



SOUTHPORT

IT ALL STARTS HERE

TOWN INVESTMENT PLAN

OCTOBER 2020

It all starts here, rooted in seaside tradition,
connected by open spaces,
pioneered for feeling good,
living well and staying longer.



Happiness starts here
Sustainability starts here
Business starts here
Inspiration starts here
Connectivity starts here
World class starts here

Your future starts here.

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FOREWORD

We are delighted to have the opportunity to submit Southport's bid for Town Deal funding of £50m, not only on behalf of the Town Deal board, but on behalf of the whole town. We are confident our submission includes several features that will not be seen in any other town, or any other bid.

Firstly, we've been delighted by the breadth of consultation, level of engagement and enthusiasm from across Southport in this process. We have received more than 6,000 responses to our ongoing consultation process. We've worked hard to ensure young people have a voice in the TIP. This included interactive sessions with more than 700 schoolchildren aged 7 - 15 years old. Moreover, we've established a Shadow Board of college students who have inputted into our bid and will remain involved in the project development and strategy implementation process beyond this submission. Youth engagement is priority for us, given our objective of arresting youth flight and retaining young talent in Southport and the Town Deal will help us to create reasons for our young people to stay and thrive.

This is only the start of a conversation with the town and we are committed to continuing engagement as we design and implement projects.

Despite the challenges of consultation during the pandemic, we're confident that we've developed a vision, strategy and bid that reflect the views of the town.

Furthermore, we believe that this bid includes some truly unique, transformative and exciting projects that will further differentiate the town and its proposition as a place to live, visit, stay, work and invest. The signature projects include a first-class Convention and Events Centre, a mesmerising new attraction that will animate the Marine Lake and a range of visitor attractions that will not only enhance our offer but support economic recovery and growth. In particular, we are excited by our proposed visitor attraction project, bringing a world-renowned

intellectual property brand to Southport as the anchor for a year-round attraction, with a national and international catchment, in turn bringing full-time, permanent, employment and career opportunities for our young people.

We know we need to go further and to evolve and diversify our economy. The TIP includes projects designed to do exactly this and to create an environment in which enterprises can form and flourish.

£400m
investment leveraged

Our TIP also includes investment to breathe new life into the high street and re-use vacant premises.

These and other projects are truly transformational in terms of the economic impact delivered, totalling hundreds of millions of pounds of annual economic impact and creating 1,250 net additional jobs.

Value for money is further demonstrated in the "multiplier effect" of this bid, in which a £50m Town Deal will be the catalyst for more than £400m of investment and development in the town.



Throughout our work this year, which has continued at pace despite the Coronavirus pandemic, we've remained focused on the key criteria in the development of our vision and the progression of the emerging priority projects. The work of the Board and our major consultation process led to the identification of three priority areas for the Town Deal bid and TIP:

1. Strengthen the Visitor Economy -

more reasons to visit, to stay and stay longer, more reasons to visit out-of-season and on weekdays. Each support the creation of full-time, permanent employment opportunities.

2. Diversify Our Economy -

building on the presence of other sectors and employers, particularly in the Digital sector, harnessing, developing and retaining the young talent of Southport.

3. Infrastructure to Underpin Growth -

including skills, digital, transport and public realm.

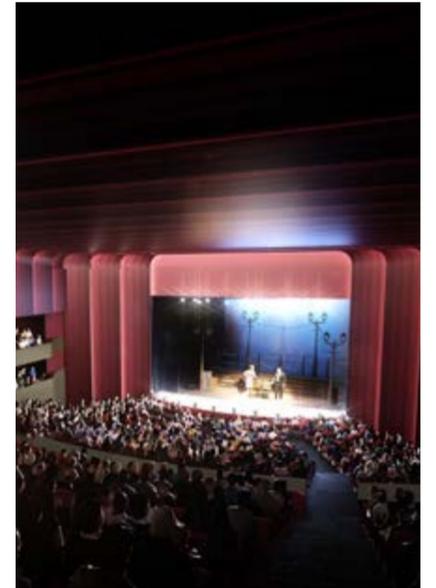
On behalf of the Town Deal board and all Sandgrounders* we look forward to starting a conversation with Government about co-investment in our town through the Town Deal.



Dwayne Johnson
Chief Executive,
Sefton Council



Rob Fletcher
Chair, Southport
Town Deal Board



Over
7,000
Consultation engagements,
including more than
1,000
school and college
students



**OUR PLAN HAS BEEN INFORMED BY THE
BIGGEST CONVERSATION THAT THE TOWN
HAS EVER HAD ABOUT ITS FUTURE**

What will our Town Deal deliver?

1,250 net additional FTE jobs created

£60.6 million GVA boost every year

Additional **£10.3 million GVA** per annum during construction

Attraction of **1.2 million additional visitors** per annum

£44.6 million visitor expenditure boost per annum

325 construction jobs supported per annum and

333,499 visitors to arts and cultural venues

4,000 new learners assisted

82 enterprises using high quality and affordable space

32 start-up businesses supported

AND WHAT ELSE ARE WE DOING TO LEVERAGE THE TOWN DEAL?

An initial investment of **£50m** will help unlock
£400m of regeneration projects in Southport including:

- Go Surf - inland surf experience (in contract)
- Viking Golf attraction (planning permission secured)
- New lakeside visitor accommodation offer (soft market testing with investors)
- Ainsdale-on-Sea - gateway enhancements and new assets to strengthen visitor offer (council led, soft market testing underway)

- Completion of Southport Business Park (discussions ongoing with developers)
- Encouraging / supporting re-use of vacant town centre buildings for economic uses (discussions ongoing)
- Developing local loop connections to Liverpool City Region Superspine connectivity

- Encourage private investment in station gateway (discussions with private and public stakeholders ongoing)
- Lobbying for better intercity rail connectivity between Southport, Manchester and Preston (ongoing)
- Town Centre residential projects to boost the resident population and spending power
- Ainsdale-on-Sea - infrastructure improvements to support new development (council-led)

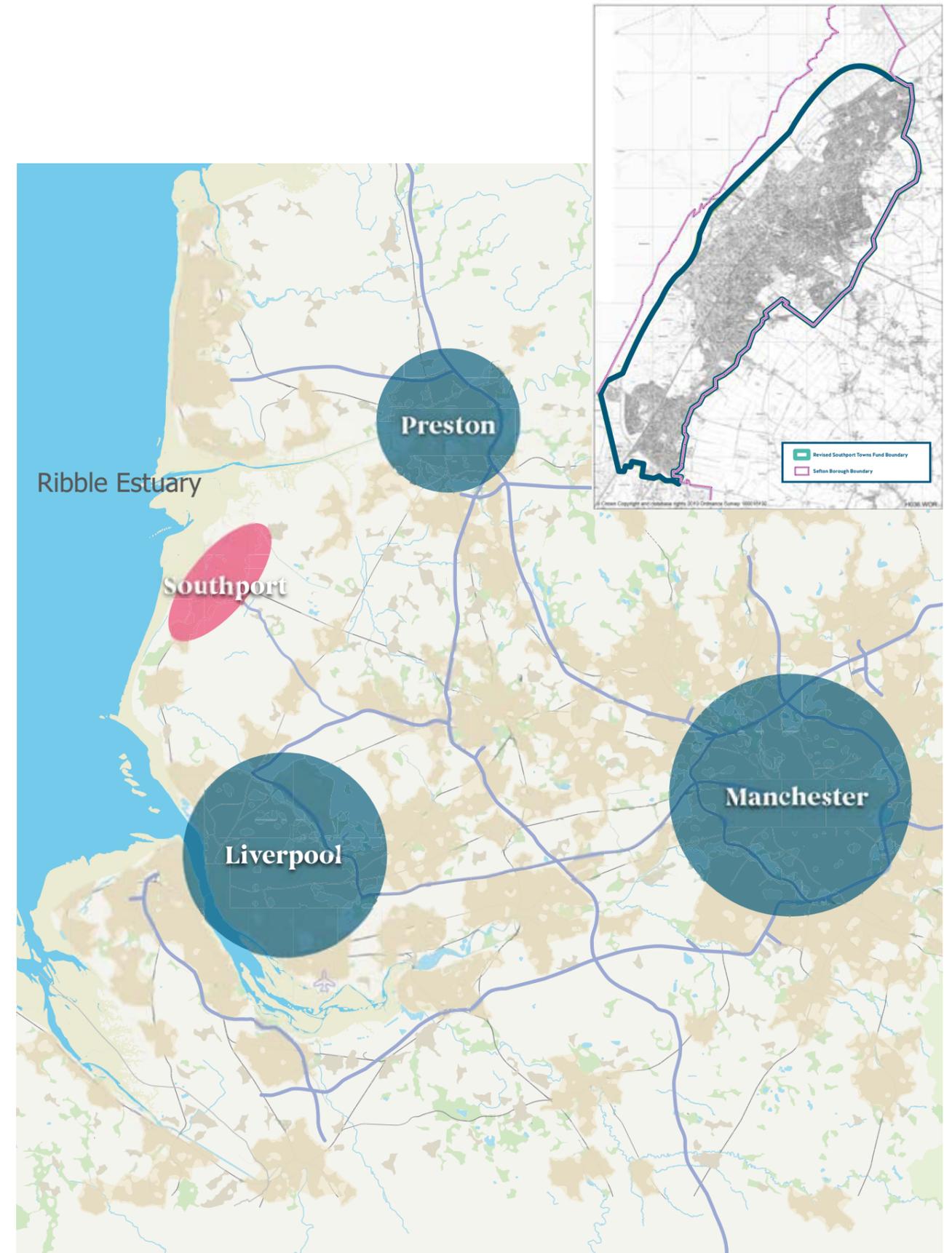


1.1 OUR TIP AT A GLANCE

What are we trying to achieve (vision)?	YOUR FUTURE STARTS HERE		
How do we do that (investment themes)?	We strengthen our visitor economy	We diversify our economy	We provide the infrastructure to underpin both
And how do we do that?	<ul style="list-style-type: none"> • Create more reasons to visit and stay overnight • Invest in new attractions and brands • Diversify visitor markets attracted • Create more visits out of season (beyond weekends and summer) • Address lack of all-weather attractions 	<ul style="list-style-type: none"> • Provide better economic opportunities for our young people to stay in the town • Create environment and property offer for enterprise to flourish in the town centre 	<ul style="list-style-type: none"> • Invest in walking and cycling infrastructure • Create opportunities and spaces for business networking • Enhance the quality of public spaces within the town centre • Create capacity to host outdoor events in town centre • Improve public transport links to surrounding cities
What will success look like?	<ul style="list-style-type: none"> • Growth in visitor numbers and expenditure • Increase in overnight stays • Attraction of visitors from a wider regional catchment area • Growth in full-time permanent employment opportunities 	<ul style="list-style-type: none"> • Greater economic diversity and resilience • Growing digital and creative cluster • Growth in full-time employment • Enhanced productivity • Improved retention of young people in employment 	<ul style="list-style-type: none"> • Increased footfall, dwell time and expenditure within the town centre • Increased investment in town from existing and new development partners • Better connections to major cities in the North West (reliable and convenient journey times)
How will the Town Deal Help (TIP projects)	<p>Marine Lake Events Centre - a spectacular new venue for conferencing, events, gaming and e-sports</p> <p>Project Barnum - site enabling works for a new, branded indoor visitor attraction with global visitor market appeal and infrastructure</p> <p>The Light Fantastic – creation of a UK-first light, water and sound show in Southport’s Marine Lake to attract visitors from a wider catchment and improve dwell time</p> <p>Better Customer Experience – providing skills and training to visitor economy employees to ensure high quality of service</p>	<p>Enterprise Arcade - Southport’s first purpose built incubator space for start-up businesses</p> <p>Enterprise Store - A dedicated enterprise hub for scale-up businesses within the town centre, including co-working space</p> <p>Southport Market Transformation - a year round food destination for the town, adjacent to these incubator spaces</p>	<p>Les Transformations de Southport</p> <ul style="list-style-type: none"> • Improved pedestrian and cycling routes in the town centre and waterfront • Creation of new public spaces that will enhance dwell time in the town centre • Creation of a public space for hosting events within the town centre <p>Lord Street illumination - lighting within the landscape of our iconic town centre boulevard</p>

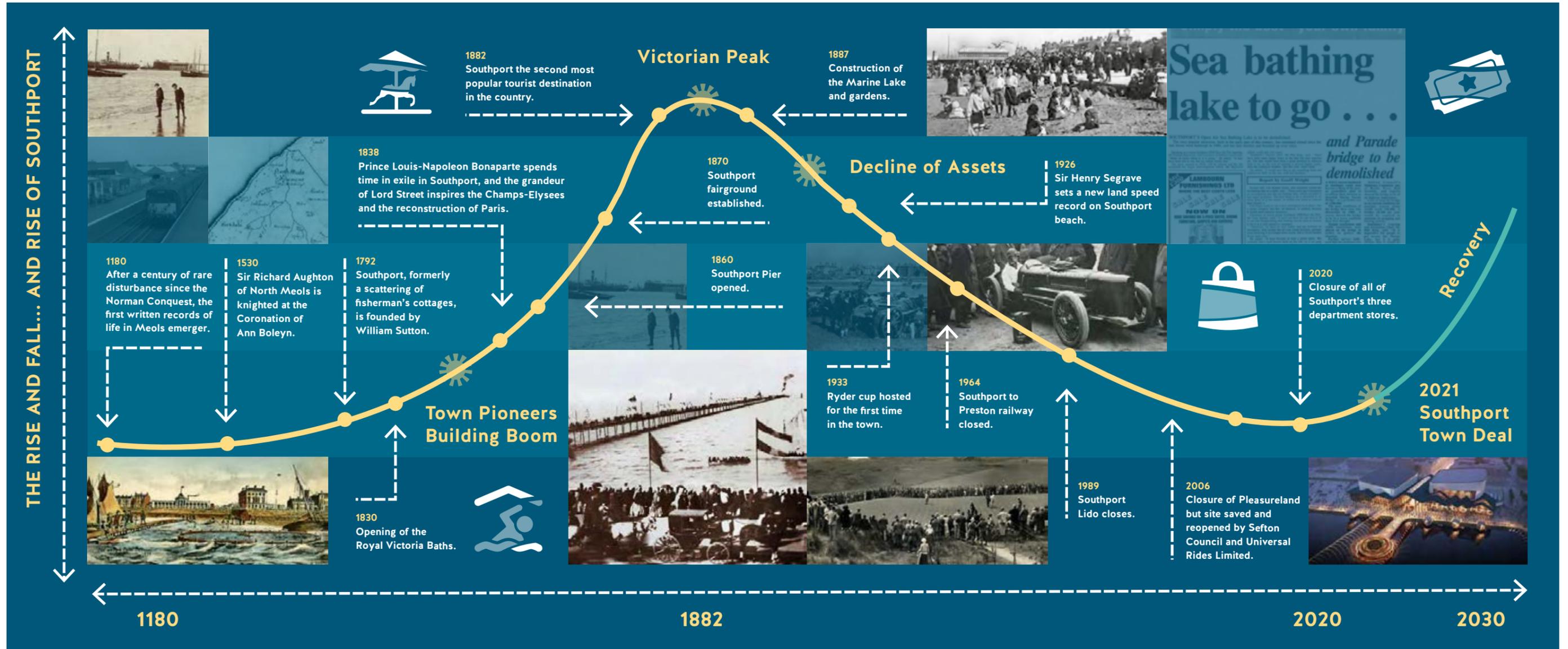
1.2

These Maps show the agreed boundaries of the intervention area, as agreed with MHCLG. And the larger map shows Southport in relationship to the larger North West.



1.3

SOUTHPORT HISTORY



Southport is a large coastal town situated in Sefton Metropolitan Borough Council, to the far North of the Borough. The Town lies on The Irish Sea North of The River Mersey and South to the Ribble Estuary.

Southport is situated in The Liverpool City Region, it is recognised as one of the major attraction brands for the Region's visitor economy. The Town itself has a population of over 90,000 and over 8 million day and staying visitors visit the resort every year.

18th Century

Southport began to grow significantly from the end of the 18th Century, as holidaying by the sea and seaside bathing became

increasingly fashionable and accessible. The first bathing house in the area known then as South Hawes was opened in 1792 followed by a hotel named South Port from which the growing town subsequently took its name.

The opening of the railway line; to Liverpool first, then Manchester in the 1840s substantially improved access to the town for the growing urban population whilst the incremental introduction of annual holidays for factory workers

created new markets for Lancashire's seaside towns.

Victorian

Southport grew rapidly then during the Victorian times and today still contains many examples. Today the town contains many examples of Victorian architecture, historic canopies, and the wide tree lined boulevard of Lord Street. The construction of the Pier was completed in 1860.

Southport Pleasureland theme park opened in 1912.

Southport's origins there lie and its role as a seaside town, having originally served the local Liverpool and Lancashire



Southport Pleasureland theme park opened in 1912.



Over 8 million day and staying visitors visit the resort every year.

populations before developing into a resort of national renown. The town has adapted since the first hotel was established, not least through the creation of an extended seafront beyond the original Promenade, incorporating the Marine Park area and Pleasureland. The image and character of Southport has always been one of a more genteel 'resort' than some other seaside towns and this is exemplified in the history and character of Lord Street. For over a century it was widely regarded as the North West's premier shopping street.

1990's

By the 1990's, Southport was an almost typical example of a coastal town in long,

slow, shabby but genteel decline. Lack of investment and maintenance had damaged private sector confidence and the town was looking tired. It had lost its competitive advantage and direction. Since the late 1990's, this situation has been turned around by a willingness between the private sector and public bodies to work together in partnership to solve these issues. Briefly, a new sea wall unlocked the investment potential of our seafront, we renovated the pier, built a new bridge to link the town centre and seafront, brought in business and community support schemes, completed major public realm projects and improvements to our conference and hotel offers. We now face new challenges associated with the decline of the high street, seasonal employment and now the impact of Covid-19.



1.4 AN INTRODUCTION TO OUR TOWN

Southport is a large coastal town that is home to over 90,000 residents and many businesses. It is located 30 minutes' drive from the national motorway network, and is well connected to Liverpool by a good rail service.

In contrast, the rail service to the regional city of Manchester is unreliable and journey times are elongated. There are no direct rail links to the neighbouring city of Preston to the North.

The geographical location of Southport on the Irish Sea coast (to the West) and the Ribble Estuary (to the North) means that Southport effectively has a "90 degree" population catchment.

The town is located at the heart of England's Golf Coast, containing some of the finest courses in the UK if not the world. Beyond Royal Birkdale (which regularly plays host to The Open Championship) are championship courses including Hillside, Formby, Hesketh, Southport and Ainsdale, Formby Hall and West Lancashire. These courses continue to attract golfers and encourage people to take short golf breaks in the area.

Southport is a key tourist and leisure destination, attracting millions of visitors

from all over the country every year. Southport has developed a successful annual events programme including the Air Show, Flower Show and British Musical Fireworks Championship. In combination these generate large numbers of visitors to the town and an important boost to the economy in the area, but their impact is time limited and cannot sustain businesses in the tourism and hospitality sectors year round.

30mins From the M6 motorway

Alongside tourism the town also performs as a 'day to day' town centre retail destination for residents as well as a wider Sefton and West Lancashire catchment area. Lord Street is the centre piece of the town centre. Once a bustling and exclusive street it has fallen on hard times with the loss of both anchor department stores (Beales and Debenhams) as well as the loss of BHS on the nearby Chapel Street within a period of just two years.



Southport has long been associated with major events such as the Air Show, Flower Show and British Musical Fireworks Championship



Lord Street has traditionally been regarded as one of the premier shopping streets of North West England.



1.5

THE IMPACT OF COVID-19

In order to aid understanding and to help recovery planning Sefton Council commissioned a Covid-19 Response Report in May 2020. The report highlighted the areas by sector and the impact (at that point in time) that Covid-19 was having. It also projects the potential longer-term impact to inform the local Covid-19 Recovery plans.

The area of most concern and highest impact for Southport is focussed around the impact on Visitor Economy and specifically the Hospitality and Leisure industry with retail also seriously affected.

FACTS

RETAIL

Comprising 13,000 jobs and 1,100 businesses across the whole of Sefton borough. The largest concentration of retail employment in Sefton borough is in Southport town centre

FOOD AND BEVERAGE

Providing some 6,000 jobs in 650 businesses. Again the borough's employment in this sector is concentrated in Southport town centre

ACCOMMODATION

Providing 1,250 jobs in 40 businesses across the borough. Southport has the highest density of accommodation employment in the borough

SPORT AND AMUSEMENT ACTIVITIES

Accounting for 1,750 jobs in 145 businesses across the borough. The highest concentrations of employment in this sector are found in the waterfront area adjacent to Southport town centre

SERVICE SECTOR

Providing 1,250 jobs in 410 businesses. Southport town centre contains the highest concentration of personal services employment in the borough

THE COVID-19 RESPONSE REPORT ALSO HIGHLIGHTED PARTICULAR AREAS OF RISK FOR OUR ECONOMY IN RELATION TO:

THE TOWN CENTRE AND AREAS OF THE SEFTON COAST THAT SUSTAIN EMPLOYMENT

Whilst lock down and its aftermath have had a disproportionate impact on town centres in general, the importance of the visitor economy to Southport and the Sefton coast more generally, and its virtual disappearance for a considerable period of time, are likely to result in a concentration of severe impacts on the town and adjacent coastal economies.

In addition, Southport plays a role as a destination rather than local shopping centre and the restrictions on travel have intensified the economic harm suffered by the town centre and its businesses. An example is;

SOUTHPORT THEATRE AND CONVENTION CENTRE (STCC)

The Covid-19 outbreak resulted in the caretaker operation that was in place for the STCC being put into receivership. Closure of the STCC has had significant consequences for businesses in the accommodation, retail and food and beverage sectors that rely on trade from events and staying visitors.

EMPLOYMENT IMPACTS OF COVID-19

All employment and unemployment indicators illustrate the severity of the crisis for our town. These include:

- 3,420 claimants within the Southport constituency area as at September 2020
- Ward level increases of between 58% and 164% in the claimant count within the town (March to September)
- Youth unemployment increasing by 120% between March and September 2020

Sefton has recently been placed in to Tier 3 and this is likely to further intensify the business and employment challenges that we are facing. The economic need for the Town Deal has never been greater.

IT IS ESTIMATED THAT WE COULD LOSE £310M OF VISITOR EXPENDITURE, PUTTING 3,500 JOBS AT RISK IN OUR TOWN.

RESPONDING TO THE IMMEDIATE CHALLENGES

Sefton Council has been proactively working with businesses and people to help those affected. For example:

BUSINESS RATES GRANTS TO SMALL BUSINESSES:

- 4,197 Business have been awarded a Small Business or Retail, Hospitality and Leisure Grant. The total value of grants paid was £49.9 million
- 1,671 business eligible for the Business Rates 'holiday' have been awarded £40.8 million in Business Rates relief
- 37 nurseries eligible for the Business Rates 'holiday' have been awarded £371k in Business Rates relief

DISCRETIONARY GRANTS GIVEN:

Sefton paid £2,237,500 Discretionary Grant to 344 businesses

The Town Deal will help us to lay stronger foundations for economic recovery from Covid-19 and to support those business sectors and people most affected.

1.6 OUR STRENGTHS, OPPORTUNITIES AND NEEDS

Boasting 22 miles of natural coastline and as the capital of England’s golf coast hosting major world tournaments, with these strengths come opportunities for Southport to become a thriving destination by diversifying its economy while growing and strengthening its visitor economy.

There are however many barriers and needs to overcome, including the seasonality and vulnerability of the visitor economy, diversifying Southport’s economy and improving the Town’s connections and infrastructure.

THEME 1: STRENGTHENING THE VISITOR ECONOMY

Southport’s rich and diverse visitor economy that, apart from Liverpool, attracts more visitors to the Liverpool City Region than any other destination. Over the last 15 years, it has made significant steps in harnessing the potential of its 22 miles of coastline and beaches. World renowned events like The Open with nationally recognised events including the Southport Flower Show and Air Show are key drivers of the local economy and contribute positively to visitor perceptions of Southport.

8.4m

visitors resulting in only 759,000 staying visitors

OUR STRENGTHS

- Southport’s visitor economy generates £597m per annum in economic impact and supports over 6,800 FTE jobs
- Over 8m day visitors
- Staying visitors generate £222m for the local economy supporting the accommodation, attractions, food and drink and retail sectors
- Those staying in serviced accommodation between increased by 20% over the last 4 years
- Southport is a leading event destination in the Northwest. The Southport Flower Show, Air Show and Musical Firework Championships attract over half a million visitors annually to the resort

OUR CHALLENGES

- Southport’s shopping experience continues to decline, before Covid-19 the Town had a vacancy rate of over 18%, well above the national average of 10%, following further recent decline with Southport being the only town to lose three department stores (Beales, BHS and Debenhams)
- Lack of all weather attractions resulting in seasonality and a short summer season creating vulnerability in the sector
- Outdated and poor functionality of the Southport Theatre & Convention Centre resulting in loss of destination conferences in recent years, falling number of business tourism visitors and repeat leisure visits
- Transience in the visitor economy workforce due to its reliance on students, young people and highly mobile sources of labour. This leads to difficulties in management and development in the sector
- Southport depends on building the tourism offer for the domestic audience in order to thrive
- Only 9% of visits result in overnight stays

OUR OPPORTUNITIES AND NEEDS

- Upgraded and new convention and events centre attracting mid-week visits that will facilitate and enable wider hotel development and investment while providing flexibility allowing new markets to be introduced such as Esports
- New Southport Market and creative quarter enabling an updated food and drink offer, creating the right space for creative businesses to locate and further supporting the supply chain of the visitor economy
- Major seafront development including Pleasureland and other major attractions addressing the need for all year around attractions and helping to grow visitor numbers in a sustainable way
- Building on the appeal of England’s golf coast, Southport’s open spaces and major events programme to increase visitor numbers and to add value to Southport’s new visitor attractions
- Potential for more events to be hosted in the town centre subject to investment in spaces capable of accommodating large numbers of visitors

THEME 2: DIVERSIFYING OUR ECONOMY

Southport's economy is characterised by a relatively high proportion of part-time jobs. There is a concentration of jobs in the wholesale and retail trade, with relatively high numbers employed in the accommodation and food services industries which are exposed to economic shocks related to Covid-19. Jobs in health and social work activities and in the arts, entertainment and recreation trades are also higher than the regional and national averages. The dominance of visitor economy and retail sectors therefore has a disproportionate effect on our labour market.

21.8%
reduction of 18-24 year olds



OUR STRENGTHS

- Southport has a potentially large labour catchment area with more than 1 million working age people within a 45-minute commute. Within this commuter catchment businesses potentially have access to 380,000 people qualified to NVQ4 or above
- Educational attainment is higher in Southport than the national average with primary school outcomes above Sefton and national averages for achieving Level 4+ in all three reading, writing and mathematics. Southport Secondary schools achieve outcomes higher than the national averages for percentage of pupils achieving 5A*C including English and Mathematics
- Southport exhibits a relatively strong representation of small businesses employing 10 to 49 people (13.9% of all businesses compared to 13.4% in the North West)
- Active collective of Digital & Creative SME's

OUR CHALLENGES

- 'Youth flight' is a major issue for Southport, with many 18-21 years old leaving Southport for Higher Education or further job opportunities, and not returning. Over the last 30 years, Southport's population of over-65s has grown by 12.4%, and the population of 18 to 24-year olds has fallen by 21.8%
- Population profile is weighted towards a more elderly demographic with the highest older person population (+65) of any metropolitan borough in the UK (25%), increasing to 33% by 2040
- Southport contains a relatively low proportion of large businesses employing 250+ people. This category represents 0.1% of all "local units" (or businesses) in Southport compared to 0.4% at the North West level
- Broadband coverage is generally above 90% but take up rates are significantly lower, averaging around 60% across Southport
- Southport's two central wards Dukes and Cambridge which cover the town centre have 5 Lower Super Output Area (LSOA's) in the top 20% most deprived in the UK with almost half of Southport's SOAs are in the lowest quartile

OUR OPPORTUNITIES AND NEEDS

- Creative and digital businesses benefit from fibre connection to the US and this could potentially be a source of comparative advantage in the future
- Business formation in digital and creative sectors in recent years highlights that these are sectors with growth potential. Our consultation on the TIP has evidenced the need to overcome property barriers to enterprise formation and growth
- Southport has potential to develop professional and business service sector employment with 62,000 people working in the industry in the commuting catchment area
- The higher education provision and wider R&D assets support innovation - particularly in digital, health tech and materials
- The comparatively high vacancy rates in our town centre properties provides an opportunity for a significant scale of regeneration
- Digital & CreaTech Sector Development - workspace project
- Digital Inclusion, not impacted by availability of network infrastructure

THEME 3: INFRASTRUCTURE TO UNDERPIN GROWTH:

Southport is geographically separated from the surrounding towns and cities of the North West by virtue of its location on the coast, the Ribble Estuary and being surrounded by Green Belt land. The quality of Southport's infrastructure and its links in to the wider regional economy of the North West and the rest of the UK are therefore important in terms of access to labour, jobs and other life opportunities. In-town infrastructure is also vitally important to the movement of people, between attractions as well as in and around the town centre.

Poor Connections

between Town Centre & Waterfront



OUR STRENGTHS

- Strong and efficient Victorian grid system of streets connects Southport's neighbourhoods with the Town Centre
- Good north-south road routes through the town and linking to the neighbouring city of Liverpool
- Good cycling and pedestrian infrastructure along the coast
- Network of cycle routes connecting neighbourhoods with the town centre already developed as a result of Cycle Town status (2008-2011)
- High quality green infrastructure within the town centre (Lord Street Gardens, Kings Gardens, Princes Park, Rotten Row etc.)
- Frequent and high-quality train services to Liverpool City Centre. Good bus coverage
- Hidden Assets - Transatlantic Cables landing station and connectivity at Southport

OUR CHALLENGES

- Fractured and poor-quality east-west road and pedestrian routes through the town centre leading to severance between the town centre and the waterfront
- Lord Street (the main route through the town centre) is dominated by vehicular traffic inhibiting pedestrian movement east-west across the town centre
- Lack of interchange facilities between train and bus
- Southport Station provides a poor-quality gateway to the town
- Train services to the regional centre of Manchester are unreliable and slow, with no rail links to the city of Preston to the north of the town
- Pedestrian legibility of the town centre and the waterfront is poor
- The quality of the public realm is incoherent across the town centre and waterfront, it does not assist with wayfinding or encourage residents and visitors to make linked trips between areas, or to dwell in the town centre
- Parking in the town centre can be difficult to navigate for visitors. Usage and pricing are inconsistent. There is no modern multi-storey, long stay car parking in the town centre
- Public spaces in the town centre aren't specifically designed to host larger events, which constrains the ability of town centre businesses to benefit from enhanced event trade

OUR OPPORTUNITIES AND NEEDS

- Enhance the appearance and façade of the station entrance and in the longer-term work with a range of interested parties to address the lack of a transport interchange
- Create a coherent and high-quality route between the station gateway, the town centre and the waterfront to facilitate better pedestrian movements and encourage linked trips
- Targeted investment in key public realm linking investment sites in the town centre and waterfront
- Redesign the central section of Lord Street to enhance pedestrian and cycle priority and increase the capacity to host town centre events
- Refine and simplify signage to assist in wayfinding on foot, bike and for vehicles
- Lobby for improvements to inter-city rail connections to Manchester
- Review parking management, pricing and signage as part of a parking strategy for the town
- City Region spine infrastructure making connection with the Transatlantic cable network
- Digital Skills for Recovery & Growth - colleges new incubator projects

1.7

SUMMARY OF OUR ASSETS AND STRENGTHS

Southport has many unique features and strengths upon which the TIP can build. The following SWOT (Strengths, Weaknesses Opportunities & Threats) summarises these.



 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
<ul style="list-style-type: none"> • Highly engaged community Affinity with and pride in town • Natural capital (beaches, sea, sand dunes, marshes) • Opportunities for healthy lifestyles and outdoor pursuits • Space, light and fresh air • High quality townscape, buildings and heritage • Valued parks and formal gardens • The closest coastal resort to millions of residents in parts of Greater Manchester, the Liverpool City Region and Central Lancashire • Good rail links to Liverpool • High baseline levels of visitors • Successful annual events programme • Large resident population providing a significant household expenditure base 	<ul style="list-style-type: none"> • Seasonality of economy • Concentration of majority of jobs in relative few sectors • Closure of the town's theatre and convention centre • High and rising unemployment, with young people disproportionately affected • Youth flight from the town • Historic lack of investment in attractions • Lack of investment in public realm • Lack of public transport interchange and rail links to Manchester and Preston • Loss of all three department stores in two years • High retail vacancy rate (18% and rising) • Absence of purpose built office space, co-working and business incubators in the town centre 	<ul style="list-style-type: none"> • Re-position visitor attractions to tap into regional, national and international markets • Attraction of new branded attractions and global IP • Opportunity to repurpose vacant retail premises for new uses • Growth in digital and creative businesses could help regenerate town centre • Publicly owned land and buildings to kick start regeneration • Development land available around the Marine Lake • Town Deal publicity has created potential investor interest 	<ul style="list-style-type: none"> • Disproportionate exposure to economic impacts of Covid-19 across all our key sectors • Further business closures in the town centre will damage perceptions and footfall in the town centre • Failure to obtain Towns Fund support will result in the regeneration of the town centre stalling • Decline in the condition of our heritage assets if new uses for buildings not found

Our SWOT assessment has informed our understanding of the issues and opportunities which in turn has helped to develop targeted projects, and informed a project design, selection and prioritisation process.

The alignment of the SWOT to our TIP Projects is shown in table below and our projects are summarised in a preceding section of the TIP.

	SWOT - IDENTIFIED	THEME ALIGNMENT	PROJECT - ASSOCIATED
	Assets ready for regeneration Council owned (deliver at pace)	Strengthen Visitor Economy	Marine Lake Events Centre
	Engaged Communities	Next Phase of Consultation & Engagement	Engagement and Consultation
	Major Events Programme	Strengthen Visitor Economy	Marine Lake Events Centre / Light Fantastic / New Attractions
	Dependency on Seasonal Economy	Strengthen Visitor Economy	Marine Lake Events Centre / Project Barnum / New Attractions
	Lack of Economic diversity	Diversify Economy	Incubator & Innovation Space
	Utilisation of New forms of Engagement	Next Phase of Consultation & Engagement	Digital Strategy – Potential Wi-Fi Project Building upon consultation.
	Marine Lake	Strengthen Visitor Economy	Marine Lake Events Centre / Light Fantastic / New Attractions
	Development sites in strategic locations	Masterplan and Engagement	Location for visiting, sites for development (residential and tourist driven)
	Covid-19 (impact on Visitor Economy)	Strategic linkages to Local / Regional and National Recovery Plans	All Projects have positive influence in respect to Strategic Pandemic recovery "Build Back Better"

2 VISION

SOUTHPORT

It all starts here



It all starts here

Happiness starts here

Sustainability starts here

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World class starts here

Your future starts here

By 2030 our town will have built back a world class events and conferencing centre on the waterfront.

We will have refreshed our existing visitor attractions and delivered a range of new family friendly attractions set in beautiful historic parkland and next to 22 miles of golden coastline.

A choice of new hotels and self-catering accommodation will provide more opportunities for people to stay for longer.

Millions more visitors will come to our town every year. Many will choose to stay overnight to marvel at the unique lightshow displays in the lake, to dine in our refurbished market hall and to stroll along our

grand, mile-long pedestrian boulevard which provided the inspiration for the design of the Champs Elysees.

Our digital and creative businesses will be flourishing in a choice of workspaces, breathing new life in to the town centre.

We will have delivered the first new public events space since the Victorian pioneers of our town created our iconic town centre.

We will benefit from a year round, all weather economy that is not only more diverse but also provides opportunities for our young people to see their future in the town and choose to stay.



2.1 STRATEGIC OBJECTIVES

We have devised a series of strategic objectives as a Town Board that respond to the SWOT analysis and will help to deliver our vision.

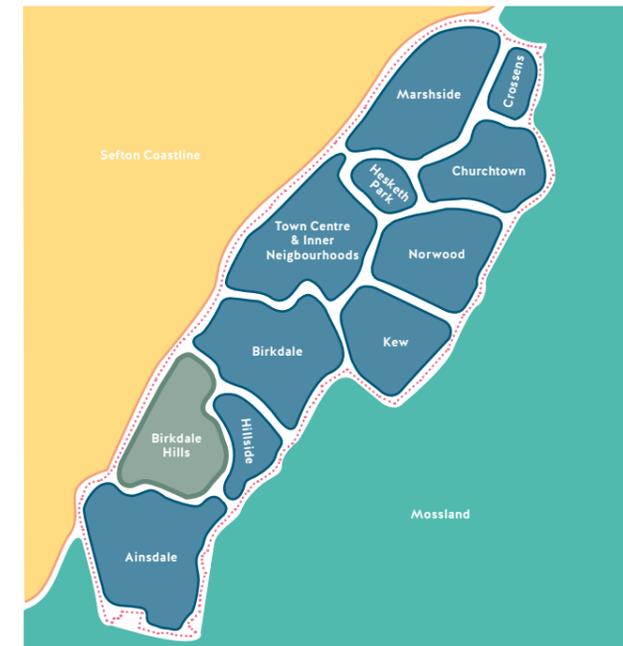
STRATEGIC OBJECTIVES	
1.	Retain and grow day and overnight visitor numbers and associated spending
2.	Build greater resilience to seasonal nature of leisure visitor market
3.	Diversify the economic base to boost productivity and maximise prosperity
4.	Ensure that the town centre functions and is well connected to neighbourhoods
5.	Grow the local resident catchment for town centre shops, leisure industries and services
6.	Ensure place branding, marketing and communications reflect the changing nature of the visitor market in order to maximise the appeal of the town



2.2 SPATIAL STRATEGY

Our spatial strategy has been informed by the preparation of a new masterplan for the town which has been subject to an extensive, far reaching and ongoing engagement programme. Every resident, school child and business in the town has had the opportunity to contribute their “big ideas”, which have all been considered in developing the masterplan and subsequently the Town Deal projects. The masterplan covers all areas of the Town, as well as a long list of potential interventions some of which form part of the Town investment plan. We have also reached out and surveyed visitors to the town to obtain their views. The spatial strategy set out in the masterplan can be concisely summarised in four points:

- 1** Focusing investment on the primary economic drivers of the town (the town centre, the Kew Gateway and the coastal assets) to strengthen key sectors and diversify the economic base.
- 2** Improving links to residential neighbourhoods surrounding these economic drivers and thereby retaining more spending power locally.
- 3** Harnessing Southport’s green and natural infrastructure as a unique feature of its visitor and residential functions.
- 4** Improving connections to surrounding cities and city regions - optimising access to a wider visitor market and boosting the size of the labour market catchment.



THE STRUCTURE OF THE TOWN, THE ROLE AND FUNCTION OF NEIGHBOURHOODS

Southport is a large town and on first inspection it appears to be one contiguous urban area. However, a closer look reveals it comprises a series of distinct communities and residential neighborhoods; all with their own identities and links in to the town centre. The spatial strategy seeks to retain the spending power associated with the residential neighborhoods (and over 90,000 residents) by improving the range and quality of attractions locally and access into the town centre.



FOCUS ON ECONOMIC DRIVERS

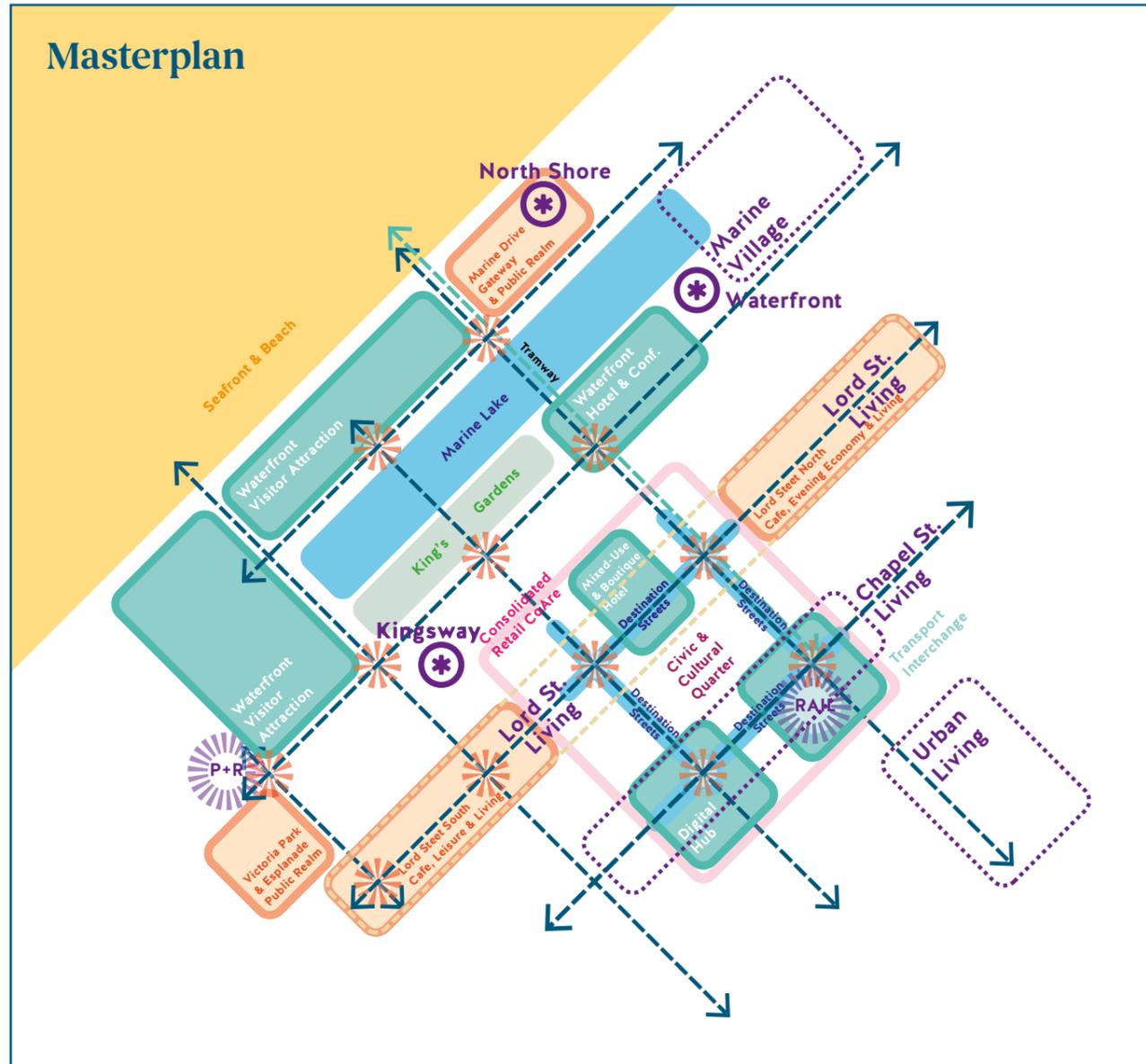
Analysis of the business base and economic activity in the town highlights that there are three principal areas which sustain the local economy. They are:

- **The Town Centre** – containing the majority of jobs, businesses, shops and providing the central point for visitor activities and attractions
- **The Kew Gateway** – the arrival point to the town from the east. This area is allocated for many new homes and contains concentrations of employment at Southport Business Park, the hospital, secondary schools and Kew Retail Park
- **The coast** – Southport offers access to 22 miles of accessible coastline, the coast in itself is an economic driver and reason for visiting the town. To the south of the Town Deal area, Ainsdale-on-Sea is a popular visitor destination and access point to the coastline

The spatial strategy includes investment focus in each of these three principal areas which sustain the economy – allowing them to evolve and reach their full potential. This will involve investing to strengthen the key industry locally (tourism) and also supporting diversification of the economy in to new sectors.

Given the importance of the town centre in sustaining the economy of Southport, more detailed consideration has been given to the spatial strategy for this area in the form of a town centre masterplan. Key features of this masterplan include:

- Creating a critical mass of new “anchor uses” to replace lost department stores on Chapel Street and Lord Street
- Focusing the primary shopping area on Chapel Street and the central section of Lord Street
- Allowing the northern and southern sections of Lord Street to evolve and become more mixed use in character, including opportunities for living in the town centre
- Introducing business uses in to the town centre in the form of co-working and enterprise hubs to assist in diversifying the economy
- Strengthening east-west movement through targeted investment in the routes and public spaces connecting the town centre and the waterfront area
- Fully utilising land and property assets fronting the Marine Lake to create a destination to include all weather attractions, improved conferencing facilities, a better choice of hotels and opportunities for living (a Marine Village)



2.3 PROJECT – IDENTIFICATION, SELECTION AND PRIORITISATION:

Southport Town Deal board collated a longlist of more than 40 projects, both public- and private-sector led, following the analysis of evidence of need and the early stakeholder engagement and consultation.

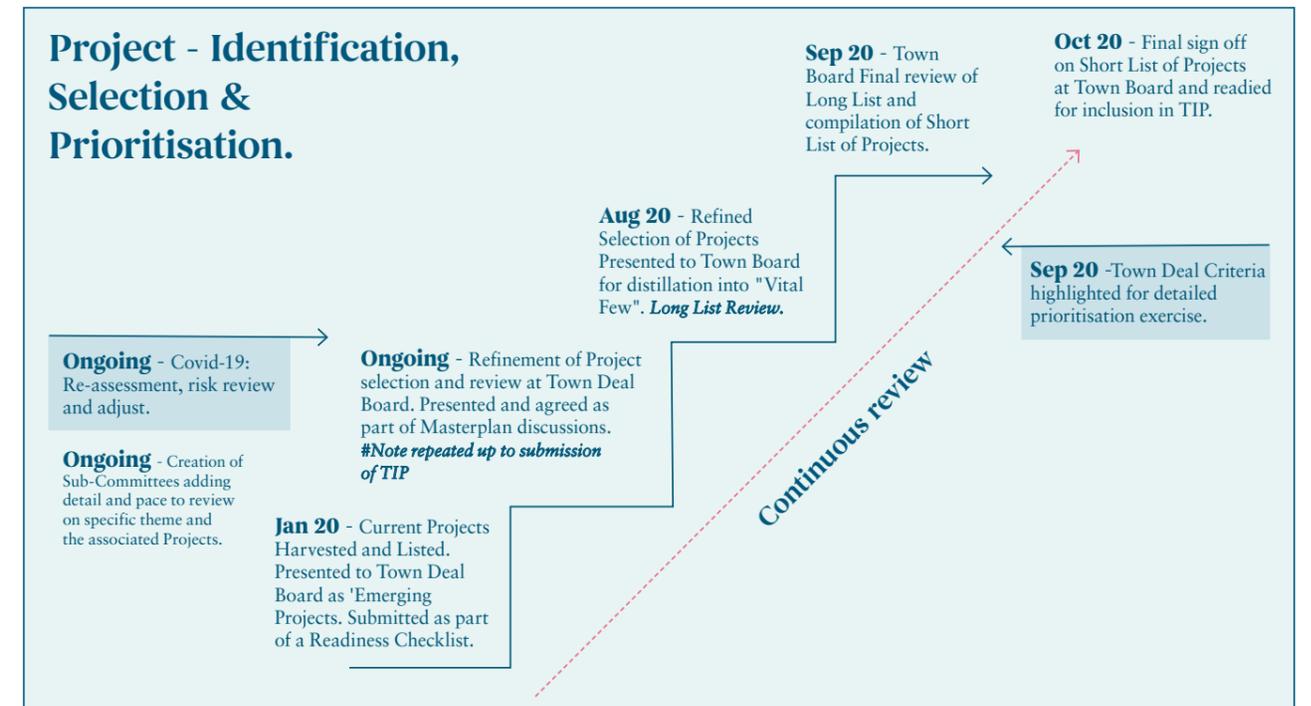
In line with the six considerations listed herein, this longlist was refined over time, through board engagement, project evaluation and development, and the wider consultation and engagement process. With ongoing considerations of the impact of COVID-19 and the relevance of projects to economic recovery, the board identified and agreed the priority projects included in this TIP.



The prioritisation process for projects took account of the following considerations:

- Alignment to MHCLG Town Deal criteria and feedback
- Alignment to Stakeholder engagement and consultation feedback
- Transformational impact on economy
- Financial Viability (affordability and revenue funding implications)
- Deliverability (particular focus on pace)
- Alignment to Town Vision (Theory of Change)

The full process for prioritisation can be seen in the graphic below.



2.3 TOWN DEAL SHORT-LISTED PROJECTS:

The following Table provides a list of the prioritised TIP Projects and their alignment to the Themes:

THEMES AND PRIORITISED PROJECTS	
Theme	Project
Strengthen the Visitor Economy	<ul style="list-style-type: none"> • Marine Lake Events Centre • Project Barnum • Light Fantastic • Building Better Customer Experience
Diversify Our Economy	<ul style="list-style-type: none"> • Enterprise Arcade • Enterprise Store
Infrastructure to Underpin Growth	<ul style="list-style-type: none"> • Les Transformations de Southport

SEQUENCE OF PRIORITIES

<p>SHORT TERM</p> <p>In the short term we have focused on projects that are shovel-ready for which the Town Deal can be the stimulus, and which provide “anchors” for new investment and development in key areas of the town. The new Convention and Events Centre will be the catalyst for further projects on adjacent sites and around the north end of Marine Lake that further strengthen our offer, for example. These projects underpin investor confidence and stimulate further opportunities. They also deliver immediate transformational impact on our economy with regards to job creation and the engagement of our young people in the town and its future, which will better reflect their ambitions and aspirations. This is vital in the context of economic recovery from the impacts of COVID-19.</p>	<p>MEDIUM TERM</p> <p>In the medium term, we will see new businesses emerging from new sectors, born in the Enterprise Arcade and Enterprise Store, to further strengthen and diversify our economy, strengthening links with existing infrastructure and employers. The transformation of our visitor economy will engender quality career opportunities for local young people and will become a centre of excellence for the sector. Growth in visitor economy and diversification of our economy will drive the evolution of our retail offering into something more diverse, distinct and complementary to the town’s offer, for visitors and for an increasing number of residents as we realise the full residential potential of the town centre and the Waterfront area of the town, securing further rounds of private investment in business and innovation space.</p>	<p>LONG TERM</p> <p>In the longer term we expect to see the strengthening of our brand, growth in visitor numbers and resilience of economy all underpin the investment case for addressing the rail connectivity issues that the town has with Manchester and Preston and investing in public transport interchange facilities. In advance we would expect to see investment in the train station itself stimulated by this growth in demand and patronage. The council will continue to work with the Town Deal board, the Shadow Board, and the wider community, in bringing forward further publicly-held assets and working with our partners to secure the wider regeneration of Southport Town Centre, in line with the spatial strategy detailed below.</p>
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2.3 TIP-WIDE THEORY OF CHANGE

The following Logic Table summarises our overarching theory of change for the TIP, relating needs to specific interventions as well as outputs, outcomes and impacts.

THEMES AND PRIORITISED PROJECTS				
Headline Context	Input	Output	Outcome	Impact
<p>High dependence upon the visitor economy and highly seasonal nature of trade. Need for economic diversification.</p> <p>Key visitor attractions in need of investment to sustain and grow visitor base, to diversify customer markets and expenditure in the town.</p> <p>Local businesses have been severely and negatively affected by Covid-19.</p> <p>Town centre vacancy rates rising. Need for new uses.</p> <p>Market failure in provision of purpose built business space in the town centre.</p> <p>Skills deficits and hard-to-fill vacancies in key sectors.</p> <p>Barriers to movement within the town centre and waterfront areas of the town which limit.</p>	<p>£50m initial Towns Fund investment in a range of catalyst projects.</p> <p>Partnership with local and Liverpool City Region partners.</p> <p>Partnership and collaboration with Southport’s businesses to deliver training and development activities.</p> <p>Ongoing collaboration with young people in the town to ensure that projects are relevant to and benefit them.</p>	<p>Regeneration and development of 16ha of dilapidated sites in the town centre and key gateway locations.</p> <p>13,332sqm new conference and events venue.</p> <p>3,296sqm of new high quality commercial floorspace for start-up and growing businesses in digital and creative sectors.</p> <p>864 linear metres of new and upgraded cycle and walking paths.</p> <p>30,990sqm of new public space.</p> <p>4,000 local recipients of training and development in customer service and communication skills.</p> <p>Collaboration with 150 local employers.</p>	<p>1,250 net additional FTE jobs created.</p> <p>£60.6 million GVA productivity boost every year.</p> <p>Attraction of 1.215 million visitors per annum.</p> <p>£44.6 million visitor expenditure boost per annum.</p> <p>325 construction jobs supported per annum and £10.3 million GVA boost.</p> <p>333,499 visitors to arts and cultural venues.</p> <p>4,000 new learners assisted.</p> <p>82 enterprises using high quality and affordable space.</p> <p>32 start-up businesses.</p>	<p>Towns Fund a catalyst to unlock £400m of further investment and development within the town.</p> <p>Attraction of globally recognised IP partner to underpin our visitor appeal and enhance visitor perceptions.</p> <p>A more diverse and resilient local economy.</p> <p>New uses for vacant buildings in the town centre.</p> <p>Increased footfall and expenditure supporting town centre businesses.</p> <p>More business start ups, survival and improved business retention.</p> <p>More opportunities for young people to realise their full potential in the town.</p>

2.4 PROJECT SUMMARIES

2.4.1 Strengthen the Visitor Economy

Project

MARINE LAKE EVENTS CENTRE

The Southport Theatre and Convention Centre has a long and proud history, but the venue closed in 2020 due to the Coronavirus pandemic. An asset that stirs great passion among Sandgrounders, in an incredible location in town, but in need of radical transformation of the building and its offer.

The Marine Lake Events Centre – the working title given by one of the 300-plus schoolchildren who responded to the targeted consultation on the project – will provide a first-class flexible events space targeted at the mid-sized conferencing market, but with particular emphasis (again in line with the consultation feedback) on the gaming and e-sports market – to quote another student who responded, “making Southport cool”.





Project Title	MARINE LAKE EVENTS CENTRE	
Project Summary	<p>The Southport Theatre and Convention Centre (STCC) is a strategic entertainment and convention facility located alongside the Marine Lake in Southport. It is the town's principal conference, banqueting and entertainment venue, and is an integral part of town and region's cultural and visitor economy.</p> <p>However the facility is nearing the end of its serviceable life falling below modern standards, and is in need of a modern flexible replacement to secure destination conferences and host new entertainment experiences such as national esports events. The waterfront site on which the current building is located is underutilised and does not maximise its strategic potential. Therefore, the project vision is:</p> <p>“To transform the existing STCC into a high quality, distinctive entertainment and business events venue capable of providing great experiences to audiences and users. It will be an anchor for the Waterfront redevelopment, retaining and attracting visitors and driving major economic impact for Southport”.</p> <p>The project includes the complete redevelopment of the STCC site, creating a new major events complex including a flexible 1,200 seat (1,490 capacity) auditorium, with state of the art technical facilities, to attract a wide range of different types of entertainment events and audiences to Southport. The auditorium will also be suitable for large conferences, supported by a fully flexible and sub-divisible 1,500sqm exhibition hall and break-out spaces for up to 1,000 delegates, all with a view of the Marine Lake. Due to its flexibility the exhibition hall will be able to accommodate a multitude of uses including major sporting events, entertainment and also Esports. If required the attendance of the hall can be extended to over 4,000 spectators bringing a brand new audience to Southport and being a catalyst to creative and digital growth.</p> <p>The improvements to the appeal of the waterfront will be completed by the development of an accessible pier, extending the connections from the Upper Promenade, through the building foyer to the Marine Lake. The project will bring the Marine Lake to life brining in underused public space, linking to The Light Fantastic</p>	
Alignment to Town Deal Criteria	<ul style="list-style-type: none"> • Urban regeneration, planning and land use • Arts, culture and heritage 	
Alignment to our Vision and Objectives	<ul style="list-style-type: none"> • A world class venue, with sustainability at its heart, significantly contributing to the leveling up agenda • Increased visitor numbers, both day and staying, with an increased stay length strengthening the visitor economy • Town-wide economic impact and major economic catalyst • Diversifying the economy by introducing new markets such as E-sports 	
Rationale and Evidence of Need	<ul style="list-style-type: none"> • Outline Business Case, building condition surveys and feasibility work highlight that the building has significant repair requirements. The buildings also have significant operational limitations which impact negatively on its ability to attract and host major events. • Will attract midweek visitors with a high proportion outside of the City Region thus creating wider economic benefit • Will act as a major catalyst for further regeneration and private sector investment 	

Consultation Feedback	<ul style="list-style-type: none"> • The importance of conferences and events to the Town emerged strongly through the consultation process also the importance of cultural experiences. Consultation with under 18's also resulted in a strong preference for a flexible entertainment space that can hold E-sports events
Outputs	<ul style="list-style-type: none"> • Development of a dilapidated 1.94 ha brownfield site within the town centre and in a gateway location to Southport's waterfront • Creation of a new venue and theatre comprising 13,332sqm of new floorspace in total and providing a 1,200 seat (1,490 capacity) auditorium, conference break out space, food and beverage provision and car parking. • Delivery of 3,000 sqm of new public space including a new pier head creating a viewing platform for the Lake Animation (light, water and sound show) • Once operational the project will create 233 net additional job • Productivity associated with employment (GVA) = £8.9m • Increase in visitor expenditure (annual) = £14.47m
Outcomes	<ul style="list-style-type: none"> • Attraction of 333,499 visitors to Southport per annum • 160 net additional construction jobs supported with associated productivity of £5.1 million per annum
Project Status	<p>Shovel Ready</p> <ul style="list-style-type: none"> • OBC finalised • RIBA Stage 2
Social Value / Clean Growth	<p>Incorporated in the full life-cycle thinking and part of OBC exemplified by:</p> <ul style="list-style-type: none"> • Design includes BREEAM status Excellent targeted. • Social Impact incorporated in procurement and full life-cycle through development.

2.4.1

Strengthen the Visitor Economy

Project

THE LIGHT FANTASTIC

The Marine Lake, built in the Victorian era, remains an incredibly under-used asset. The Light Fantastic will provide a walkway into the lake as part of a water, light and sound show that will be unique to the UK, complementing the Events Centre and proving to be an attraction in its own right to further elevate and distinguish the Southport brand.





Project Title	THE LIGHT FANTASTIC
Project Summary	<p>A spectacular light and water show accompanied by music creating an international and national visitor attraction unique to any Coastal destination in England.</p> <p>The new attraction will sit on The Southport Marine Lake, one of the biggest man-made lakes in England, that is currently underutilised with very limited active use of the waterspace.</p> <p>The Southport Masterplan highlights the importance of “animating the lake” in terms of giving people a reason to visit and to stay for longer and in terms of helping to enhance the viability and attractiveness of development sites in the waterfront area.</p> <p>The Masterplan also highlights the importance of locating any lake animation activities in a location that will encourage visitors to make linked trips to the town centre.</p> <p>The mesmerising project will be visible from the area surrounding the Marine Lake, adjacent proposed developments, and, the heart of the Town Centre creating a reason for residents and visitors to move around the Town. It will also act as an enabler and critical support for the Marine Lake Events Centre and Project Barnum.</p> <p>The Light Fantastic will be a unique selling point for Southport, attracting hundreds of thousands day and staying visitors to the Town, supporting and creating new jobs. The project is part of Southport’s future.</p> <p>Click here to view the spectacular Light Fantastic</p>
Alignment to Town Deal Criteria	<ul style="list-style-type: none"> • Urban regeneration, planning and land use • Arts, culture and heritage
Alignment to our Vision and Objectives	<ul style="list-style-type: none"> • Increased visitor numbers both day and staying with an increased stay length strengthening the visitor economy • Creation of a genuine visitor USP for Southport, as the lake animation will be the largest of its kind in the UK, helping to attract visitors to the town from a much larger visitor catchment • Diversifying the economy
Rationale and Evidence of Need	<ul style="list-style-type: none"> • Enhanced setting for adjacent developments in the waterfront area such as the Waterfront Convention and Events Venue, investment in the Bliss Hotel complex and vacant and dilapidated sites along the adjacent Promenade • Attracts midweek visitors with a high proportion outside of the City Region including international thus creating wider economic benefit for a number of sectors including accommodation, food and drink and leisure
Consultation Feedback	<ul style="list-style-type: none"> • Emerged strongly through “World Class Waterfront” theme

Outputs	<ul style="list-style-type: none"> • Installation of lighting feature to the proposed new pierhead (viewing platform) to enhance the visitor experience • Delivery of new public spaces (sqm) = 570m • Productivity associated with employment (GVA) = £1.82m • Increase in visitor expenditure (annual) = £3.9m
Outcomes	<ul style="list-style-type: none"> • Attraction of 181,613 visitors annually to watch the light, sound and water show
Project Status	<ul style="list-style-type: none"> • Shovel Ready
Social Value / Clean Growth	<ul style="list-style-type: none"> • Procurement process targeted with specific Social Impact in deliverables • Environmental sustainability built into Operations model

2.4.1

Strengthen the Visitor Economy

Project

BUILDING BETTER CUSTOMER EXPERIENCE

Building Better Customer Experience will work with employers and their employees to create a consistent level of exemplary service which can be associated with a 'Southport standard'. We will develop 'Southport ambassadors' right across different service settings to build confidence and aspiration for all those who visit live or work here.

The programme aligns to all proposed projects as well as current businesses across Southport.





Project Title	BUILDING BETTER CUSTOMER EXPERIENCE
Project Summary	<p>The project will improve the quality of customer experience, create a consistent level of outstanding service which can be associated with a ‘Southport standard’ across different settings and build confidence and aspiration for all those involved in public interaction to allow them to be advocates for the town.</p> <p>There will be a focus on the understanding of Southport and its assets as well as specific product and service knowledge and will incorporate a strong underpinning of diversity and equalities training that aligns with our overall objectives for Southport to be a great place for everyone to live, learn, visit and work.</p> <p>This project will work with a wide range of stakeholders and businesses to deliver a range of training and development programmes for everyone who has contact with visitors and customers in Southport. Liverpool City Region Skills and Apprenticeship Hub will provide match funding.</p> <p>This project directly links to existing visitor economy jobs and those generated through other capital projects in the Town Deal Projects programme in order to maximise the impact of capital projects and other investments in the town.</p>
Alignment to Town Deal Criteria	<ul style="list-style-type: none"> • Skills infrastructure • Enterprise infrastructure
Alignment to our Vision and Objectives	<ul style="list-style-type: none"> • Increased visitor numbers and town-wide economic impact (with increased stay length) • Strengthening and differentiation of visitor proposition
Rationale and Evidence of Need	<ul style="list-style-type: none"> • Meets the Skills Priorities for the Liverpool City Region’s Skill for Growth Action Plan for Visitor Economy Skills 2018 – 2020 • Reflects the priorities in ‘People First in 2020’ which identified the benefits of good customer service • Survey of visitor Economy employers in Liverpool City region reported that: <ul style="list-style-type: none"> • 45% of employers found it hard to fill vacancies over the previous year – compared to only 27% across all sectors • 42% of the vacancies were hard to fill because of deficits in general employability and work readiness, much higher than the all sector average of 33% • 40% of employers said basic communications skills were skills deficits in the workforce • Communications, problem solving, customer care and team working are basic components that employers need to boost productivity in Southport when taking on new recruits of all ages, particularly in relation to Covid-19 recovery planning • Southport’s tourism, visitor economy, hospitality and leisure businesses have suffered serious adverse effects on trade as a result of Covid-19. • Building back business once the pandemic is under control will need to build confidence and trust. A wide- ranging skills development programme for the town, centering on people in the workforce and including people wanting to re-enter work will play a significant role in encouraging customers to choose Southport and return again and again to use its world class facilities

Consultation Feedback	<ul style="list-style-type: none"> • There was recognition that good quality jobs are required in Southport to attract and retain more professionals as well as provide opportunities for young people. • It was suggested that this service should be targeted to local residents, so they have priority. • It was also suggested that money should be invested in the existing Sefton at Work and Invest Sefton initiative to ensure that this can deliver successful outcomes
Outputs	<ul style="list-style-type: none"> • Increased Collaboration with Employers and partners = 150 employers • Increase in the breadth of the local skills offer that responds to local skills needs = 4,000 individuals receiving training and development
Outcomes	<ul style="list-style-type: none"> • Improved perceptions of the place by residents/businesses/visitors • 1,000 learners gaining relevant experience up to a standard which is assessed as “job ready” • Number of new learners assisted = 4,000
Project Status	<ul style="list-style-type: none"> • Ready to start, match funding of £0.5m secured
Social Value / Clean Growth	<ul style="list-style-type: none"> • Through the use of a locally driven delivery mechanism to design and deliver the training between key partners • Jobs created through the project will be advertised through our local job’s brokerage service, ‘Sefton@work’ and will be promoted across the area • The impact of the training will be delivered in a manner that promotes civic society and engenders enhanced partnership working across a range of stakeholders and sectors • Delivery of training will incorporate remote and digital methods which will eliminate the need for travel • Training content will include awareness of the environmental assets we have in Southport • We will encourage wider awareness of Clean Growth measures being taken in the transformation of the town and the unique ecology of the surrounding area

2.4.2 Diversify Our Economy

Project

ENTERPRISE ARCADE

Located within one of Southport's formerly grand shopping arcades, Enterprise Arcade will offer digital incubator space for start-up businesses and entrepreneurs, creating a community for our existing and future talent in the sector.





Project Title	ENTERPRISE ARCADE
Project Summary	<p>Refurbishment of landmark Crown Buildings to create a new Incubator space, and an opportunity for the progressive and imaginative nature of Southport's emerging creative, digital and tech sector.</p> <p>The design will depart from a traditional workplace setting to account for changing times, and will capture Southport's distinctive entrepreneurial character. Emphasis on smart tech resources, allowing more control and contributing to Net Carbon Zero targets add to a development that will help demonstrate the ability to repurpose redundant upper floor accommodation prevalent within the historic core.</p> <p>Providing a pipeline of expanding businesses to 'grow-on' space provided at 'Enterprise Store', the aligned developments will provide space for events and networking to encourage cross collaboration, innovation and business growth. Key will be using the space to integrate education and young people with business and innovation: partnering with schools, colleges and universities. Talks have already commenced with Southport College, and specialist digital training providers Codenation and Northcoders.</p> <p>Together 'Enterprise Arcade' and 'Enterprise Store' support the development of a focused Creative and Digital district identified within the Southport Masterplan, to play host to a vibrant cluster and community of businesses and like-minded individuals.</p> <p>The complimentary redevelopment of Southport Market, as part of the first phase of Town Deal accelerated development, will provide a focus for informal meet ups and socials and in turn benefitting from custom generated by the business hubs.</p>
Alignment to Town Deal Criteria	<ul style="list-style-type: none"> Digital connectivity Urban regeneration, planning and land use Skills infrastructure Enterprise infrastructure
Alignment to our Vision and Objectives	<ul style="list-style-type: none"> Engagement and retention of young people with diversity of career opportunities Increased visitor numbers and town-wide economic impact (with increased stay length) Driving private sector investment, small business development, and entrepreneurship Ensuring towns have the space to support skills and small business development

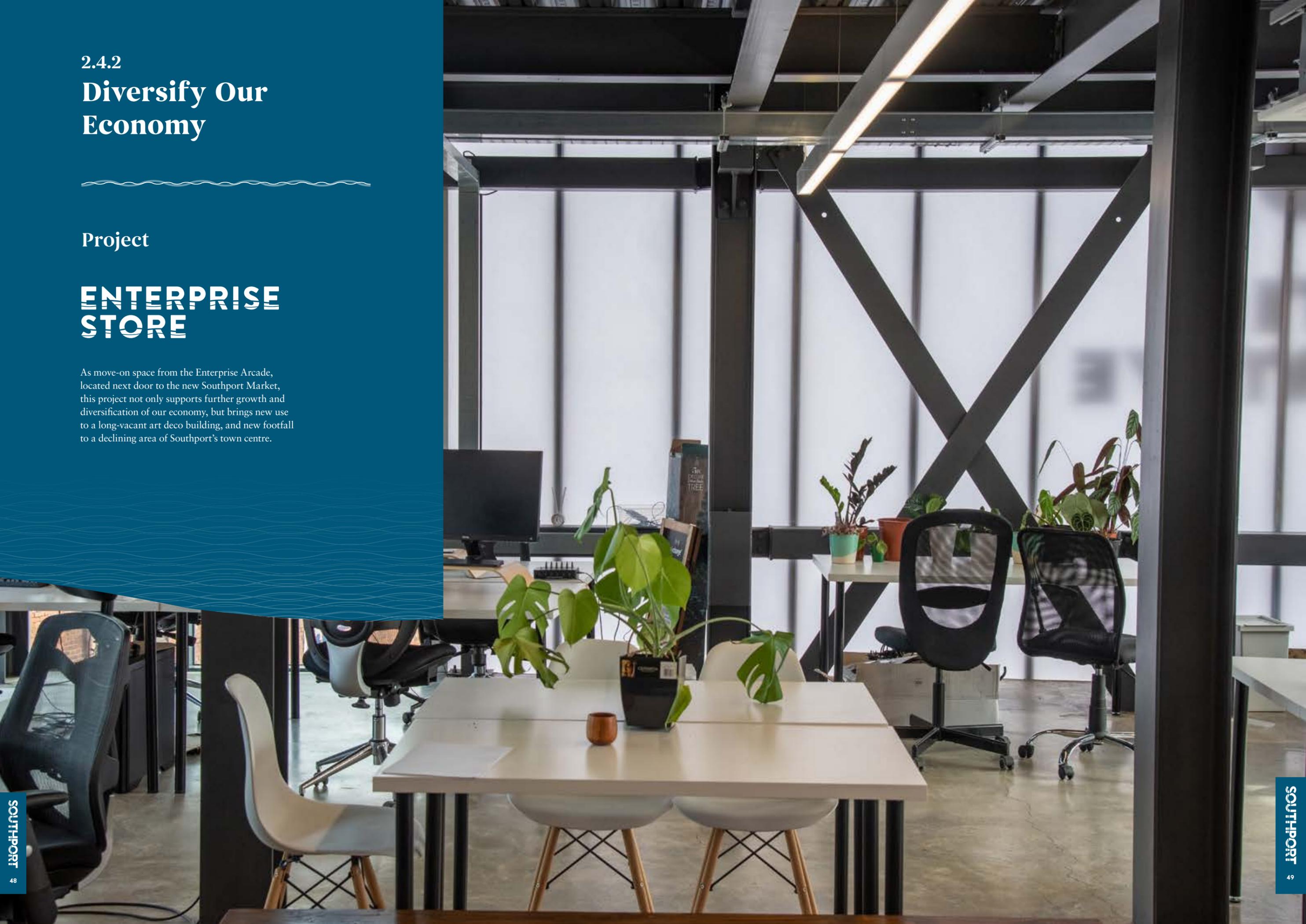
Rationale and Evidence of Need	<ul style="list-style-type: none"> Emerging Creative, Digital and Tech cluster in Southport, but needs to be scaled up to help diversify the economy Nomis data indicates that the number of creative and digital business in Sefton grew by 19% (145 more businesses) between 2013 and 2018 Significant commercial property market failure, with inadequate provision of office space failing to meet the needs of its communities to support a vibrant entrepreneurial ecosystem Rightmove Data showing that there were over the double the number of views per office in Southport when compared with Liverpool indicates that there is a clear mismatch between supply and demand Location to act as a 'hub' for the Creative, Digital and Tech business community, to <ul style="list-style-type: none"> Focus business and start up support through localised provision, peer networks and mentoring Provides greater connectivity between large and small businesses, driving collaboration, innovation and knowledge transfer The selected site for these schemes is within the identified 'Digital District' set out within the Southport Masterplan rationale Input has been provided by DITs Sector Specialist: Tech and Creative and the Growth
Consultation Feedback	<ul style="list-style-type: none"> Supported by 183 respondents in public consultation Strongly supported in consultation with business, specifically <ul style="list-style-type: none"> Clear need for this type of space, lack of space inhibiting growth Creation of a 'hub' and 'collaboration' space for new starts, business and creative, digital and tech sector 'Hub' to be in location with a 'buzz', close to places to eat, entertain and collaborate to be successful. Clear synergy with Southport Market redevelopment
Outputs	<ul style="list-style-type: none"> Net Additional Jobs (FTE) = 189 Productivity associated with employment (GVA) = £11.6m Delivery of quality commercial space in key locations (sqm) = 628m Increase in the amount of shared workspace or innovation facilities (sqm) = 628m Provision of specialist digital technologies to meet the needs of specific sectors = 1
Outcomes	<ul style="list-style-type: none"> Number of enterprises utilising high quality, affordable and sustainable commercial space = 30 Number of start-ups and/or scaleups utilising business incubation, acceleration and co-working spaces = 30
Project Status	<p>Shovel Ready</p> <ul style="list-style-type: none"> RIBA Stage 1 Building in ownership of Sefton Council
Social Value / Clean Growth	<p>Incorporated in the full life-cycle thinking and part of RIBA Stage 1, to include:</p> <ul style="list-style-type: none"> Design to include BREEAM RFO status Excellent targeted Use of Smart Tech in building operation and utilisation of digital connectivity Social Impact incorporated in procurement and full life-cycle through development and operation Structural connection between business, education/skills development and young people

2.4.2 Diversify Our Economy

Project

ENTERPRISE STORE

As move-on space from the Enterprise Arcade, located next door to the new Southport Market, this project not only supports further growth and diversification of our economy, but brings new use to a long-vacant art deco building, and new footfall to a declining area of Southport's town centre.



Project Title	ENTERPRISE STORE
Project Summary	<p>Acquisition, repurposing and redevelopment to create a gateway building with 2,886 m2 of flexible and managed workspace for c. 54 Creative, Digital and Tech focused SMEs in co-working and private office spaces.</p> <p>Flexible spaces will range in sizes to accommodate business growth, event and networking space to encourage cross collaboration, innovation and business growth. The building design will be a departure from a traditional workplace setting to account for changing times, and will capture Southport's distinctive entrepreneurial character. Emphasis on smart tech resources, allowing more control and contributing to Net Carbon Zero targets</p> <p>The project will support the adjacent development of 'Enterprise Arcade', providing complimentary, affordable and flexible grow on space and is aligned with the development of focused Creative and Digital district in the area identified within the Southport Masterplan, to play host to a vibrant cluster and community of businesses and like-minded individuals.</p> <p>The complimentary redevelopment of the adjoining Southport Market, as part of the first phase of Town Deal accelerated development, will provide a focus for informal meet ups and socials and in turn benefitting from custom generated by the business hubs.</p>
Alignment to Town Deal Criteria	<ul style="list-style-type: none"> Digital connectivity Urban regeneration, planning and land use Skills infrastructure Enterprise infrastructure
Alignment to our Vision and Objectives	<ul style="list-style-type: none"> Engagement and retention of young people with diversity of career opportunities Increased visitor numbers and town-wide economic impact (with increased stay length) Driving private sector investment, small business development, and entrepreneurship Ensuring towns have the space to support skills and small business development; and Bringing together existing sectors and new talent
Rationale and Evidence of Need	<ul style="list-style-type: none"> Emerging Creative, Digital and Tech cluster in Southport, but needs to be scaled up to help diversify the economy Nomis data indicates that the number of creative and digital business in Sefton grew by 19% (145 more businesses) between 2013 and 2018 Significant commercial property market failure, with inadequate provision of office space failing to meet the needs of its communities to support a vibrant entrepreneurial ecosystem. Rightmove Data showing that there were over the double the number of views per office in Southport when compared with Liverpool indicates that there is a clear mismatch between supply and demand. Location to act as a 'hub' for the Creative, Digital and Tech business community, to: <ul style="list-style-type: none"> Focus business and start up support through localised provision, peer networks and mentoring Provides greater connectivity between large and small businesses, driving collaboration, innovation and knowledge transfer The selected site is within the Southport's Masterplans identified 'Digital District' Input and ongoing commitment to support from DITs Sector Specialist: Tech and Creative and the Growth Platforms Sector Lead for Creative and Digital

Consultation Feedback	<ul style="list-style-type: none"> Supported by 183 respondents in public consultation Strongly supported in consultation with business, specifically <ul style="list-style-type: none"> Clear need for this type of space, lack of space inhibiting growth Creation of a 'hub' and 'collaboration' space for new starts, business and creative, digital and tech sector 'Hub' to be in location with a 'buzz', close to places to eat, entertain and collaborate to be successful. Clear synergy with Southport Market redevelopment
Outputs	<ul style="list-style-type: none"> Net Additional Jobs (FTE) = 331 Productivity associated with employment (GVA) = £20.2m Delivery of quality commercial space in key locations (sqm) = 2,668 Increase in the amount (and diversity) of high quality, affordable floorspace (sqm) = 2,668 Provision of specialist digital technologies to meet the needs of specific sectors = 1
Outcomes	<ul style="list-style-type: none"> Number of enterprises utilising high quality, affordable and sustainable commercial spaces = 52
Project Status	<p>Shovel Ready subject to</p> <ul style="list-style-type: none"> Developed at concept level with outline feasibility work complete Agents appointed to negotiate with a willing seller an exclusivity period for acquisition of building subject to a successful Town Deal bid Soft market testing for an 'Operator' has taken place
Social Value / Clean Growth	<p>Incorporated in the full life-cycle thinking and part of RIBA Stage 1, to include:</p> <ul style="list-style-type: none"> Design to include BREEAM status Excellent targeted Use of Smart Tech in building operation and utilisation of digital connectivity Social Impact incorporated in procurement and full life-cycle through development and operation Structural connection between business, education/skills development and young people

2.4.3

Infrastructure to Underpin Growth

Project

LES TRANSFORMATIONS DE SOUTHPORT

While living in exile in Southport in 1838, Prince Louis Napoleon, later Emperor Napoleon III, was so inspired by the grandeur of Lord Street that he ordered Baron Haussmann to model the reconstruction of Paris on it. Les Transformations de Paris made the French capital the “Southport of the South”. Les Transformations de Southport will ensure we again fulfil the potential of our public realm spaces, on Lord Street and beyond, returning to the grandeur of Victorian England when it was the country’s second most popular tourist destination.



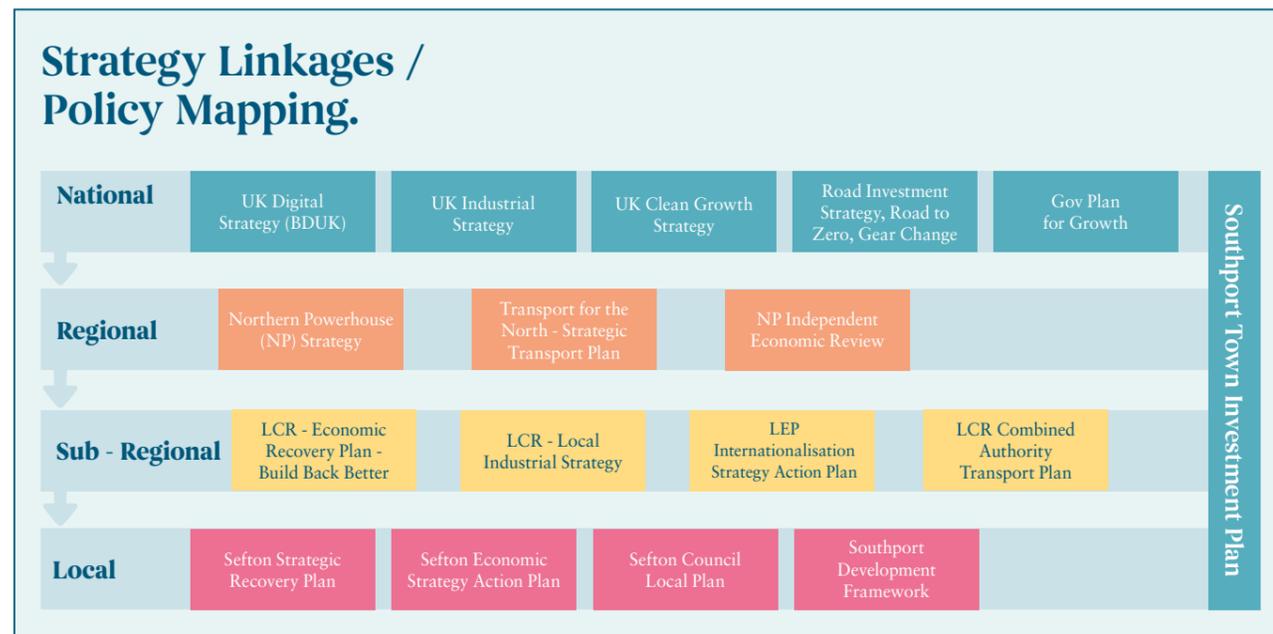


Project Title	LES TRANSFORMATIONS DE SOUTHPORT
Project Summary	The project will create accessible and well-connected high quality public spaces, providing priority for walking and cycling in support of clean growth. This will support businesses, improve the health and wellbeing of communities, encourage people to stay longer or return more frequently and thereby reinforce the vision for the town. The project consists of significant improvements on key routes connecting the major development proposals allied to a new comprehensive signing and wayfinding system across the town.
Alignment to Town Deal Criteria	<ul style="list-style-type: none"> Local transport Urban regeneration, planning and land use
Alignment to our Vision and Objectives	<ul style="list-style-type: none"> Significantly improved visitor experience on arrival and in the town centre Longer dwell time due to more attractive and enjoyable public spaces Increased focus and footfall for town centre/high street Delivery contracts provide for social value contributions Increased usage of rail services – enhanced visitor numbers Increase in walking and cycling in the town centre with associated health and well-being outcomes Strengthening and differentiation of visitor proposition
Rationale and Evidence of Need	<p>Southport has good road and rail connections to Liverpool and the Liverpool City Region, but road and rail connections to the north and east are limited and constrained. The town centre is dominated by north-south movements, particularly by vehicles, resulting in relatively poor (east-west) connectivity between the seafront area and the town centre and there are many competing demands for highway space which can be difficult to accommodate. The post Covid-19 decline in public transport use may also create additional pressure on the highway network to accommodate private vehicles.</p> <p>These issues are all highlighted in the Southport Development Framework (2016), the Town Centre Access and Connectivity Study (2018) and the emerging masterplan. The project addresses key issues for the town</p> <ul style="list-style-type: none"> Barriers to accessibility, scale and condition of the public realm, Vehicular dominance on key routes and at key nodes Sensitivities of a historic environment The connectivity needed for changing town dynamic The need for a new vibrancy and permeability throughout the town
Consultation Feedback	<ul style="list-style-type: none"> The need to invest in the public realm in the town centre and the connection between Lord Street and the Promenade and the location, cost and availability of car parking provision emerged strongly in the responses on the World Class Waterfront and Thriving Town Centre themes. Rail services and the potential for a new transport interchange featured highly in the Clean and Green and Better Connected themes. The need for better maintenance of existing infrastructure, to provide for pedestrians and cyclists and to create safe spaces accessible for all were also emphasised.
Outputs	<ul style="list-style-type: none"> New or upgraded cycle or walking paths (linear meters) = 864 New or upgraded road infrastructure (linear meters) = 864 Delivery of new public spaces (sqm) = 27,990

Outcomes	<ul style="list-style-type: none"> Enhanced High Street and Town Centre Experience that Prioritises Pedestrians (Linear metres) = 864 Improved Affordability of Travel Options to from Places of Interest = 5 Increase in walking and cycling with associated health and well-being outcomes Reduction in traffic congestion due to improved traffic management and signing Longer dwell time by residents and visitors due to more enjoyable public spaces Increased town centre/high street footfall Delivery contracts provide potential for social value contribution
Project Status	The main access and public realm improvements envisaged in the project are mostly conceptual, The main access and public realm improvements are mostly conceptual, although preliminary designs and costings have been prepared for the Lord Street elements. Details of the design proposals and delivery mechanisms will be developed as part of the business case development. The framework for the signing and wayfinding system was developed as part of the Access Study and can be developed and delivered quickly.
Social Value / Clean Growth	<ul style="list-style-type: none"> The project will facilitate access to new development by all modes and deliver high quality public spaces, providing priority for sustainable travel, particularly walking and cycling, in accordance with the ‘clean growth’ principles and supporting health and wellbeing. The infrastructure improvement contracts provide potential for a significant social value contribution.

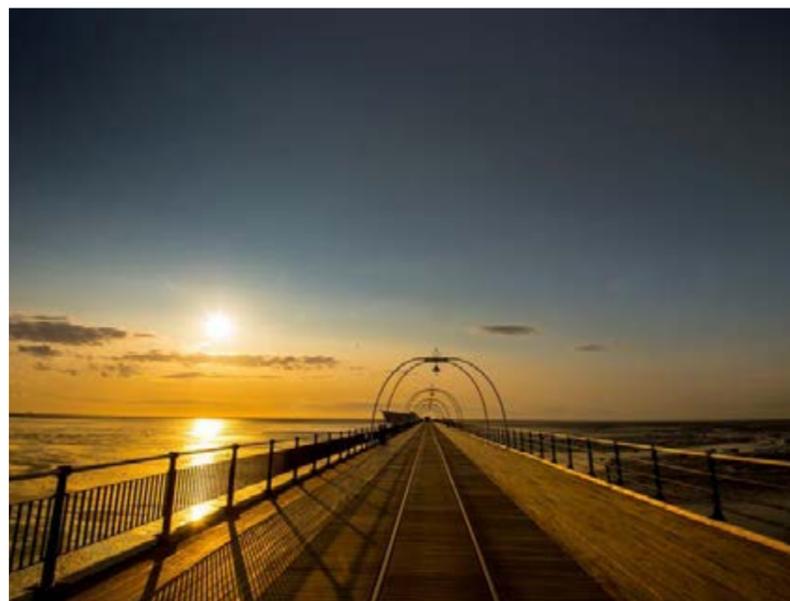
2.5 MAPPING OF STRATEGIES

The TIP is developed and links to a number of related strategies and this can be seen in the diagram below.



Examples of locally relevant strategies that have been informative to the TIP are the Southport Development Framework, Sefton Council Local Plan, the Strategy and Destination Management Plan and Southport BID Manifesto.

An example of strategic alignment can be seen with reference to the Enterprise Arcade and Enterprise Store projects which links directly to the Local Covid-19 recovery plan and the Liverpool City Region “Build Back Better” strategy. All projects link to and will contribute to the delivery of the Digital and Clean Growth strategies at a city region and national level.



ALIGNMENT WITH GREEN RECOVERY AND SOCIAL VALUE

CLEAN GROWTH & THE GREEN RECOVERY

Clean Growth and the emerging Green Recovery have direct linkages to a number of local, regional, national and international strategies from the Paris Climate Change Agreement (2015) down to Sefton’s Climate Emergency Strategy. Post Covid-19 research has identified that a Green Recovery can bring with it both short-term economic impacts along with structural changes over the long term which will help us to meet national 2050 climate targets.

Sefton council has publicly demonstrated its commitment by joining the 60% of UK local authorities who have declared a climate emergency and an ever-increasing growing consensus worldwide that urgent action is needed in order to help halt the effects of climate change. Ensuring that the Economic Growth it strives to realise goes hand in hand with reducing greenhouse gas emissions and protecting the environment is a key piece to realising our Vision.

The ambition of our Town Investment Plan meets key objectives of the Clean Growth Strategy primarily through:

- Accelerating the shift to low carbon transport
- Improving business and industry efficiency

To ensure that we are Building Back Better, the recently launched Public Sector Decarbonisation Scheme from BEIS will be targeted to maximise the funding of the Town Deal and deliver significant carbon savings for the Public Sector.

Project development has low carbon and Clean Growth as one of the key criteria in project deliverability, maximising on the opportunity for social, economic and environmental benefits to not be mutually exclusive.

The Investment Plan also supports a key element of our clean growth, green recovery plans via the support for the Southport Eco Centre. An award winning, educational facility, which will engage and influence the local community and future generations to adopt the behaviour changes needed to reach our ambitions.

SOCIAL VALUE

Southport aspires to grow a truly inclusive economy, one that creates meaningful economic success measured not just by GDP but by the health, wealth and wellbeing of all its residents, an economy with opportunities for all people and areas to prosper.

Our town deal policies seek to impact on the quality of jobs, opportunities to learn new skills and increase wage levels more widely, reducing inequality and disadvantage and helping to retain younger residents within the region. This will create a stronger society, a healthier workforce and more people who are able to enjoy the everyday essentials of life.

A project’s potential to generate good growth, environmental benefits and social value is embedded in our town strategy - we expect projects to include specific measures to drive this approach. On the one hand, we have considered how projects may contribute towards equality of opportunity and fairness. On the other hand, we will actively identify improvements and additions that can broaden the scope of a project’s benefits.

Our social value objectives to create long term, transformational change for the town, its residents and visitors include:

- Linking of people to jobs and opportunity, physically and digitally
- Supporting the creation and growth of new businesses
- Creating local supply chain resilience
- Embedding green and accessible spaces into the developments
- Empowering communities to generate jobs and growth for themselves
- Building premises to high energy efficiency standards with links to sustainable transport provision
- Improving health and wellbeing and community integration

The process of putting long term sustainable change within our project evaluation system will help add to the relatively short terms outputs and values often associated with capital project delivery. However, we will also seek to capture benefits from the use and application of our capital investment and wider community impacts that can increase health and wellbeing, build community cohesion and secure environmental improvements.

Sefton Council will use a variety of techniques to drive positive social value and monitor supplier performance utilising effective evaluation criteria in alignment with the National Themes Outcomes and Measures and utilising the benefits of the Social Value Portal. Through this mechanism, we will prioritise the achievement of agreed social value in line with regular performance monitoring against milestones and KPIs more routinely associated with capital projects.



3 ENGAGEMENT & DELIVERY

3.1 SOUTHPORT TOWN DEAL BOARD

The Southport Town Deal Board, convened in January 2020, has been working to develop the investment plan and engage with local residents to ensure the benefits of the Town Deal reach everyone. The Board comprises of people who are passionate and committed to a promising future for Southport. People who have created businesses and employment across many sectors, delivered important community services, taught our children and young people, looked after our residents' healthcare needs and welcomed visitors to Southport.

Name	Organisation
Agnes Ng	Managing Director, Dukes Folly Boutique Hotel
Alex Hatchman	Chief Strategy and Operating Officer , Fletchers Solicitors
Andrew Booth (Vice Chair)	Chief Executive, Sefton Advocacy
Cllr Marion Atkinson	Sefton Council Cabinet Member for Regeneration and Skills
David Head	Director, Andrew Cunningham Building Design Ltd
Dwayne Johnson	Chief Executive, Sefton Council
Graeme Robson	Superintendent, Merseyside police
Greta Fenney	Chief Executive, Light for Life
Ian Raikes	Headteacher & CEO of Southport Learning Trust, Greenbank High School
James Brayshaw	Chief Executive, AdaptiveComms Group Limited
Mark Basnett	Managing Director, Liverpool City Region Local Enterprise Partnership
Mark Lawler	Managing Director, Baltic Creative CIC
Michelle Brabner	Principal CEO, Southport College
Norman Wallis	Chief Executive, Universal Attractions Limited
Peter Hampson	Chief Executive, British Destinations
Rob Anderson	Director, RAL Architects
Rob Fletcher (Chair)	Chair, Fletchers Solicitors
Robert Agsteribbe	Co-founder, Bliss Hotels
Damien Moore MP	Member of Parliament for Southport
Sophie Bevan	Investment Manager, Liverpool City Region Combined Authority
Stephen Watson	Executive Director, Sefton Council
Susannah Porter	Chair, Southport Business Improvement District

The board has clear objectives and a passion to do what is best for Southport, its people, its businesses and its visitors.

Solid governance is in place in line with the standard policies and procedures set out by Sefton Council. The Board is active, available and capable of moving at pace, exemplified in the way Accelerated Projects were selected, agreed and submitted, resulting in the finances for “Shovel Ready” Projects that were ready to commence e.g. construction work will begin on the re-purposing of Southport Market imminently.

The formal requirements and documentation for the Board are all public and found on the Sefton Council website and also in the attached documentation.

In addition to the main Board, subcommittees were established at the outset for work streams on the main intervention themes. This has allowed smaller groups of Board members and other prominent

stakeholders to develop project ideas and priority areas for the TIP. Furthermore, working with staff and students at Southport College and KGV College, a Shadow Board has been assembled, made up of a group of students who are committed to the development of Southport’s future.

The purpose of the Shadow Board is to diversify the perspectives of the Board and provide insight which might otherwise not have been shared from the main Board. Following the submission of the TIP a key objective is for the students to play a continuing role in project development.

TOWN DEAL BOARD STRUCTURE

TOWN DEAL BOARD SUBCOMMITTEES

- Masterplan
- Transport Connectivity
- Stakeholder Engagement
- Skills and Enterprise
- Digital Connectivity
- Shadow Board

3.2 ENGAGEMENT & CONSULTATION

Description of how local businesses and communities have been engaged throughout the development of this plan

Comprehensive and ongoing engagement is a hallmark of our Town Investment Plan. Here are 10 ways in which we have engaged so far...



The Conversation with the town continues...

A detailed account of our engagement process, the results and compliance with MHCLG Guidance can be found in the Consultation Report.

Broadly engagement has been undertaken in three stages. They are:

- 1** Initial consultation (November 2019 – May 2020): This phase helped to gather evidence and an understanding of the range of issues and opportunities that the TIP would need to address.
- 2** Whole Town Consultation (June – July 2020): This phase was undertaken at the point when a draft vision and some ideas and potential priorities were available to consult upon. This was an open consultation that generated thousands of responses from residents and businesses.
- 3** Evaluation and Additional Consultation (August 2020 to date): This phase of consultation was required following an evaluation of responses by the Town Board and the need to undertake targeted engagement with young people, a more diverse range of businesses and visitors to the town.

NOVEMBER 2019 – May 2020: Initial Consultation

Just under 100 comments and suggestions were provided on the #MyTown page.

In spring 2020 a dedicated Southport webpage was made available and shared widely on social media including the ‘Stand up for Southport’ Facebook page. Stand Up For Southport also undertook a consultation exercise which generated over 1,000 responses from a wide range of local residents. These comments were shared with the Town Board for consideration as part of the TIP preparation.

Around this time work commenced on a new masterplan for Southport. The master planners considered the feedback gathered from these initial consultation exercises and conversations. Based on these views and analysis a range of evidence sources a vision and a number of Big Ideas were generated.

JUNE – JULY 2020: Whole Town Consultation

In June and July 2020, a consultation exercise was undertaken to gather feedback on a number of Big Ideas.

It was decided that the consultation should be digital-led given the evolving Covid-19 situation. The primary platform used for hosting the consultation was Sefton Council’s ‘Your Sefton, Your Say’ website. To ensure the consultation was fully inclusive, alternative contact details were provided for those without access to the internet including a dedicated help line and the opportunity to provide hard copy materials.

Visitors to the website were asked to provide feedback by identifying their top three Big Ideas. To generate qualitative data, respondents were then asked to provide comments and further suggestions.

AUGUST 2020 TO DATE: Evaluation of Responses and Additional Consultation

Following the close of the initial consultation, the Town Board reviewed the results and their representativeness of stakeholders in the town. It was determined that a number of additional engagement activities were needed. The purpose of these activities was to engage with those groups who may not have been as involved within the initial consultation process or who might require capacity building to participate.

The commencement of the academic year in September also enabled additional engagement with young people across Southport.

ADDITIONAL ENGAGEMENT WITH YOUNG PEOPLE

Message from the School Council

Dear Town Deal Board,
We love the plans that you have put forward and agree that Southport definitely needs to be regenerated! Please can you also consider our ideas! We think that Southport could be a “booming and thriving” town for lots of people to enjoy!

Yours sincerely,
St. Philip’s children

Message from the School Council to Southport school children in 2050

Dear Southport school children,
We hope that you are enjoying the new and improved Southport! Did you know that you are probably visiting attractions that were our ideas! We are writing this in school and we are currently aged 8 and 9, but as you are reading this message we are adults and could have children of our own! We hope that you work hard, enjoy school and also love Southport!

Yours sincerely,
St Philip’s children from 2020!

Message to Southport school children of 2050

“ We have a town to be proud of, we hope it has stayed that way. We wanted to invest in the future as young people so that we can all enjoy our town for years to come.

Take care of our town always, it is the place of your future too! ”

“ Southport is a modern town with lots of facilities for all ages.... Tourists come from miles around to visit our beautiful beach, theme park resort, state of the art shops and world class museums. ”

“ We are proud of Southport and we are proud to be from Southport. We hope that, with our help, in 2050 Southport is still a place to be proud of. ”



In order to engage with young residents of the town under the age of 16 years all 28 primary and secondary schools in and around Southport were approached and invited to participate in discussions. A briefing pack of material was provided which included a fun and informative original film about the Town Deal (produced by Sefton Council) and a series of questions to obtain feedback.

Responses to date have been received from half of the schools with 651 students actively engaged.

To engage with residents between the age of 16 – 18 years of age, secondary school and college students were invited to convene a Shadow Town Deal Board.

The first meeting of the Shadow Board in October 2020 and it will continue to meet to provide feedback from a young person's perspective and input to the design and implementation of projects.

In addition, students studying a Retail Management course at Edge Hill University

were invited to share their thoughts on the future of retail on the British high street and what this means for the Southport TIP. This part of the engagement process is ongoing.

In order to further understand the views of young people from Southport in higher education, Liverpool John Moore's University was engaged and is currently in the process of designing a structured discussion with commuting students. This will help to highlight these young peoples' thoughts on the future of their town and what is likely to help retain them to live and work locally once they have graduated.

Additional Engagement with local businesses

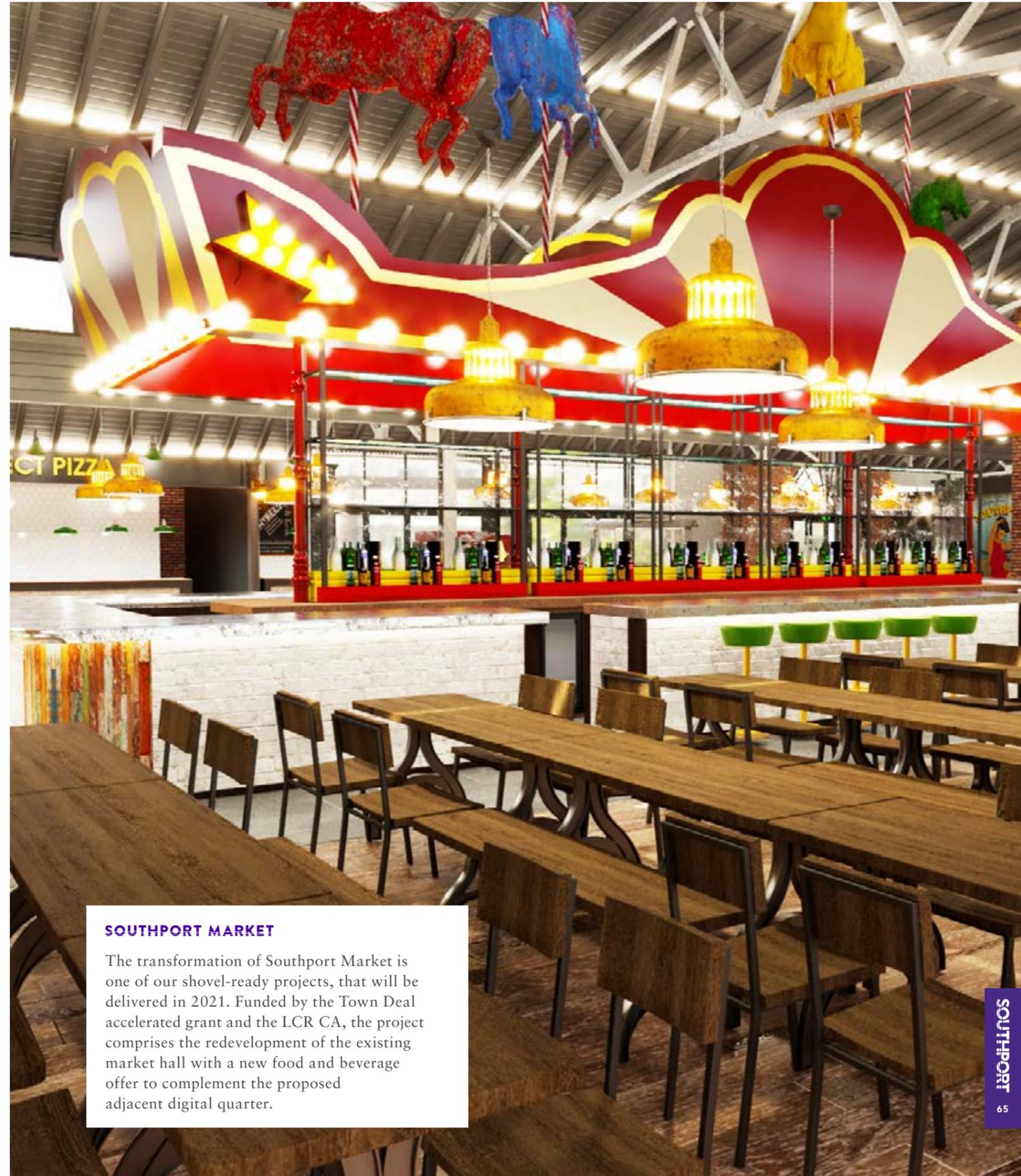
A series of one-to-one telephone interviews with businesses in IT, software, digital and creative, legal and financial sectors were undertaken. The discussions were undertaken on a private and confidential basis and themes emerging from business engagement were reported anonymously and informed TIP preparation.

Additional Engagement with visitors to Southport

A survey was emailed to recent visitors to the town to determine what features attract tourists and what would encourage them to return in the future.

A total of 279 completed detailed survey responses were received and this has provided an insight to visitor economy projects included in the TIP.

3.3 DELIVERY



HOW ENGAGEMENT HAS INFLUENCED THE TIP

A full account of how engagement has informed the TIP is included in the appended Consultation Report. Key points of influence from engagement include:

- The importance of the TIP including projects which enhance the appeal of visitor attractions including Pleasureland and the Southport Theatre and Convention Centre
- The importance of developing a new attraction in the Marine Lake which will attract more visitors to the town
- The importance of connecting the town centre and Waterfront
- Necessity of finding new uses and attractions for vacant shops in the town centre. The importance that different areas and attractions are well connected via the public realm, pedestrian and cycling facilities
- The need for the TIP to address seasonality in the economy. The TIP should also facilitate the attraction and growth of different industries to the town centre with stakeholders highlighting gaps in the business accommodation offer for co-working space and digital and creative industries
- The majority of the priorities identified by stakeholders under the Green and Clean theme have non-Towns Fund delivery or funding routes. The consultation does highlight an important role that the Towns Fund can play in ensuring that major regeneration developments in the town centre and waterfront can be reached on foot and by cycling, thereby minimising the need for short vehicular journeys in the town

Many of the priorities expressed by consultees will be addressed using funding and delivery routes other than Towns Fund. The revealed priorities which are relevant for further consideration as part of the TIP include investment in pedestrian movement through the public realm in the central area of the town centre and improvements to the Scarisbrick Avenue pedestrian route.

HOW ENGAGEMENT WILL CONTINUE

In 2020/21 we will:

- Publicise submission of TIP and thank all stakeholders for helping to inform the vision, the plan and the priorities
- Update the consultation website to provide the latest information on the TIP and to share an accessible summary
- Set up a new dedicated email address to handle stakeholder enquiries
- Receive feedback from students at Edge Hill University on the future of Southport's high street and discuss their ideas with them
- Receive and consider feedback from commuting students attending Liverpool John Moore's University. Provide feedback to students on their thoughts and ideas
- Agree and set a programme of Shadow Board meetings and agenda items linked to main Town Board meetings and agendas
- Develop project specific consultation activities as part of the planning application process and in line with the requirements of the Sefton statement of community involvement
- Continue to provide regular media updates on projects and good news stories as they develop
- Undertake ongoing engagement with delivery partners for projects to ensure that the social value potential of the TIP (including provision of skills, training and local employment opportunities) is fully realised
- Finalise town masterplan and determine its use in guiding / informing development including the requirement for further consultation

“ It has something for everyone. From young to old. You have the beach, shops, restaurants, pleasure island and parks all together and you spend as little or as much as you like ”

SOUTHPORT MARKET

The transformation of Southport Market is one of our shovel-ready projects, that will be delivered in 2021. Funded by the Town Deal accelerated grant and the LCR CA, the project comprises the redevelopment of the existing market hall with a new food and beverage offer to complement the proposed adjacent digital quarter.

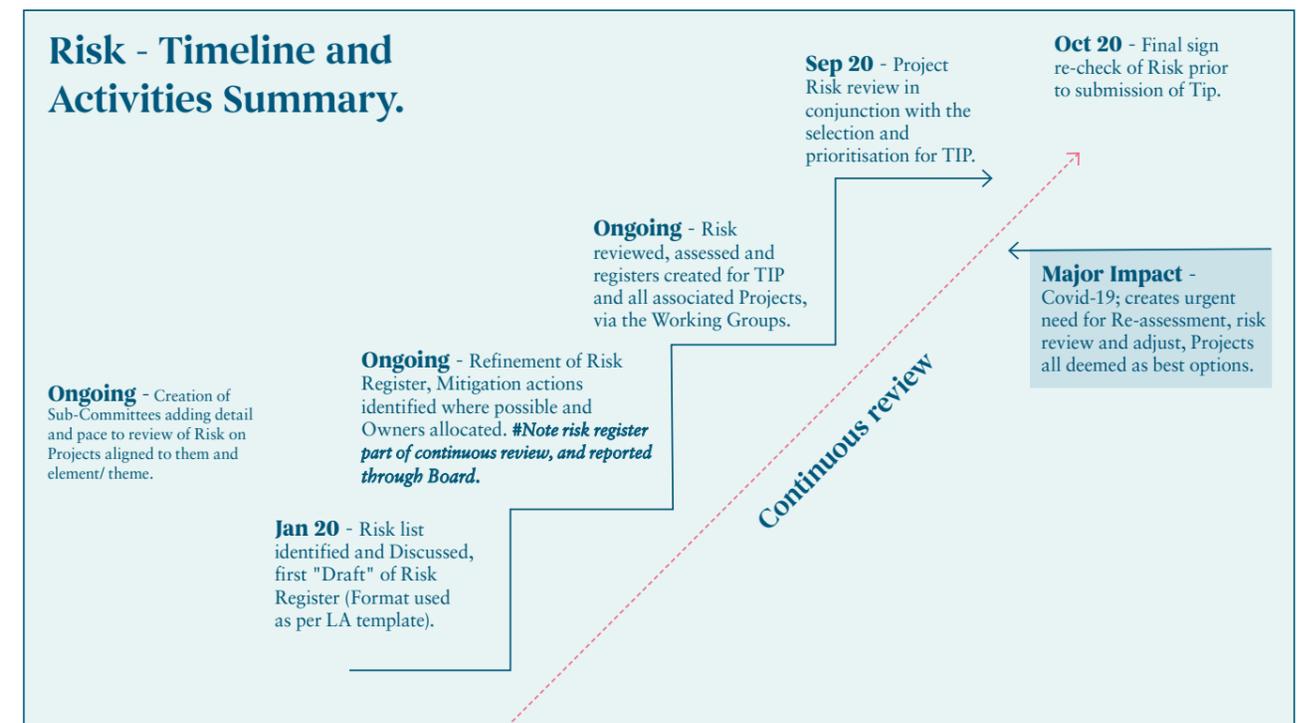
We have adopted a structured approach to assessing the deliverability of projects, including assessment of shovel-readiness. A summary of our approach is provided in the table below.

DELIVERABILITY CHECKLIST							
Deliverability Checklist by Project	Marine lake Events Centre	Light Fantastic	Project Barnum	Enterprise Arcade	Enterprise Store	Building Better CS	Transformation de Southport
Land / Property Ownership secured	Yes – Council Owned	Yes – Council Owned	Yes – Council Owned / Lease granted to developer	Yes – Council Owned	Not Yet – Agents engaged directly with landlords	Not required – Sites readily available for training	Yes – Predominantly Council Land / public Highway
Capital Costs Identified	Yes – OBC ready	Yes – Option within Convention Centre	Yes – Developer and secured IP	Yes – Feasibility RIBA Stage 1	Yes – as per Feasibility (Jan 2020) and RIBA Stage 1 report	Yes	Yes - costed schemes identified for much of the project
External Funding Committed	Part – LA / CA and Public and Private sector	Part – LA / CA and Public and Private sector	Part – CA pre-development and investor / partner	Part - Council Owned Building	Not yet - Subject to Town Deal Funding	Yes	Yes - Local Highways Authority & collaboration with 3rd parties
Delivery Partners Committed	Yes – Council will deliver Architects engaged	Yes – Council Delivery	Yes – IP signed MOU	Yes - Project team established.	Yes - Project team established	Yes	Yes - Local Highways Authority & collaboration with 3rd parties
Operational Partners Committed	Part – Soft market testing / industry advisors engaged	Part – Council and preferred operator	Yes – Universal Rides develop / deliver / operate	Yes - Soft market testing has identified multiple delivery partners readied	Yes - Soft market testing has identified multiple delivery partners keen to engage	Yes	Yes -Framework exists which would enable swift funding
Operational Funding Identified	Yes – OBC supports operational surplus no-subsidy required	Yes – Revenue from CC supports plus other contributions	Yes – IP as part of MOU	Yes – As outlined in Business Case	Yes -As outlined in Baseline feasibility work by 3rd party (Jan 2020)	Yes - Agreed	Yes - Agreed
Outputs agreed Operational Partners	Part – Benchmark measures agreed part of market testing	Part – Benchmark measures agreed part of market testing	Yes – Captured within lease, MOU and Partnership agreement	Yes, ongoing dialogue on proposition with multiple interested parties	Yes, ongoing dialogue on proposition with multiple interested parties	Yes - Agreed	Yes. Captured within scheme design, and part of contract procurement
Local Plan	√ #	√ #	√ #	√ *	√ *	N/A	√ *
Overall Assessment	Yes – Shovel and Operational Ready	Yes – Shovel and Operational Ready	Yes – Shovel Ready	Yes – Shovel and Operational Ready	Yes – Once funding agreed	Yes - Ready	Yes – Once funding agreed



RISK

A thorough and continuous risk assessment and review has taken place since the first declaration that Southport would take part in the Town Deal Bid. The Board and all Projects have adapted the Sefton LA risk process governance. The timing and process is illustrated in the schematic below.



√ # Denotes Local Plan compliant positive pre-app discussions concluded

√ * Denotes permitted development

IN CONCLUSION

THE TOWN DEAL IS A CATALYST FOR FURTHER INVESTMENT IN SOUTHPORT

Town Deal status provided an opportunity to raise the profile of development and regeneration opportunities with a range of prospective investors in the town.

This has created a significant number of investment enquiries, relating to hotels, town centre apartments, purpose-built holiday accommodation and interest in public-private joint venture arrangements to bring forward larger scale regeneration in the town. Sefton Council are also now in contract with a new investor partner to develop a unique “UK-first” outdoor visitor attraction as a result of the profile raising and Town Deal publicity that we have undertaken during 2020. The project comprises a world-class surf pool with adjacent wellness

and spa facilities, and a 4-star hotel. This project is commercially viable and does not require direct Towns Fund support, but the confidence of the partner in the town is based on the Town Deal opportunity and the emerging vision.

Interested parties have all highlighted the importance of having a clear vision, spatial framework and funding in place to kick-start the regeneration process and create a positive context for investment by private partners.



A TOWN DEAL OF £50 MILLION WILL UNLOCK MORE THAN £400 MILLION OF FURTHER INVESTMENT IN THE FOLLOWING PROJECTS:

Creation of a outdoor leisure experience – “**Southport Cove**” – a £40m project comprising a world-class surfing pool and wellness, spa and other facilities, providing a major boost to our town centre, bringing 90 jobs and **£20m per annum** to the local economy.

Further visitor attractions adjacent to the Project Barnum site, including a **Viking golf** site based on our local history, the revitalisation of the Lakeside Miniature Railway (the oldest of its kind in the world) and a **dinosaur park and High-ropes course**.

Further investment at Southport Business Park, including “**move-on spaces**” from the Enterprise Arcade and Enterprise Store

Regeneration of the **Grand Casino** site on Lord Street

Mixed use regeneration of Beales department store and the **Grade II Listed Wayfarers Arcade**

Mixed use transport interchange

Creation of a **Marine Village** to provide a range of homes within the waterfront area

A luxury lodge village at the North End of Marine Lake, with prime views of **The Light Fantastic**, improving our accommodation offer.

Redevelopment of the Kingsway site to provide new hotel and town centre living

Enhancement of the **Bliss Hotel** development to provide a mix of complementary uses adjacent to the Convention and **Events Centre**

Transformation of the **historic Victoria Baths** into wellness and spa facilities, opposite the Convention and Events Centre

Transformation of the **Ainsdale Gateway** – council-led improvements to the access and facilities at Ainsdale Beach, at the southern end of the town.

The “**Green Ribbon**”, further enhancing the magnificent parks, green spaces and associated visitor facilities across the town.

It all starts here, rooted in seaside tradition, connected by open spaces, pioneered for feeling good, living well and staying longer.



What will this deliver?

1,250 net additional FTE jobs created

£60.6 million GVA productivity boost every year

Attraction of **1.2 million visitors** per annum

£44.6 million visitor expenditure boost per annum

325 construction jobs supported per annum and **£10.3 million GVA boost** per annum during construction

333,499 visitors to arts and cultural venues

4,000 new learners assisted

82 enterprises using high quality and affordable space

32 start-up businesses supported

Your future is here.

