50k loans -17 awards totalling £698k. In addition a further 5 Sefton businesses received a total of £130k through the Legacy fund.

Recent MSIF completions in Sefton include a manufacturer of recycled products (£2.1m) and a vehicle engineering company (£50k). MSIF deliver UK Government funded start up loans which have recently targeted the over 30's age demographic.

MSIF also recently announced the successful exit from a MBO of Southport based Lattimer Engineering which originally took place in 2007. MSIF funding allowed the company to undertake a local management buy-out with £2.3m backing. Lattimer has bases in Southport and Birmingham plus an operation in New Jersey in the US. The company manufactures more than 20,000 component parts, mainly for the galls bottled manufacturing industry.

InvestSefton's Access to Finance Specialist works closely with MSIF Fund Managers on cross referral of business clients.

Inward Investment

InvestSefton continues to work directly with potential inward investors and collaboratively with Liverpool City Region LEP and UKTI on maximising investment opportunities for Sefton.

Demand for industrial space, in particular from port related businesses has increased with two significant investments being undertaken and a further investment in the pipeline.

- KTC Edible Oils have taken 160,000 sq ft of space at the former MMP facility on Dunnings Bridge Road. InvestSefton are working with the company to support the investment and developing an application for Business Growth Grant funding. The investment will safeguard jobs currently located within the Port of Liverpool and see a minimum of 20 new jobs created.
- IDR Logistics have taken 106,000 sq ft of warehousing space at the former DAMS International site on Dunnings Bridge Road/Wakefield Road. InvestSefton will provide ongoing support to the business.
- Advanced negotiations relating to a 500,000 sq ft requirement for a major site in Dunnings Bridge Road that could lead to 300-500 jobs. InvestSefton is working with the developer and occupier to access financial assistance to secure the investment in Sefton. Final decision imminent subject to funding being available. Planning application likely to be submitted by end of summer 2014 with occupation taking place end 2015/early 2016.
- Working with a new business currently located in Liverpool and considering relocating to the St Hugh's office building in Bootle. The business currently employs less than 10 staff though their rapid expansion plans would see this number increase to between 50 and 100 by mid 2015.

There are a number of further outstanding requirements for industrial premises including the relocation of a long established Bootle company requiring a 100,000 sq ft industrial facility. The relocation would safeguard the exiting business and create 15 new jobs.

Objective 3 Target traditional and emerging growth sectors:

(i) Superport , (ii) Visitor Economy, (iii) Knowledge Economy, and (iv) Low Carbon Economy

Overall Achievements:

- 627 growth sector businesses engaged in ERDF programme activities
- 374 businesses in key growth sectors assisted

(i) SuperPort

Headline achievements:

- Construction of the Liverpool 2 in-river berth underway
- Major series of development, transport and employment studies commissioned to prepare for port-related growth
- Launch of Port Academy for Liverpool (Hugh Baird)

The Sefton CEO sits on the **Liverpool City Region Superport Committee**, one of four growth sector committees managed by the Liverpool Local Enterprise Partnership (LEP). This is the strategic focus for partners' implementation of the SuperPort Action Plan, and (via the **SuperPort Panel**) connects into the wider community of port users.

At city region level, movement of freight is a key part of the Local Transport Plan and a Sefton officer chairs the LTP **Freight Technical Group**, and sits on the **Freight Quality Partnership**. The City Region Freight Coordinator is currently hosted by Sefton.

Officers are also engaged with the delivery of the LCR **Skills for Growth Agreement for the Maritime Sector**, prepared by the LCR Employment & Skills Board.

Sefton's CEO chairs the **Port Access Steering Group**, with representatives from the Highways Agency, Dept for Transport, Network Rail, Merseytravel, Peel Ports and the LEP. This group was established to deliver the City Deal commitment to providing a long term, multi-modal approach to port access.

Key achievements in the last six months include:

- Breakthrough **recruitment** of 9 city region residents (6 from Sefton) by Drake Port Services, with the prospect of further recruitment via Sefton@work if Drake is successful in bidding for operation of the Liverpool 2 terminal.
- Completion of two **Logistics Bootcamp** to interest young people in a career in distribution industries hosted in Bootle.
- To strengthen the skills and employment offer to both Peel and the tenants on the port estate, a **Sefton Employment & Skills Partners Group** has been formed from a partnership of Sefton Council (Sefton@work, Adult and Community Learning, 14-19) , Hugh Baird College, Southport College, Jobcentre Plus, Skills Funding Agency, and Sefton's independent training providers). Initial promotion has been around the launch of the Port Academy of Liverpool, and the maritime strand of International Festival for Business.

- Sefton officers are involved with the **Liverpool 2 procurement** team and the head contractor (Lendlease) in the tendering of work packages. They have taken the lead in promoting contract/sub-contract opportunities as they become available to Sefton companies.
- There are approximately 400 companies in the south Sefton maritime cluster. InvestSefton has focussed on the 100 or so within the Port estate. The first **cluster contact event** was held in Peel's HQ in July and attracted 17 maritime companies who are receiving follow-up support with investment and other projects, and further events channelling in other partners are to be arranged.
- The Council has approved a family of **development studies** including an appraisal of sites along the A5036 appropriate for port-related uses to establish what is needed to make them investment-ready. The Dunnings Bridge Road Employment Corridor study has started, building upon the city region appraisal of site availability begun with the LEP's Distribution Study.
- The Council is preparing a brief for an **Employment Potential study** to identify the employment value of the whole Dunningsbridge corridor.
- The growth of international trade and capturing it through development of port capacity are now the city region's highest priorities, as reflected in
 - LCR City Deal (2012)
 - LCR European Investment Strategy (2013)
 - Draft LCR Growth Plan (2014)

(ii) Visitor Economy

Headline Achievements:

- 49 Visitor Economy businesses assisted
- Successfully delivered major events programme
- Secured greater than target confirmed future conferences
- Achieved a successful Yes BID vote for Southport
- Achieved successful delivery of new VisitSouthport.com platform with record unique users

This has been a difficult year with the continuing reduction in **Tourism Service** related personnel (down 80% from its peak) allied with the reduction in activity budgets meaning that the achievement of a successful Yes vote for the creation of the Southport BID was a critical achievement. Continuing support to the emerging BID Co is vital particularly in its early formative stages.

Equally difficult has been the failure of the second tender process to secure an operator for the STCC complex. The tender did appoint a bidder who subsequently withdrew after an initial due diligence process.

Despite the above the securing of new conference business seems to have turned a corner after difficult national conditions seem to be abating. Additionally a new more private sector approach to winning conferences is now being developed with key partners.

The Southport BID provides a clear new mechanism for the Council to partner with to re-establish and regroup the destination approach to the visitor economy through both new income streams and a newly co-ordinated positive re-focussing on the way forward.

Businesses classed as Visitor economy have been supported under **Mersey Business Support Programme**. These are predominantly Southport based businesses although support is restricted due to ERDF eligibility issues which rules out any assistance to retail. 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. InvestSefton, Sefton@work and the Southport BID team is co-located in the Promenade office which serves as a local focus for support to businesses in north Sefton.

(iii) Knowledge Economy

Headline Achievements:

- 120 Knowledge Economy businesses assisted

Under the **Mersey Business Support Programme**, 120 businesses classified as being part of the Knowledge Economy have been engaged, with a significant number of these receiving intensive assistance (including completed 12 hour + assists).

Invest Sefton has supported a range of innovative business ideas and projects including:

Radwraps - a Southport business which specialises in converting radiators into decorative features – was the March winner of the Merseyside Innovation award at the final talking place at the Crowne Plaza, Liverpool in Jul, receiving a prize of £10,000 in cash

Radwraps has secured licensing deals with Liverpool FC and Manchester United and is aiming to work with more clubs and brands in the future. The Birkdale based company has created a magnetic sheet onto which any image or design can be printed onto and this can then be attached to a radiator without the need for screws or adhesives without impacting the effectiveness of the radiator. The founders came up with the concept for the business while redecorating.

Merseyside Connected is a joint programme between Knowsley Borough Council, Liverpool City Council, Sefton Borough Council, St Helens Borough Council and Wirral Borough Council to provide superfast broadband to the region. It is using public funding from BDUK, (part of Department for Culture, Media and Sport) and ERDF (European Regional Development Fund) to address the non-supply of superfast broadband across these authorities.

The first Phase of the programme is now well underway and over 100 specific cabinet surveys have been completed. This information will be used to confirm those cabinets that will be built in Phase 1, which will complete in mid 2014.

The programme is, due to funding constraints, focusing on SMEs. However, as cabinets supporting SMEs become enabled, residents on those cabinets will also benefit.

External consultants have now been appointed to deliver business support element of this project. As a result of this intervention it is expected to provide assistance to some 210 SMEs, and create some 148 gross direct jobs leading to an increase of GVA by some £6m.

More information on the project together with its current delivery status can be found on the dedicated website - www.merseysideconnected.org.uk

Commendium have been appointed to deliver the Merseyside Connected-Superfast Broadband project. The project aims to bring Superfast Broadband and improved broadband speeds to businesses across Merseyside.

Funding is available to enable high speed broadband to be installed in 'white' areas where there are limited or no broadband facilities available. The project includes Business Support, which will involve engaging some 400 of the 7,820 eligible SMEs to provide assistance to exploit the benefits of having access to superfast broadband connections. Invest Sefton will be working closely with Commendium to target businesses in Sefton.

iv) Low Carbon Economy

Headline Achievements:

- GVA Increased by £3.5m
- 208 indirect jobs generated within the low carbon sector
- 1,707 of houses refitted with energy improvements
- 12,254 tonnes reduction of CO² emissions

The REECH Project

The REECH Project is one of the largest projects (£8,784,487 ERDF) within the Merseyside element of the European Programme, and in the main entails retrofitting low income and social housing stock with energy saving technologies to deliver an area based approach that helps to stimulate local supply chain engagement and catalyse a wide range of additional local environmental and social outcomes, including:-

- Fostering skills development and local apprenticeship opportunities
- Creating more sustainable communities through behaviour change programmes
- Catalysing delivery partners to coordinate local environmental improvement projects

The REECH Project also has a small amount of ERDF funding (£252,705) allocated for energy assessments and installation of energy saving technologies in SME premises. At the moment 10 businesses are being scoped by our partner Groundwork Trust for their eligibility for an energy assessment.

To date £5,543,934 ERDF grant has been claimed for work already undertaken by REECH delivery partners, with the balance of some £3.2m being claimed over the next fifteen months, when the REECH Project comes to an end.

Go Early Project

As part of the Department for Climate Change's desire to test the Green Deal 'Golden Rule' concept, Liverpool City Region was given funding by Department for Energy and Climate Change to undertake some pilot schemes. Sefton was successful in attracting some £224,755 grant, part of which was matched with the REECH ERDF funding. Sefton's element of the project was successfully delivered resulting in:-

- Energy Assessments on 12 dwellings in a conservation area in Waterloo
- Energy Assessments and installation of energy saving technologies on 23 dwellings in Sefton, and
- Energy Assessments on 26 SME premises within LCR (11 in Sefton), of which 5 (2 in Sefton) had energy saving measures installed

The successful delivery of Sefton's Energy Assessments and installation of energy saving technologies on SME premises was considered a major achievement as it was the only non-domestic project in the UK. The learning from this project led to Department for Communities and Local Government making available additional ERDF as part of the REECH into Business Project, which is explained in more detail below.

REECH into Business Project

The REECH into Business Project builds on the successfully delivery of the 'Go Early' Project, but on a bigger scale, both geographically and financially.

The overall objective is to make businesses more competitive by controlling their costs and making them more energy, water and waste efficient. The key outputs that would need to be delivered by June 2015 are as follows:-

- 40 SMEs receiving advice on reducing their energy costs
- 20 SMEs receiving installation of energy saving measures
- 2 SMEs receiving electric charging points

More information on the above projects can found on the dedicated REECH website:- www.reech.info

Decentralised Heating Networks

A feasibility study on the viability of district heating in the Marsh Lane area, with the Leisure Centre as a key heat source is underway as a result of a successful Council bid to Government for £28,600 of funding. This is to be matched with £12K, from the LCR LEP development funds. The work is in association with One Vision housing and Brunswick Boys Club who will develop this idea.

Objective 4 Create conditions for growth

Headline Achievements:

- Third year of successful partnership with Liverpool Council & Vision for South Sefton & North Liverpool Strategic Regeneration Framework
- Developer interest sustained in key sites in Southport and south Sefton
- Set of studies authorised to determine the economic potential of key development locations and business clusters connected to port expansion

Liverpool City Region Local Enterprise Partnership

For our conversation with the Liverpool City Region Local Enterprise Partnership (LCRLEP), a prospectus approach is being developed to frame local investment priorities in need of support from future UK and EU regeneration funding, and to show where the private sector can invest with confidence.

The Council is working with the LCRLEP in promoting the emerging growth areas, the construction sector and in identifying ways to unlock development opportunities.

The LCRLEP and Local Authorities have produced a Strategic Local Investment Plan, to prioritise housing and employment sites across the city region. This work is in connection with the preparation of the Local Growth Fund Strategy.

We have recently (in connection with any additional investment that becomes available through the Local Growth Fund from 2015/16 onwards) asked for Dunnings Bridge Road (East) – a Multi Phased Investment Site, and an energy efficiency investment programme for the city region targeting small and medium business premises linked to supply chain development, up-skilling and jobs as possible transformational initiatives.

Sefton's nominated investment priorities are:

North Sefton

The Southport Business Improvement District (BID) achieved a 'Yes' vote in March 2014. The BID is unique as it brings together all the key tourism sectors in Southport including accommodation, attractions, hospitality and retail.

A new Investment Strategy for Southport will be commissioned in July which is expected to have a focus on Lord Street, the town centre, seafront and business parks.

Sefton Council will be seeking Expressions of Interest for a preferred developer on the extension to Southport Business Park in the near future.

David Wilson Homes are progressing remediation works on the Town Lane Housing site.

South Sefton

A high level options study for South Sefton will set out the Council's response to Peel's major new investments in the Port of Liverpool at Seaforth. Port expansion is recognised as a key transformational project in Liverpool City Region (LCR) City Deal, by the Local Enterprise

Partnership Business Plan, and in the Council's Strategic Regeneration Framework for South Sefton & North Liverpool, agreed with Liverpool City Council & Mayor.

We want to ensure that our communities secure maximum benefit from the Port's prosperity, and pursue solutions to help reduce pollution, congestion and ill-health. Looking 10 years ahead, our strategy is to magnify the investment by Peel and port users many times over to regenerate the wider area, stimulate jobs, attract investment, improve the environment and improve longstanding concerns. The regeneration strategy will outline our priorities for helping to make this happen and the next steps.

Bringing forward land for employment, new homes and access are key to this:

- Sefton Council are looking at ways to unlock allocated employment land for development on the Dunnings Bridge Road Corridor (East) and will work with developers and the LCR LEP to achieve this aim. The BE Group has been appointed by the Council to prepare an Investment Strategy for the employment land on this corridor.
- Sefton Council are also looking to both improve the residential offer in the borough and to sustain the construction industry through house building. Sefton has been successful in bidding for and securing Regional Growth Funding for a scheme, which will be delivered in parallel with ongoing housing regeneration schemes in the south of the borough over the next 3 – 5 years. Construction work has begun, and will deliver at least 55 new homes.
- Lambert Smith Hampton has been appointed by the Council to prepare an Investment Strategy for Bootle Town Centre, which needs adaptation and modernisation to meet the needs of the 21st century. The new £8m University Centre L20 is now open and the L20 Hotel School has been launched.
- Port Access – In line with City Deal, a Steering Group has been convened by Sefton MBC 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. Sefton Council provides the supporting arrangements and resources. A work programme, building on the Port of Liverpool Access Study is being developed.
- The Highways Agency will invest £6m in the A5036 Princess Way roundabout, commencing in Autumn 2014.

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 needs. A Draft Local Plan is due to go out for public consultation in the Autumn of 2014.

Housing

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

Housing Regeneration

- Queens Bedford: (Keepmoat Homes) 463 units have been completed in total so far Klondyke: (Bellway homes) 753 units have been completed in total so far
- (Feb 14 est) - there are currently 182 units under construction on Council owned regeneration sites in the south of the borough, and a further 150 scheduled to start on site before the end of the financial year.

Objective 5 Increase opportunity and employment

Headline Achievements

- 238 Sefton@Work clients moved into work between April 2013 and March 2014, exceeding the annual target by 46%
- The most successful group gaining employment compared to annual targets is 18-24 year olds, this continued the trend from the mid year point
- Clients suffering from ill health have also moved into employment and the annual target has been overachieved by a considerable margin.
- There has been real success in placing very long term unemployed into work, 87 in total - 19 of the clients have been unemployed for a minimum of 2 years, 19 after more than 3 years.
- The performance reflects the targeting within Sefton@Work of resources to those most in need of support to ensure that mainstream services can support those newly unemployed and the more in-depth help is to those furthest away from the labour market.

Young & Workless

The Sefton Apprentice Scheme was developed and launched during 2013/14 to support and encourage the employment of local young people by companies paying at least national minimum wage, and providing incentives to sign up to an apprenticeship framework. We have committed funding to supporting 26 young people to date aged 16-24, in a range of sectors including: Accountants, Barbers, Business Administration, Creative Media, Electrician, Engineering, Painting & Decorating. We have also been able to ensure that young people across the borough can benefit, around 25% are resident in the north of the borough, the remaining are from a mix of postcodes, with the majority resident in L20, L21 and L22. The split in age is outlined below and demonstrates that we have been able to ensure young people aged over 21 are not disadvantaged by the higher rate National Minimum Wage that employers legally have to offer:

Take up of Sefton Apprentice Scheme by age:

Age:	17 yrs	18 yrs	19 yrs	20 yrs	21 yrs	22 yrs	23 yrs	24 yrs
Cohort:	21%	15%	10%	15%	-	21%	10%	5%

May not equal 100% due to rounding

During 2014/15, it is the intention to move into phase 2 of this initiative, and support further young people in finding and sustaining an apprenticeship opportunity via Sefton@work.

Sefton@Work has been focussing support on those aged 18-24 and seeking employment through a number of initiatives. We have developed and commissioned several personal development and motivational courses aimed at young people to inspire and encourage young people to consider their options and take steps into following career paths and identifying real opportunities. Examples of this include jointly delivered opportunities through Crosby Lakeside and Litherland Sports Park, focussing on sport and leadership entitled 'Aspiring Instructors'. Other examples include motivational courses to improve confidence, morale and aspirations, and to support achievement of milestones in a young person's journey to employment.

Job Readiness

The 'Families Programme' was launched during the summer of 2013 and has so far engaged a significant number of local residents. We are starting to reap the benefits of this initiative, with nearly 300 clients voluntarily taking part in a range of activities that will aid the search for

employment and measure the progress of individuals. Nearly 50 clients have already found work, with this figure growing as the delivery progresses into 2014/15.

Clients can take part in a range of activities, including digital inclusion, personal development, work experience and on-line qualifications, and these have proved invaluable to a number of clients, as their comments below indicate.

'Before coming to Sefton@Work I had been sanctioned by JCP for not evidencing my job search activity fully on universal job match, I attended the computer course with Vikki and she explained to me what I was doing wrong and why to JCP it looked as if I wasn't fulfilling my JCP agreement. I am now able to do this properly and have since not been sanctioned.'

'My adviser has put me forward for a local catering job and the interview was for Monday but you could only apply if you have food hygiene certificate – I didn't think I would have enough time to complete the qualification but I was able to come in for a whole day and passed first time – I was then offered the job'

'The course helped me to feel I could confidently apply myself in a positive manner in any future job interview'

'It was a relaxed atmosphere and meeting lots of friendly people who understand the situation I am in and could relate felt comforting'

Sefton@Work has also worked closely with Merseytravel in supporting young people into employment opportunities in the transport sector. Offering incentives to employers has helped to secure supported waged placements with a number of companies, with an aim to providing a long term sustainable post.

High Intensity Support

For Sefton@Work clients claiming Employment Support Allowance, we have recently undertaken a specialised initiative 'Outlook' to help to identify what can be achieved, rather than what cannot. The focus for these clients has been a mix of both teamwork and individual achievement, and aims to overcome what may have been significant long term health barriers for this client group. The number of disabled clients moving into employment has exceeded the annual target and it is because of initiatives such as these providing additional support where necessary.

Place-based Regeneration - Superport

January 2014 saw Stobart Group and SMBC successfully launch a two week Sector Based Work Academy programme in partnership with a number of Port employers, and including Talent Training and Jobcentre Plus. The programme began with an assessment centre, followed by a number of interactive workshops to give participants the skills employers want, and to provide formal training in Supply Chain and Logistics, Introduction to Finance, and Introduction to Health & Safety amongst others. A work placement was sourced for all 21 course participants by Sefton@work, and a job interview guarantee given by employers at the end of the two weeks. Ten of the delegates found employment, and due to the success of this, Sefton@work with Stobarts have since organised a second course to take place early 2014/15.

Place-based Regeneration - Visitor Economy and Knowledge Economy

Over the summer, we have been encouraging the take up of tasters at Hugh Baird College for training opportunities in both of these sectors, and we have been working with employers and training providers to encourage the take up of Apprenticeships Grants to Employers (AGE) during 2013.

With Jobcentre Plus and Action4Employment, we have been encouraging recruitment in jobs in the Visitor Economy through new inward investment opportunities.

Support for SMEs

Through the Merseyside Business Support Programme, the Employer Liaison Team within Sefton@Work have been working with SME's to develop good HR practice, to support recruitment, advertise nearly 200 vacancies and aim to get the right people into the jobs to support business growth. Sefton@Work also work closely with InvestSefton in providing a wide ranging support package, and utilise other resources as appropriate such as Stepclever Legacy project for grants and the Sefton Apprenticeship Scheme to help ensure local people can take advantage of current vacancies.

Appendix A – Economy & Tourism Performance Indicators

Code	Indicator	Actual 2011/12	Actual 2012/13	Target 2013/14	Actual Performance Apr 2013 – Mar 2014	Comments
1.0	INVEST SEFTON (includes S@W MBS input)					
1.1	No. of businesses engaged					
	Total	185	452	831	1,627	😊 Business engagement target exceeded for year. Pat of one to many approach using events, 1:1 advice support, website and enquiries
	Construction	14	29	70	108	😊 Remains a strong sector for engagement led by long standing Build Sefton initiatives
	Knowledge Economy	53	110	150	314	😊 Strong representation from a mix of sectors including Financial & Professional; manufacturing; digital & creative;
	Superport	17	26	150	92	😐 Includes traditional sectors such as warehousing/distribution/maritime/logistics/transport. However also crosses over into 'other' sectors classified elsewhere. Still seeking to gain permission from Peel to acquire access to businesses on port estate
	Low Carbon Economy	8	10	50	29	😐 Includes recycling/environmental services/renewables/energy but also has cross over with other sectors. Close working on engagement with REECH into Business.
	Visitor Economy	21	43	40	80	😊 Includes hotels/leisure with strong focus on Southport economy. Close work with Southport BID team although this catchment area also has strong retail representation.
	Other	72	234	371	1,002	😊 Includes a mix of cross over sectors and others such as Retail, business services, healthcare, social enterprises, education/cleaning
1.2	No. of jobs created	502	10	115	116	😊 Stepclever job creation in line with contract agreement. Require monitoring completions for final verification
1.3	No. of jobs safeguarded	100	0	20	18	😊 18 Stepclever job safeguarding figures in line with contract agreement.
1.4	Amount of private sector investment secured	£3,715,341	£5,058,255	£10,000,107	£10,046,208	😊 Includes Stepclever private sector contributions of £1,146,208 & confirmed investments/re-investments. Also includes Crown (who completed there investment of c. £7.5 (commenced summer 2013)) and the first phase of the KTC Edibles expansion (£1.4m building acquisition), residual investment of > £2m will be completed 2014/15. Investments under RGF that will see around £5-6m invested (so far), plus the £30-40m investment for Distribution Centre at Atlantic Park is still in the pipeline.
1.5	No. of business engagement and consultation events	17	43	30	46	😊 Target exceeded-excellent feedback received for demand led events and remain key focus for one to many approach
1.6	No. of businesses attending engagement and consultation events	850	993	1,000	1,436	😊 Target exceeded-includes business delegates who may have attended more than one event

Code	Indicator	Actual 2011/12	Actual 2012/13	Target 2013/14	Actual Performance Apr 2013 – Mar 2014		Comments
1.7	No. of business start-ups in the Stepclever area	208	12	62	97		Target exceeded-Stepclever processes being utilised for Business Growth Grants and Linacre Bridge Fund
1.8	No. of Stepclever grants awarded	308	17	50	120		Fund closing down 30 June 2014-target exceeded for number of individual awards.
2.0	EMPLOYMENT AND SKILLS						
2.1	Total Sefton@work registrations	1328	915	650	952		There are a number of additional Work Programme clients not registered on Core as they have not engaged/or not completed paperwork. They are excluded from these statistics.
2.2	No. of registrations by age: 16-24 years	287	219	160	174		
	25-49 years	754	471	360	515		
	50+ years	287	225	130	263		
2.3	No. of registrations by those making an ill health self declaration	201	175	85	183		
2.4	No. of clients accessing employment by age: 18-24 years	31	27	15	238		
	25-49 years	72	61	30	75		
	50+ years	34	31	22	121		
2.5	No. of clients accessing employment by gender: Male	65	59	33	42		
	Female	72	60	34	147		
2.6	No. of clients into employment with ill health self declarations	16	17	10	91		
2.7	No. of long term unemployed accessing employment	7	11	8	39		
2.8	No. of looked after children into work/placements	0	17	2	87		19 of these clients have been unemployed for 2+ years and a further 19 for 3+ years

Code	Indicator	Actual 2011/12	Actual 2012/13	Target 2013/14	Actual Performance Apr 2013 – Mar 2014	Comments	
	LOW CARBON ECONOMY						
	REECH						
3.1	Reduction of CO2 emissions	N/A	9,396	0	0	The REECH has changed its parameters and therefore targets have been revised as they had been set for the programme life and are now shown for the year. All outputs are for the city region.	
3.2	No. of new technologies introduced	N/A	8	1	1		
3.3	Increase in GVA	N/A	£2.8m	£4m	£3.0m		
3.4	No. of indirect jobs generated within the low carbon sector	N/A	164	172	174		
3.5	No. of houses refitted with energy improvements	N/A	1,534	1,500	1,663		
3.6	Amount of money leveraged	N/A	£12m	£4m	£7.1m		
	Rural Economy						
3.7	No. of rural businesses supported	N/A	4	N/A	N/A	New Programme starts in 2015	
	Superfast Broadband						
3.8	No. of additional SMEs establishing superfast broadband connection	N/A	N/A	850	0	The business support element of the project commenced in April 2014, and is expected to be completed by June 2015	
3.9	No. of SMEs given Business assistance	N/A	N/A	210	0		
3.10	Amount of funding accessed	N/A	N/A	£12m (approx)	0		
3.11	GVA generated over 15years	N/A	N/A	£32.1m	0		
3.12	Number of Jobs created over 15 years	N/A	N/A	125	0		
4.0	VISITOR ECONOMY						
4.1	Visitor numbers (calendar year)	8.37m	7.95m	8.00m	TBC	Not yet available	
4.2	Value of visitor expenditure (calendar year)	£446m	£431m	£425m	TBC	Not yet available	
4.3	No. of FTE tourism related jobs	6,010	5,917	5,900	TBC	Not yet available	
4.4	Number of new/existing Brand Partnership/STBN members	105	105	107	106		
4.5	No. of major events	5	5	5	5		
4.6	No. of conferences confirmed	20	18	20	29		

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 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

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.

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