

Issue 3
April 2022

Sefton Council 

Sefton Growth and Strategic Investment Programme Update



Foreword

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Executive Director, Place

We are pleased to have the opportunity to share with you the latest update on our Growth and Strategic Investment programme, summarising the continued progress being made on an exciting range of projects across the borough of Sefton.

The incredibly exciting vision emerging for the future of The Strand in Bootle has been shared, in advance of the next round of Levelling Up funding and as part of the ongoing consultation and engagement process on the town and its future.

The repurposing of the Strand will support economic diversification as well as resilience of the asset, while also delivering positive social and environmental outcomes.

The highlights and imagery in this update start to bring this vision to life, and we would welcome discussion and feedback on this exciting opportunity.

The projects within the Southport Town Deal continue to progress, with consultation on Les Transformations de Southport concluded, and procurement of partners for the Enterprise Arcade imminent.

Work particularly continues at pace on the Marine Lake Events Centre and the Light Fantastic projects, with design and business planning ongoing, and consultation to be progressed this Spring.



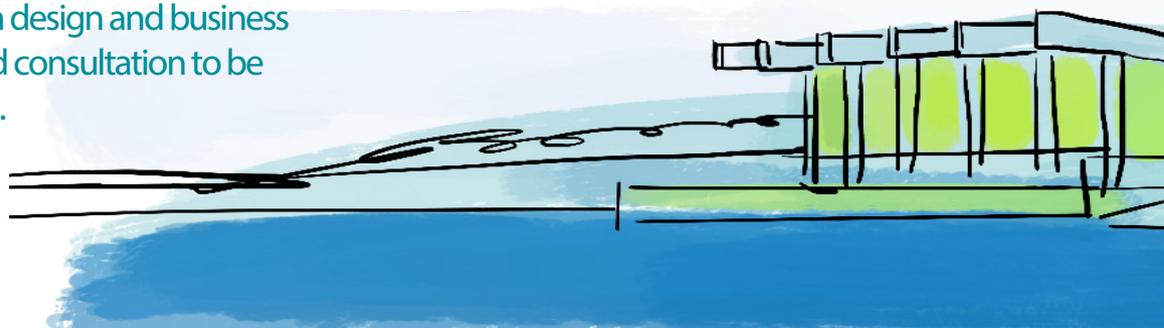
We've also seen the recent announcements of the Liverpool City Region's Sustainable Transport Settlement, which brings significant capital investment to the borough's horizontal infrastructure to underpin economic recovery and resilience. Again, more details are included in this update.

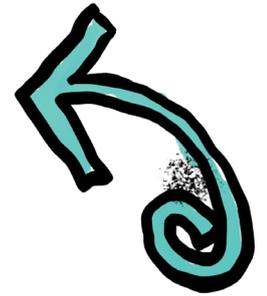
These are extremely exciting times for Sefton. This a fantastic place to live, work, visit and invest.

We have a range of interesting vacancies to support development and delivery of this whole programme, offering the chance to be part of the transformation of the borough and its economy, and the delivery of the 2030 Vision.

We're open to flexible working and other solutions to making these exciting career opportunities accessible to all, so please get in touch if of interest.

I hope you enjoy this latest update on our continued progress.





SOUTHPORT

Exciting plans for a state-of-the-art **Marine Lake Events Centre** in Southport are set to take another big step forward this summer, as the project team prepares for **public consultation**.

The plans will provide a theatre space, conference and exhibition centre able to accommodate a range of events, and café/restaurant on the site of the existing Southport Theatre and Conference Centre.

A water and light show is proposed to be installed on the Marine Lake.

The project will bring thousands of visitors to the town each year and provide a boost to the local economy.

Work on the Marine Lake Events Centre follows the success of Southport Market, which opened its doors last year and has helped to kickstart regeneration of the Market Quarter.

The Marine Lake Events Centre team will start conversations with stakeholders over the next few weeks with public consultation planned to take place in May.

A planning application is expected to be submitted in early summer 2022.



TOWN DEAL



Les Transformations de Southport

This project is aimed at improving the public realm within Southport Town Centre.

Set to support Southport's return to the grandeur of Victorian England, when it was the country's second most popular tourist destination, "Les Transformations de Southport" looks at interconnectivity across the whole town centre, from improved routes in the town centre to the creation of new public spaces for hosting events

Enterprise Arcade

Located within the Crown Buildings on Eastbank Street, this project will offer Southport's first digital incubator space for start-up businesses and entrepreneurs, a co-working space creating a community for our existing and future talent in the sector.

It will also create a new economic driver for the town centre, supporting economic diversification and resilience, and breathing new life into vacant buildings.



Building Better Customer Experiences

This is a training programme for employers and employees across the town, aiming to help create a consistent level of exemplary service which can be associated with a 'Southport Standard'.

There will be a focus on understanding Southport and will incorporate a strong diversity and equalities training that aligns with the overall objectives for Southport's vision.

Disability awareness will be a vital aspect of this programme, which will support the elevation of the town's brand in line with the original Town Deal consultation and bid submission.



BOOTLE



Sefton Council is committed to the **Strand** shopping centre, a **cornerstone of the local community** and it remains at the heart of plans to **regenerate** the hard hit town.

Working in partnership with the Liverpool City Region Combined Authority, leading real estate company Avison Young and place shaping consultants K2 Architects, the Council has developed a bold vision for the future of Bootle.

This includes more green public spaces, and an exciting and more diverse offer from the Strand and the adjoining Canalside.

This would include diversification of the centre to include new food and drink offers; leisure and entertainment; culture and education; as well as new integrated health and social care facilities.

Bringing all of this together in one place improves access for the whole community making the town more resilient.

A BOLD NEW FUTURE

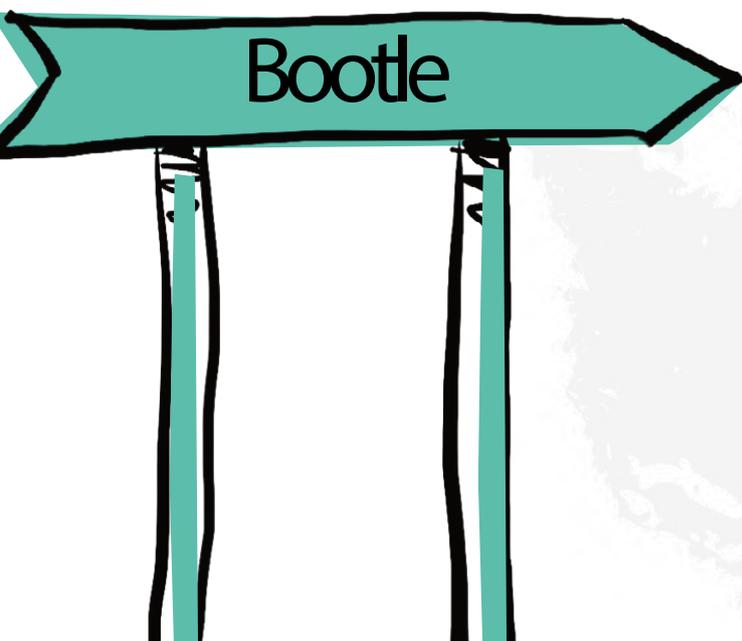


The strategy is to retain the best of the existing Strand shopping centre and unlock its original potential by opening elements of the centre to create more public spaces and to work with the original buildings and structures, rather than large scale demolition and redevelopment. This will have a fraction of the environmental impact.

This vision of a diverse and resilient town centre, repurposed for the community, is a bold and ambitious one, but one that local leaders are confident can be delivered alongside partners including Hugh Baird College, local health providers, the Canals and Rivers Trust, local businesses and the community and voluntary sector.

ENGAGEMENT

We will be launching a market testing exercise in **Summer 2022**, after which more detailed proposals will be developed, in consultation with **local people**.



We have already started engaging with the local community as part of the wider Bootle Area Action Plan process with further opportunities to contribute to that planned for later this year.

We intend to work collaboratively with local leaders and the community on the Strand programme and will commence dedicated engagement soon.



STREET FOOD PROJECT



A BOLD NEW FUTURE

An exciting and ground-breaking 'Street Food' regeneration pilot project is coming to Bootle Canalside.

The project will provide an education, training, skills development and employment pathway and new business start-up mentoring and support within the hospitality and leisure sector for the local community.

It will also help to revitalise the Strand Shopping Centre further by providing new catering facilities, alongside a complementary events programme at Bootle Canalside.

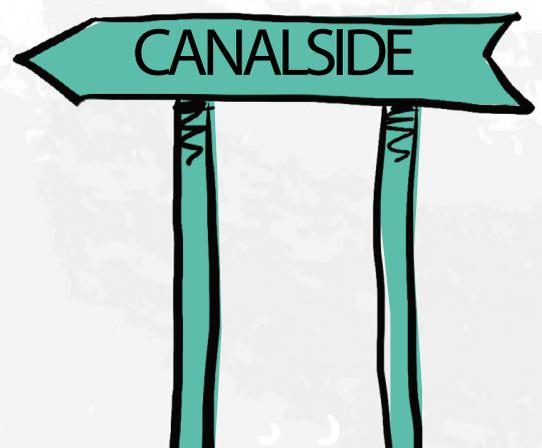
The scheme will be delivered in partnership with the Government's Department for Business Energy and Industrial Strategy (BEIS), the Nationwide Caterers Association, Hugh Baird College and Everton in the Community.

BOOTLE LUF BID

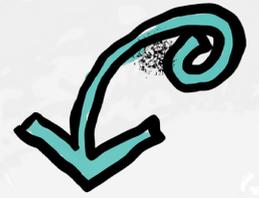
The Council intends to submit a new bid to the Department for Levelling Up, Housing and Communities (DLUHC) this summer for support with its plans for the Strand and Bootle town centre.

The town is one of the areas hardest hit in recent times and has not yet had support from the Government for regeneration and development.

The Council's vision for a thriving town centre that works for all people is the archetypal Levelling Up project, focused on community, resilience and sustainability and we hope to see it supported in the next round of funding.



SEFTON HOSPITALITY OPERATIONS LTD



Sefton Hospitality Operations Ltd (SHOL) is a private company set up to create and operate hospitality outlets offering **exciting**, **diverse**, and **accessible** options for their customers.

From hotels through to bars and restaurants, as well as outside catering, food delivery and events, SHOL aims to provide unique experiences for both its guests and employees.

SHOL will operate the hospitality offer at Crosby Lakeside and is wholly owned by the Council.

This summer, SHOL will set up Conehead (an ice cream and waffle retailer) to bring job opportunities to Sefton.

Conehead currently employs 3 Sefton residents that were previously unemployed. They all live within walking distance and are paid above the living wage. Conehead is trading well and looking forward to a profitable summer weather permitting.

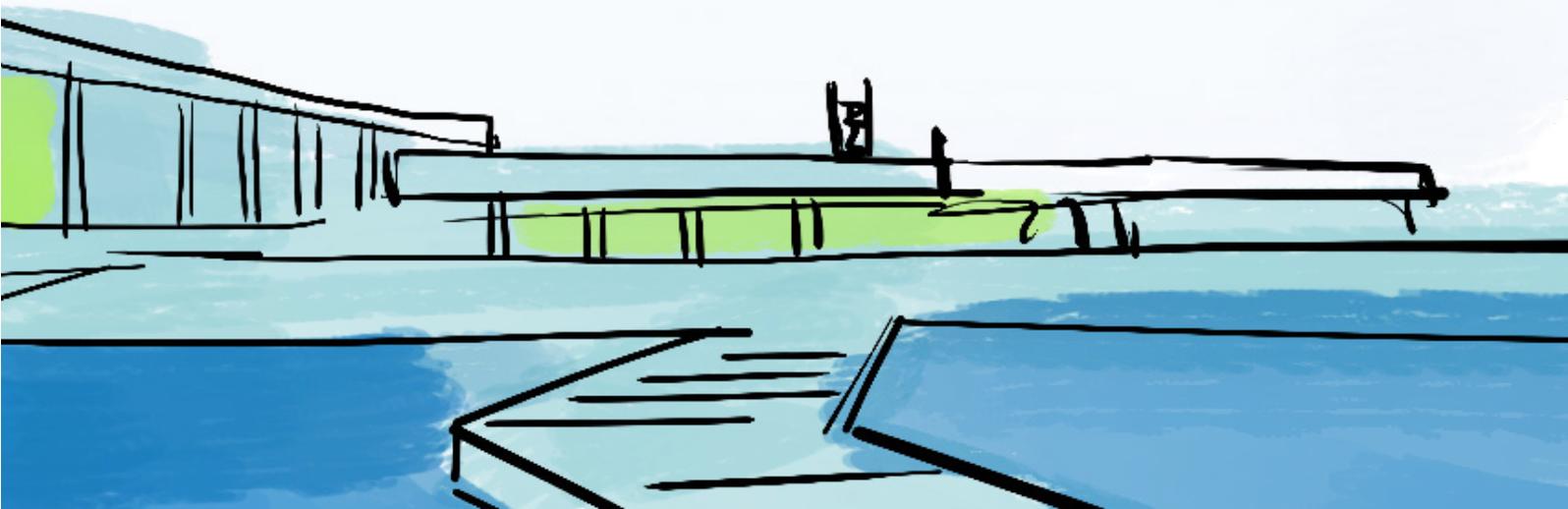
Once the newly refurbished venue at Crosby opens, we will be employing upwards of 25 people in this way.

SHOL is committed to recruiting for all hourly paid roles through Sefton at Work, as well as imminent appointments of finance and admin staff through that process too.

SHOL are due to open a hot snack concession on Ainsdale beach which will be serving a selection of pizza slices, dough balls, tapas and small plates.

Projected opening is mid May currently and the plan is to employ two new staff.

The company has tendered for two large concessions at Ainsdale and Crosby with the outcome due shortly.



SANDWAY HOMES

Sefton Council's **wholly owned** housing development company, **Sandway Homes Limited**, has continued to progress with works on site of its first two schemes, **Hey Farm Gardens** in Crossens and **Sandy Brook** in Ainsdale.



These two schemes will deliver 78 homes through a combination of open market sale and a proportion of affordable housing.

The sites are currently under construction, with the first handovers due early summer 2022.

The initial phase of properties have been released for sale and all of have been reserved off-plan, demonstrating a strong demand for homes in these areas of the Borough.



In assisting to accelerate the delivery of the Council's Local Plan, the Company has a third site, Buckley Hill Lane, Netherton which is due to start on site later this year.

This scheme will deliver a further 63 homes in another key area of the Borough.

The schemes are being delivered by Main Contractor Barnfield Construction, and include a variety of house types including spacious 2, 3 and 4 bedroom homes, and a small number of apartments.



SANDWAY HOMES

The Council has considered a further pipeline of sites for Sandway, which are subject to a detailed business case being presented during 2022. The Phase 2 schemes would deliver a further 300 homes across the Borough on key brownfield sites.

The benefits to the council that Sandway promotes include:

- A multi-million financial return from the re-development of the sites
- High quality homes for a broad range of customers
- A positive contribution towards the delivery of the Borough's 2030 Vision and Local Plan target for 11,000 new homes by 2030
- Creation of new employment opportunities within the region
- Help to create communities that are open, respectful and resilient
- A robust forward plan, ensuring that SMBC can maximise its return on investment from housing delivery activity

CAMBRIDGE ROAD

The Cambridge Road Community Learning Hub is a transformational development project to re-develop a Grade II listed building, enabling it to become a fit-for-purpose learning environment to reflect the key investment principles of Sefton Council and the Combined Authority and the overall skills strategy for the sub-region.

At a cost of £1.6m it has benefitted from Combined Authority funding support which will upgrade the existing facilities, offering a more sustainable and

digitally enabled inclusive learning environment, primarily targeting returning learners and facilitating their progression into the labour market in key sectors.

The building will be fully operational to the public and learners by the end of May 2022.



TRANSPORT



The Council has secured extra **investment** to improve our transport infrastructure, making it **easier** and **safer** for people to travel, however they choose to travel

An increased level of funding has been secured from City Region to deliver a 5 year programme of highway maintenance and improvement projects throughout the borough.



Work has commenced on public realm improvements on Scarisbrick Avenue in Southport and other proposals are being developed in Bootle, as part of the Maritime Corridor initiative.

Funding has been secured for further junction improvements in Maghull to improve accessibility and safety. These, tied in with significant cycleway improvements are programmed for delivery over the next 12 months.

Proposals to include a new multi-use path in Crosby Coastal Park to provide an alternative to the sand affected promenade will shortly be introduced, subject to Planning approval.

The borough's cycle and walking network will be further improved by improvements to the Formby By Pass (A565) and Ormskirk Road (A59), including modification to the key junctions. Funding has also been secured to develop School Streets proposals, which aims to encourage more people to walk and cycle safely to school. Development work has been undertaken in three high schools in Southport and further work will undertaken in other schools throughout the borough.

