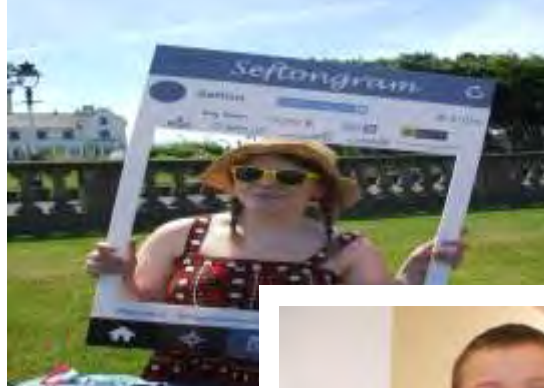
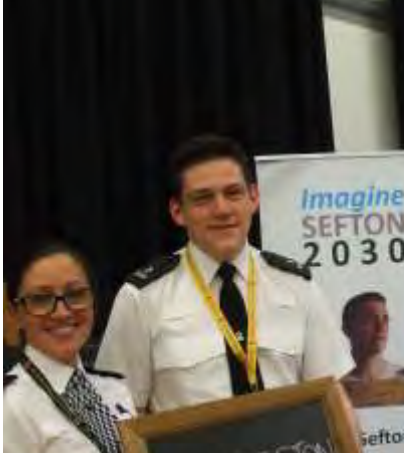


Imagine Sefton 2030 Vision Consultation Report - August 2016



Forward by Cabinet Sponsors

Sefton Council is leading on developing a new and exciting vision for the future of the Borough; focusing on what is important and to be bold and ambitious, so that Sefton is a place where we are all proud to live, where people want to spend time, where people can achieve and where businesses thrive and investors are drawn to.

We have worked very closely with our partners, businesses, private sector organisations, the voluntary, community and faith sector and our local community to understand what you love about the area and how we can work together to deliver the ambitions expressed leading up to 2030 and beyond. It has been really important that we ask local people, visitors and people who work in the Borough what your Vision is for the Borough and the engagement we have carried out on the Vision built upon the work and the many conversations that have taken place with communities during the past few years.

The extensive engagement that was carried out to help us with our understanding saw us engaging with over 3500 people of all ages from across the Borough, who visit the Borough and who have businesses here to provide us with a collective view on the areas that are important for the Borough for the future. The inclusive process included a development of a website and a Visioning Toolkit, Pop-up Community Roadshows, meetings, workshops, surveys, a comprehensive social media campaign and yes we even had answers on a postcard.

Developing the 2030 Vision will build upon the much strength we have in Sefton, including our partnership working and the unique assets we have to offer. The information gathered will help to inform the Vision for the Borough; it is important that we continue to involve you as we develop the 2030 Vision and we look forward to your involvement as we work together with others to shape our plans. We believe that the community engagement has been successful and would like to thank everyone who has shown their commitment and support during this stage of the engagement process.



Cllr Patricia Hardy

Cabinet Member for Communities and Housing

Imagine Sefton 2030 Cabinet Sponsor



Cllr Paulette Lappin

Cabinet Member for Regulatory, Compliance and Corporate Services

Imagine Sefton 2030 Cabinet Sponsor

Imagine Sefton 2030 Vision

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1. Executive Summary - Feedback from the Consultation and Engagement on the Imagine Sefton 2030 Vision

This report provides the findings from the engagement process undertaken by Sefton Council and partners on the Imagine Sefton 2030 Vision for the Borough. The Council worked closely with partners, businesses, private sector organisations, the voluntary, community and faith sector and the community to help us focus on what's important and to be ambitious for the Borough and its communities in the future.

The Cabinet Sponsors for the 2030 Vision, Councillor Patricia Hardy, Cabinet Member Communities and Housing and Councillor Paulette Lappin, Cabinet Member, Regulatory, Compliance and Corporate Services agreed that developing the 2030 Vision should build upon the work and conversations that have taken place during the past few years; to help avoid duplication and consultation fatigue, previous consultations where residents have given their views have been collated and early discussions with partner organisations, our business sector and feedback from over 1000 Council staff were analysed and used to identify the eight emerging themes and principles, that were consulted upon.

The theme areas:

From the consultations, eight common themes have emerged and these have been put together into a draft Vision and Outcomes Framework. The emerging themes are:

Theme	What does the theme mean?
1. Resilient people and places	Being able to deal with problems, either as an individual or in the community and coming up with solutions. If you need help, knowing where to get it.
2. Growing, living and ageing well	People are happy and healthy, prepared for life and independence
3. A great place to live, work and play	A great place with a real sense of community and so much on offer. There is better housing and more jobs for people
4. Activities, sociability and hosting	Being able to meet with family and friends, have things to do and a place where sports, arts and music events take place
5. Pride in the place	Being proud of where we live. People stay here and people come to visit us because it is clean and attractive
6. Accessible and linked	Sefton is accessible and connected – there are great transport links in the Borough but also to other places and people can get here easily
7. Right for business	There are lots of businesses of all different sizes. There are lots of good jobs and people are trained and have the right skills to get the jobs. Also we attract investors and businesses to be based here

8. Digital, Science & Technology	Everyone can use digital technology and is able to connect better. The technology helps make Sefton an attractive place to live, work and visit. There is increased investment in science
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As well as these themes people have told us that we have some unique assets in the borough and they think that we should make the most of these assets; they think they should form part of Sefton's identity. These assets are:

- The coast and the water based environment
- Culture, heritage, science and leisure
- Sports
- Businesses and the port
- Our people
- Urban Villages & Towns

The engagement process took place over a seven week period from 13th June until 31st July 2016. The vision conversation was launched with an interview on Radio Merseyside by Councillor Lappin, it included a wide range of methods including information on social media, developing a dedicated partner website, on-line survey, 'talking heads' videos, radio interviews, events in parks, workshops, meetings, focus groups, organised by Sefton Council, Sefton CVS, Sefton Young Advisors, Sefton Library Service, Sovini and postcards distributed by many other partner organisations.

Key messages from the consultation and engagement process:

In total in excess of 3500 people engaged in the process. There were some common messages that repeatedly emerged during the engagement process:

- Participants want to be **kept informed** and given the opportunity to **stay involved**
- Participants recognise that developing and achieving a vision is something that has to be done as a **partnership** with all sectors involved to build on each other's strengths, relationships and ideas to implement it for the best **outcomes for our communities**.
- It is difficult to choose three important themes as they are all important. There is recognition that the emerging themes are the 'foundations' and link together. If one is achieved, it will lead to achievement in the others. Many people of all ages identified that **job opportunities** are the cornerstone to this.
- **Investing in the infrastructure of the Borough** will help to provide a strong, sustainable economy, be it regenerating town centres and high streets, improving highways and connections (but being mindful of traffic volumes); developing urban, village communities that have affordable housing and access to social activities.
- Sefton has many **natural assets** including the coast, local heritage and open spaces; these should be used in the development of a **Sefton brand/identity**. Promoting the Borough will attract businesses, investors and visitors.
- People have a **sense of pride in the area**; the people and places. There is a sense that people want to live in a community where they look out for one another and they want their community to be well kept and looked after by being free of litter and weeds.

- **Feeling safe** is a cross-cutting theme that has been mentioned by young and older people alike – reassurance that everyone will feel safe in the future in open spaces, on public transport at local amenities and in their own homes.
- Sefton is a diverse borough with many communities with different needs. Acknowledging this diversity and providing **equality of access and opportunity** is important to all, however, particularly important to our communities where there may be barriers.

Key findings from the on-line survey

Over 1000 people clicked through from the Imagine Sefton 2030 website and viewed the information and consultation on line, with 332 people then going on to complete the on-line survey; 268(86%) being a resident of the borough, with half of the residents also indicating that they also work in Sefton. Generally the results for identifying the three most important themes were quite evenly spread, as were the age ranges for people who completed it. The top priorities for people completing the on-line survey are as follows:

- People will be happy, healthy and well (16%)
- There will be vibrant businesses and neighbourhoods (15%)
- People will take pride in the place (14%)

Respondents were also asked to provide any additional comments. The comments were wide ranging, however a number of themes were apparent that centred around:

- Pride in the place – Concern about the amounts of litter and weeds were a common response and that these are making the Borough appear unkempt and less attractive and therefore can give the impression that the area is not safe and welcoming.
- Infrastructure – Investing in, and regenerating the town centres and high streets were common suggestions to help develop a strong, sustainable economy for the borough. At the same time, protecting open spaces and areas of natural beauty and the borough's heritage and urban and community villages were also deemed important. Recognising the community and social investment that is currently taking place/could be developed and the social value outcomes that are derived are also important as is the private sector partnerships, including the Port development.
- Scepticism – There was some concern that the Vision may not be achieved due to funding cuts and austerity.
- How to prioritise – There was some recognition that all the statements are important and link to one another; that they are broad statements and how they can be drilled down to specific actions, involving local people and partnerships.

Respondents also had the opportunity to tell us what they love about Sefton. Hundreds of reasons were given, identifying the many great assets the diversity we have in the borough, the people and sense of pride and community that resonates throughout. Examples range from the beautiful coastline, the green spaces, the urban village feel, the shopping experiences and the proximity it has to other local attractions in the City Region.

A number of people representing partners of voluntary, community and faith sector organisations completed the survey and have supplied their contact details to stay involved, as have 64 local residents who would be interested in engaging their colleagues, neighbours and friends about their vision and goals for 2030.

Key findings from 'Answers on a Post-card'

Over 5,000 postcards were distributed geographically, either individually or as part of the toolkit packs. With the support from partner organisations, 2286 postcards were returned. The postcard was a slimmed down version of the on-line survey with two questions focusing on prioritising the three most important emerging themes and whether they were a resident, work in Sefton, a visitor or a business/investor. The three most important areas were:

- I will feel safe (15%)
- I will live in a community where people look out for one another (15%)
- People will be happy, healthy and well (13%)

Key findings from the social media survey

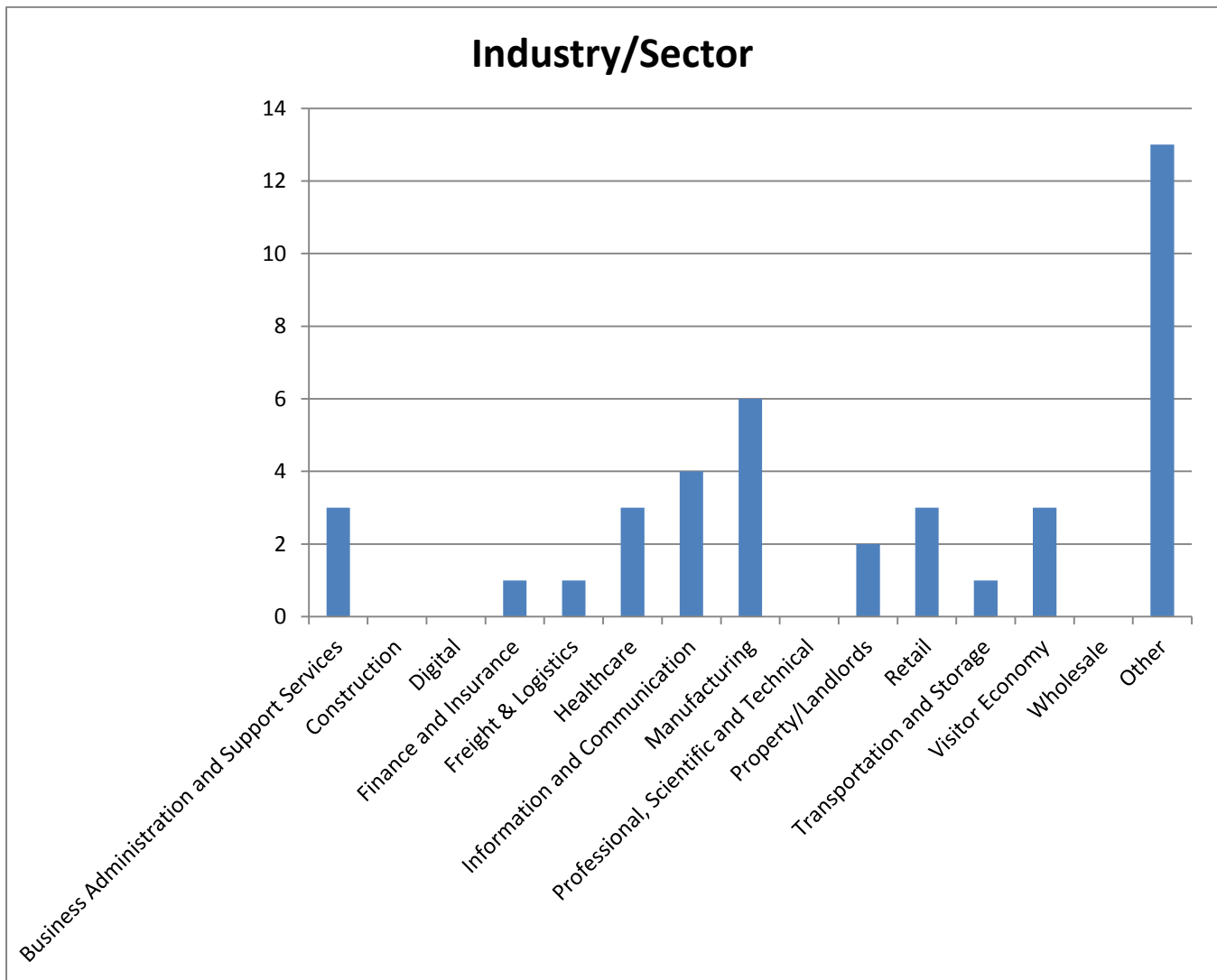
As part of the social media campaign the two questions on the 'answers on a postcard' survey were used in a survey as part of Facebook advertising. There were 910 clicks to the google form, with 155 people completing the survey. Of the 155 people, 94% identified themselves as a Sefton resident and the three most important emerging themes were:

- I will live in a community where people look out for one another (50%)
- There will be vibrant businesses and neighbourhoods (48%)
- I will feel safe (34%)

Key findings from the on-line survey for Businesses/Investors

Invest Sefton facilitated contact with over 4000 businesses, who received information on the Imagine Sefton 2030 Campaign and a link to an on-line survey; 42 businesses/investors took part in the survey with 64% of businesses stating they employ between 1 – 50 people and 67% of businesses indicating that they have been trading for more than 10 years.

Industry sector responses



The businesses that identified themselves as 'other' include businesses within the Voluntary/Charity Sector, Education and training, Health and Social Care, Leisure, Landscaping and Social Enterprise.

Critical success factors

When asked to identify the success factors to ensure growth and a competitive business moving towards 2030, the top three areas were identified:

- Sefton will be a place to seize opportunity (16%)
- There will be a strong ethos of public –private sector partnerships (14%)
- There will be a thriving entrepreneurial and enterprise culture (13%)

Other comments/themes centred around acknowledging that the VCF sector and social businesses contributing to the Sefton economy, needing a long-term plan for public health, Sefton MBC having less bureaucratic processes for businesses and businesses in Sefton valuing employees as an investment. Comments were also given in connection to improving the retail offer and shopping experience across the borough, including parking to access shopping areas.

Key findings from the business forums

Invest Sefton organised two business forums; one in the north of the borough and one in the south. Following an introduction by Sarah Kemp, Executive Director of Sefton Council, on why a vision is important for the borough, the emerging eight themes and the findings from previous consultations with businesses, a discussion took place with attendees on ‘what do you need to be a sustainable competitive business and how the themes are relevant to business.’

Whilst each locality identified their own ideas for Sefton in 2030, much of the conversation at the two events identified some common themes:

- Creating success and promoting Sefton as a place to visit and as a business destination
- Ensuring that there is a positive customer experience
- Talent and skill development
- Partnership working
- Digital communications
- Taking Action and risks
- Removing red tape

Key findings from the visioning toolkit/workshop sessions (35 sessions in total)

Group/Organisation	Key Findings
People with Learning and Physical disabilities	<ul style="list-style-type: none"> • Being healthy, happy and well • Feeling safe • Improve connections • Being near family and with friends • Equality of access and opportunity
Young people	<ul style="list-style-type: none"> • Increasing social activities and attractions • Enhancing job opportunities • Housing choices • Feeling safe • Improved education • Clean environment
Older people	<ul style="list-style-type: none"> • Looking after one another • Jobs for all • Better housing choices • Vibrant businesses and neighbourhoods • Accessible public transport
General public (Library sessions)	<ul style="list-style-type: none"> • Being healthy, happy and well and looking out for one another • Improving accessibility, including access to public services and activities • Good well paid jobs for all • Business developments and regeneration of the built

	<p>environment</p> <ul style="list-style-type: none"> • Affordable adaptable housing options • Activities for young people
General Public (Sovini Residents session)	<ul style="list-style-type: none"> • Cleaner Environment • Better Transport Links • Pride in its people • Diverse range of housing • Tourism and economics • Education • Activities for young people
Mental Health Service User Forum	<ul style="list-style-type: none"> • Communities looking out for one another • Removing stigma of mental health • Inclusive services, jobs and housing
Sefton Access Forum	<ul style="list-style-type: none"> • Vibrant businesses and neighbourhoods • Housing choices for everyone • Job Opportunities • Clean environment
Sefton Visually Impaired Group	<ul style="list-style-type: none"> • Looking out for one another • Affordable housing • Education • Vibrant businesses and neighbourhoods • Feeling safe
English for Speakers of Other Languages	<ul style="list-style-type: none"> • Lord street and area need shops, etc. open later • Better education for adults / more English for speakers of other languages (ESOL) in particular, are needed for better integration. • Parks are lovely and clean. More events would be good. • Housing is a problem, especially private rental. Poor availability and condition • Celebrate the cultural aspects of town, involving all nationalities. More socialisation opportunities for all languages, to help practise English.
Sefton Carers Centre Voice Group	<ul style="list-style-type: none"> • Communities looking out for one another • Knowing where to get information and go for advice and be able to self-care • Improved transport
Sefton Healthwatch Champions	<ul style="list-style-type: none"> • Business developments and regeneration of the built environment • Affordable housing • Investment in young people and the older population • Clean environment

Voluntary, Community & Faith Sector led events	<ul style="list-style-type: none"> • Communities looking out for one another – cohesion • Accessible and dementia friendly • Improved housing, education and job opportunities • Improved connections across the Borough • Thriving voluntary, community and faith sector actively engaged as a vibrant partner, recognising the contributions to all aspects of community life to support the wellbeing and aspirations of residents
CVS staff	<ul style="list-style-type: none"> • Tackle health inequalities • Enhance activities and hosting opportunities • Quality education • Business developments and regeneration of the built environment • Improved connections • Feeling safe
The Atkinson User Forum	<ul style="list-style-type: none"> • Vibrant communities • Clean environment • Improved transport in Southport • Business regeneration
One Council Volunteers	<ul style="list-style-type: none"> • Enhance activities and hosting opportunities • Business development and digital connection • Community cohesion and socially connected • Community resilience

Overall did people agree with the emerging themes?

The methods used during the engagement process helped our communities, local businesses and investors, visitors to the area and people who work in Sefton to identify the three areas they thought were important for the borough leading up to Sefton 2030 and beyond. Overall most people we spoke to felt that the themes were comprehensive. Whilst some people showed preferences for themes relating to themselves, many also showed consideration for more holistic issues that impact on the wider community.

During the engagement process we received feedback that highlighted some gaps and additional areas for consideration and these are detailed below.

Perceived gaps in the emerging themes as identified by our local businesses/investors, our communities, people who work in Sefton and our visitors to the borough

Our partners and communities had the opportunity to identify 'something else' that they perceived wasn't included in the eight emerging themes. An analysis of these identified the following "gaps" in the Vision and Outcomes Framework. This does not mean that these areas do not exist – it means that the communities of Sefton did not perceive that the work done so far had given sufficient importance to them and they need to be highlighted:

- Capitalising on Sefton's assets and developing an identity.
- Sefton should continue to be renowned for its biodiversity, embrace new technology and methods to reduce our impact in terms of waste, pollution, loss of species.

2. The Community Engagement Process

This report brings together and summarises the results of the community engagement process that Sefton's public and voluntary community agencies have undertaken around the Sefton 2030 Vision.

Sefton Council, its partners, local businesses, elected members, local community groups and members of the public have worked together, to ensure that as many people and local businesses as possible have had the opportunity to comment and to have an input into developing a vision for the borough.

This report brings together the feedback and lays out the key points and recommendations that have emerged through our conversation with the public and stakeholders over the recent months.

What were the aims of the engagement process?

The Cabinet Sponsors agreed that the methods for engagement would raise awareness of the importance of a vision, the emerging themes, be participative, interactive and suitable for everyone to take part.

To carry on the conversation with partners, businesses, local residents, visitors and Elected Members an engagement approach was developed to co-design the 2030 Vision. The aims of the approach:

- To create a campaign that clearly articulates what the 2030 Vision is and engages with our target audiences
- Increase the engagement and support of the target audiences
- Seek views on the draft 2030 Vision and Framework
- Share the findings of the consultation and feedback so far
- Check out whether there are any gaps
- Understand more about how Sefton should look and feel like in 2030 and beyond
- Find out from local people what makes Sefton unique

The process also engaged key groups whose voices are often not heard such as children and young people, care leavers and equalities groups. The outcome of the process is to develop an understanding of what is important to people as we develop the Imagine Sefton 2030 Vision.

The engagement approach also included a visual and interactive social media campaign with the key message being that Sefton Council and partners have a positive vision for the borough. It built on the people and physical assets that currently make Sefton a great place to be and whilst accepting of the challenges the borough faces, Sefton is looking ahead by asking residents, local businesses and partners to help shape their borough for the next fourteen years and beyond.

There were a number of elements central to the engagement approach:

- That the 2030 Vision and Framework will be co-designed by residents, businesses, partners, potential investors and visitors.
- Use the numerous existing communication and promotional tools that we currently use both externally and internally to promote Sefton and the Council.

- Build on the excellent partnerships and involvement that we have with colleagues and partners to increase internal and external involvement and maximise our media profile.
- Work flexibly with other current/planned communication campaigns and consultations to identify opportunities to engage and raise the profile of 2030 Vision.

Was it successful?

We believe that the community engagement has been successful and would like to thank everyone who has shown their commitment and support during this stage of the engagement process. Some of the things that helped make the engagement process a success were the partner and stakeholder involvement taking a 'One Sefton' approach, that enabled us to hear the views from traditionally excluded groups of citizens, the range of engagement and communication techniques that were used and the involvement of local groups, forums, people who work in the borough and the many local people and visitors who took part. Many people we engaged with told us that all the options they had to choose from were all important areas and many linked to each other. During the engagement process we have had some feedback on how it can be improved and this will be taken into account when planning further engagement.

The success of a community engagement process is not always immediate to see. Over time we will know whether the aims of the engagement process have been achieved. The approach shows the importance of ongoing dialogue between our stakeholders, visitors and the communities of Sefton and this was expressed by many of the community groups and residents who took part in the engagement process. A copy of the consultation report will be shared with groups and organisations involved in the engagement process and it will also be available on the website. A newsletter will also be developed to keep people informed of progress and how else they can get involved in the on-going conversations.

3. How did we engage?

In order to find out what the community's response to the 8 emerging themes were we used a comprehensive engagement and communications plan which was approved by the Public Engagement and Consultation Panel on 27th May 2016. The engagement process commenced on 13th June with an interview on Radio Merseyside with Cllr Lappin, Cabinet Sponsor and an Elected Member briefing. An Imagine Sefton 2030 Vision website was also developed that in addition to the narrative on why a vision was being developed, included 'Talking Heads' – soundbite videos of partners, staff, elected members and members of the public, sharing their visions for the borough in 2030.

The website also hosted a downloadable toolkit for people to run their own visioning sessions and links to an on-line survey, a 'What you have said' and news pages and links to social media. Social media was also used by all partners to raise awareness with residents, visitors and businesses of the 2030 vision and promote participation.

A full schedule (appendix A) of 59 events and activities were organised by all partners who engaged a cross section of Sefton's population and business community using 'pop-up shops', community roadshows, workshops, business survey, toolkit sessions and completion of postcards. Information and materials were developed in accessible formats. A report by Sefton CVS that details the activity they undertook is included as (appendix B).

Communication & Social Media

A comprehensive communication and social media campaign was a key element of the engagement process for the Imagine Sefton 2030 Vision. A dedicated website <http://www.imaginesefton2030.co.uk> was developed, hosting the 'talking heads' videos and links to how people could get involved, what people have been saying (with photo's) and positive news stories. Using the hashtag #Mysefton, the social media campaign was supported by partner organisations. Some of the statistics are below, with a full list as (appendix C).

Press /Web / Radio Coverage

Press

Press release - Champion (Southport & Formby / Crosby & Litherland / Maghull & Aintree / Anfield & Walton / Bootle) 15th June

Press release - Southport Visitor & Midweek Visitor 15th July & 20th June

Web

Press release appeared Champion Group / Southport Visitor Group / Liverpool Echo / Q Local / Sefton@Work / InvestSefton / BBC News / Formby Today / Parenting 2000 / Sefton CVS / OTS News

Formby First / Sovini

Radio

Radio Merseyside - Cabinet Member Paulette Lappin, lead story Tony Snell breakfast show 13th June

Sandgrounder Radio - Cabinet Member Paulette Lappin, breakfast show 4th July

Social Media

Twitter

@seftoncouncil #MySefton 124 Tweets // 268 retweets // 136 likes // 51 replies

Facebook

124 posts // 67 likes // 14 comments

Facebook Advertising

910 clicks to the google form / 152 completed forms

Trinity Mirror Digital Campaign

Led to 133,642 page impressions resulting in 398 website clicks to the digital postcard artworks.

imaginesefton2030.co.uk

There were 1629 visits to the website.

Postcards from partners

A total of 315 postcards were collected by partner organisations that were collected either internally, at events with residents, students, visitors and service users.

Yammer - internal Council staff engagement method

57 interactions using #imaginesefton2030 and #2030

Behind the scenes group created - 34 members including communications, senior managers, consultation team etc.

Answers on a Post-card

One of the key tools to engage people were postcards – 6 in total depicting 6 positives images of the Borough. The emerging themes were transferred into statements and each postcard had the same statements on. Participants were asked to imagine themselves 14 years older, consider the statements and tick the three most important to them. There was also an opportunity to write something else that was important and to inform us whether they were a resident, whether they work in the Borough, were a visitor to Sefton or were a business/investor. Over 5000 postcards were distributed across the Borough in council buildings, libraries, town halls, leisure centres, One Stop Shops, at events and by partner organisations to staff, service users and members of the public.

Community Pop up Roadshows

Community Pop-Up Roadshows provided an opportunity to engage with members of the public across the Borough in parks, shopping centres, high streets, colleges and community fairs and open days. As well as raising awareness of the 2030 Vision, 575 postcards were completed where people could say what three things would be important to them in 2030 and had the opportunity to write on a chalkboard to say what would make Sefton a better place in 2030.

Being near the river
and coast makes me
feel happy and well

7 Pop-up Roadshows

Raised awareness within excess
of 80 people

575 people completed a Postcard

Pride in the Place -
Areas that are kept well
are well kept



4. Feedback from Sefton 2030 Visioning Toolkits

An adaptable toolkit was developed and tested, updated and distributed to partners. The aims of the toolkit was to share the findings of previous consultations, ask participants to complete a postcard and discuss what they love about Sefton and share what is important to them for the future and offer suggestions on the opportunities for the Borough. 35 Visioning Toolkit sessions were organised. An accessible version of the toolkit was developed to engage people with learning and physical disabilities and people with visual impairments. Facilitators were asked to complete a submission form with key findings from the session and a monitoring form.

People with Learning Disabilities and Physical Disabilities Events/Feedback



Sefton Council's LD Information Officer worked with People First and Sefton CVS to adapt the Toolkit to develop an accessible version to complete with people with Learning and Physical Disabilities. Two events took place in July with 42 people from People First, Sefton New Directions – Lites and Sandbrook, Bootle Day Service, Sefton's Visual Impairment Group and ABILITY.



After an introduction and a quiz to find out what people know about Sefton's people and places, participants took part in 2 table exercises; one to tell us their 3 most important things (using stickers) and then drawing a picture of what they would look like in 2030 (when they would be aged between 41 – 82 years old) and secondly to tell us what activities they like doing in Sefton and outside of Sefton.

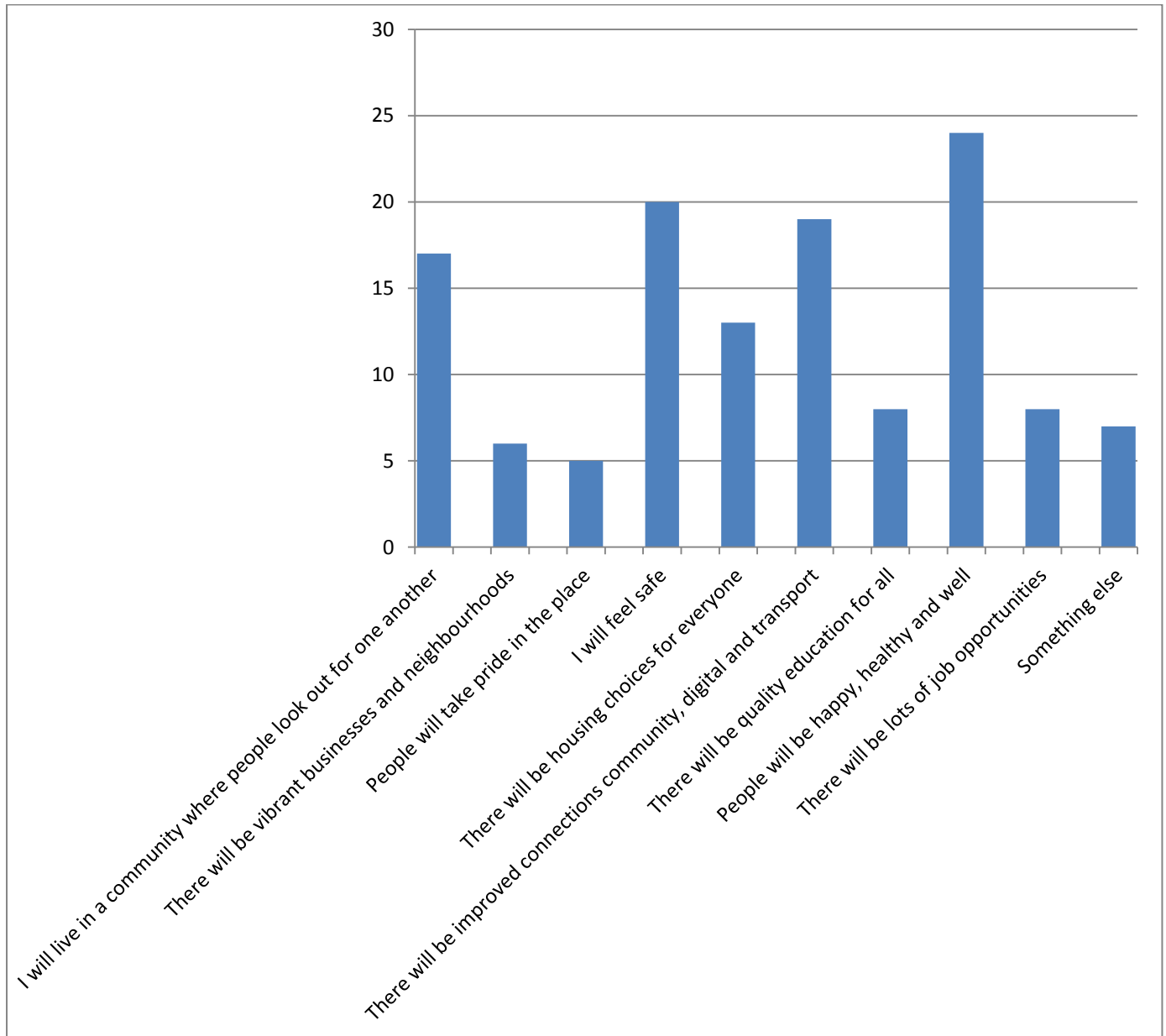
The aim being to find out what takes them out of the Borough (so we would know what activities/events we should have in the Borough in the future).



There was also the opportunity to write on a chalkboard what they 'love about Sefton' and have their photograph taken with the #My Sefton and Seftongram.



An analysis of the table exercises identified the three most important things that would make their life better in 2030:



The groups also had the opportunity to say other things that would be important if they were not on the postcard. Where groups had said something that was included on the postcard, for example, someone to look after me or keeping the day centres open, then this has been included in the graph above.

The other things that people said was important are as follows:

- Have contact with my family
- Someone to look after me who knows me well and can support me
- I like my family around to feel safe and have support in my decisions
- It is important that Sefton doesn't go down the same route as Liverpool
- The Sefton Coast and RSPB reserve

The group also took part in the Pick a Sticker Activity. The group looked at the stickers for the eight themes that were on the postcards. When asked why these were important, some of the common themes shared were:

Key points from the Pick- a-Sticker activities:

People will be happy healthy and well

- Better education on eating healthier and looking after yourself
- Good local health and GP service
- To be happy in my relationship and in time get married
- Improved means of having my insulin. I have to be home for the district nurse to give me an injection

I will feel safe

- So I don't get hurt or mistreated
- In my home and when I go to the Strand shopping or to the club in church
- Socialising mixing with others, I still want to come to the day centre
- To be able to travel safely with friends
- Tolerance of people from different backgrounds and abilities

Improved connections

- I want my own bus pass and be able to travel on my own
- Better links between big residential areas and main services like hospitals, colleges and shopping areas.

Housing choices

- Important to have affordable housing for everyone in the area they want to live with friends and family
- Supported living choices
- I don't want to move, I want help to be able to stay in my own home
- Affordable retirement housing for my parents to live near me and starter homes for my children.
- More bungalows needed due to my declining mobility

Community

- Like people to look out for one another
- Community centres offering activities for everyone at all times
- Opportunity to meet likeminded friends, life should not stop when you retire
- Live in a community where people are respectful and where you are treated equally and it's accessible

Job opportunities

- To meet more people
- More accessible buildings for disabled people and suitable facilities inside
- Jobs opportunities with a decent wages

Business

- I like local shops and don't want to travel to Liverpool
- A buzzing thriving environment makes people feel alive and live in an environment which is positive and inclusive to all

- I moved to Formby and like the community local shops. We need to have low rent shops so that more local businesses can start up

Pride

- It will be a good place to live
- The place would be much cleaner and nicer if people wouldn't drop litter or dump rubbish

Education

- Everyone should be entitled to a good education, with support if and when needed
- The power of education empowers people and gives them a chance to learn new skills which can help change peoples life choices.
- Support to help with university advice, and free tuition no fees.

From an analysis of the activity/interest information provided:

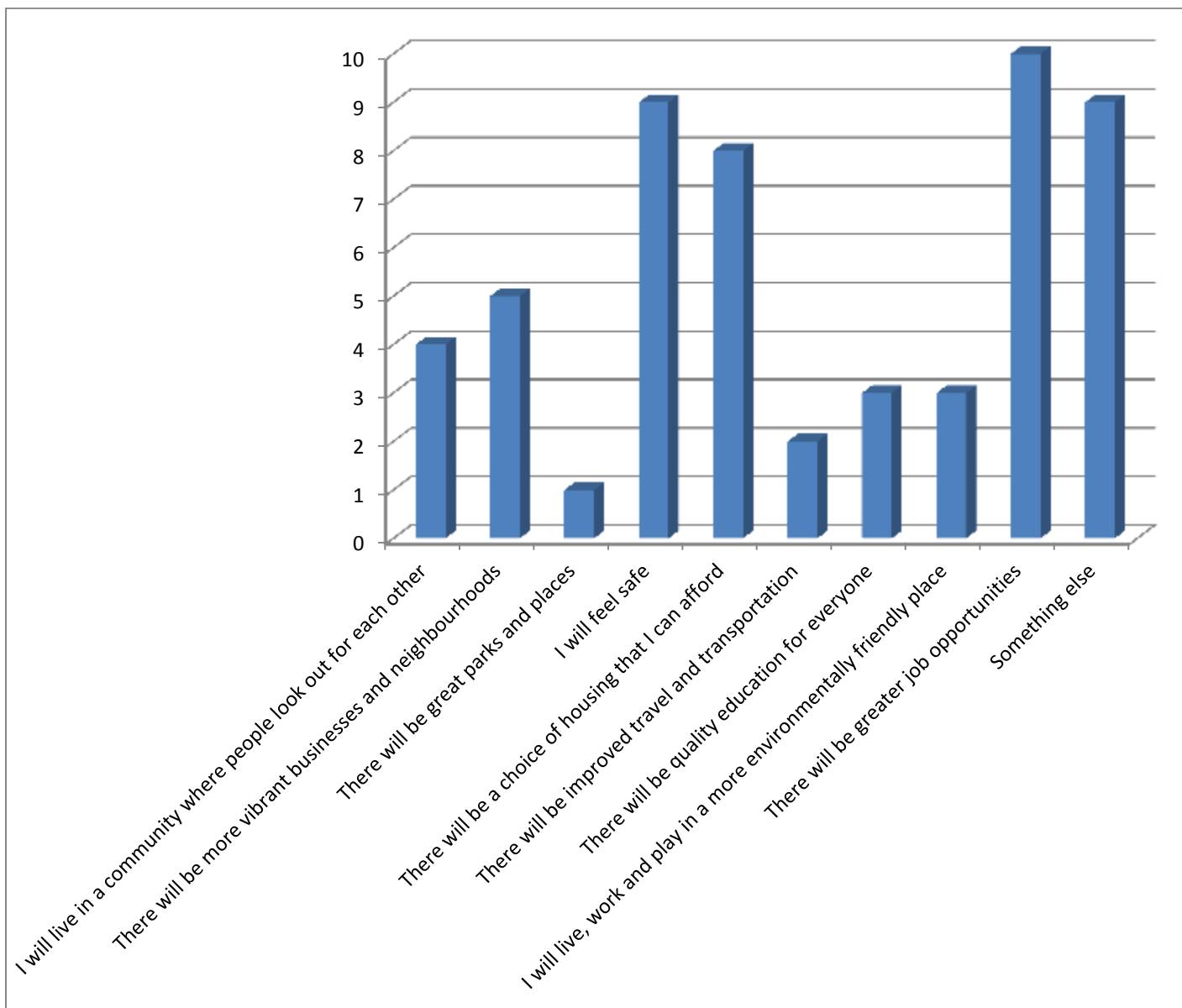
- The activities that people do in Sefton centres around attending social and activity clubs, visiting local attractions, shopping, taking part in indoor and outdoor leisure activities and attending health appointments.
- The activities that people do outside the immediate area of the Borough centres around having days out, socialising, shopping and eating out in other parts of the Liverpool City region and the North West and visiting family and friends.
- The activities that people do further away from Sefton include visiting larger attractions such as the Zoo and Theme Parks, shopping at large retail outlets and going on holidays.

Feedback from young people

As part of some pre-consultation work and developing the toolkit, two high schools: Birkdale High and Hillside High were involved in identifying the areas that would be important to them in 2030. Birkdale High identified a number of positive assets that Sefton already has including the beaches, Merseyrail and nature reserves and bio-diversity and also a number of areas for improvement including tackling crime and anti-social behaviour and addressing poverty. The pupils had some fantastic ideas to make Sefton a great place to be in 2030, focussing around:

- Increasing the number of youth centres and social activities for all, including Sefton being the host of high profile shows and gigs in great venues weekly
- Having world class family attractions
- A specific place for graffiti artist to teach others/youths
- A dedicated Apprentice centre
- A blue bike scheme

A Toolkit session took place with a class of year seven pupils from Hillside High School, Bootle, prior to the consultation commencing to test out the methodology. Pupils were asked to think about what Sefton would look and feel like in 2030 (when they would be aged approximately 26 years). They were asked to imagine themselves being aged 26 and choose the three most important things that would make their life better in 2030: *(nb: please note the option areas are slightly different from the final version of the wording of the options)*



The pupils also had the opportunity to say other things that would be important if they were not on the postcard. The top things that were mentioned were No/less taxes, hospitals and more libraries. The pupils were asked why they had chosen the things they had chosen the following points were discussed:

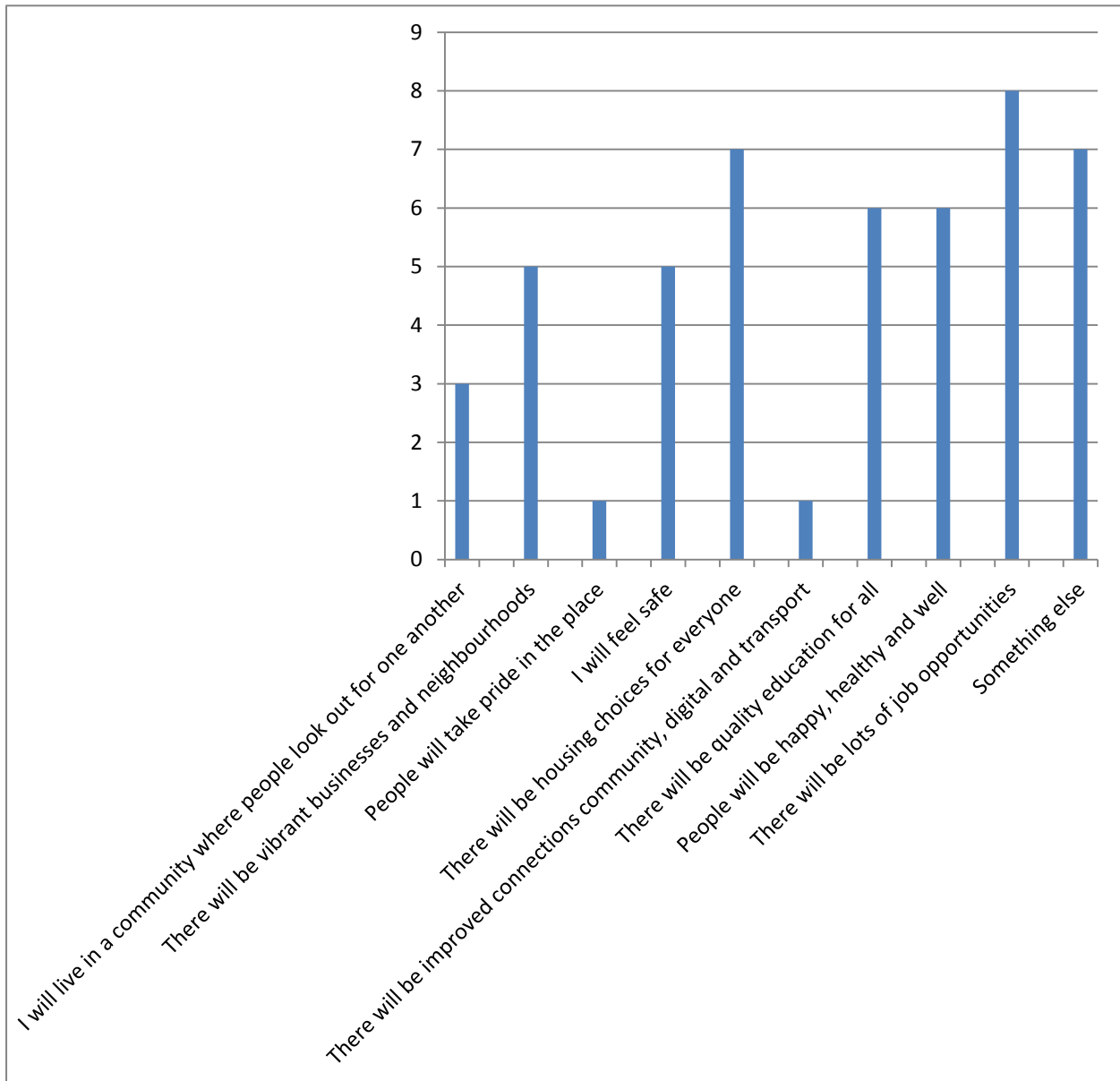
- **Feeling safe** - Important to feel safe and go to the park and not being any gangs hanging around.
- **Activities, sociability and Hosting** - Southport has lots of attractions. There should be attractions in Bootle.
- **Job opportunities** - Having different kinds of jobs available and people can have careers.
- **Housing choices** - Wider variety of housing, including flats.
- **Pride in the place** - The area should be clean – more bins.
- **Digital technology** - The use of technology for older people.

Information on the Sefton 2030 Vision was distributed to all schools and the engagement and communications team were invited to attend Holy Family Catholic Primary School (Southport)

Blundellsands, where Key Stage 2 children took part in an interactive assembly where they were asked how old they would be in 2030 (they would be aged between 21 – 25 years old), what they would look like and what they like to do at the weekends.

After assembly there was an opportunity to meet with the school council and the school's Eco – Group consisting of 15 pupils from years 4 – 6.

The pupils were given a post card with eight themes. They were asked to choose the three most important things that would make their life better in 2030.



Where pupils had said something that was included on the postcard, for example, more housing or jobs, then this has been included in the graph above.

The other things that pupils said, either in the small group or in classroom discussions are as follows:

Living, growing and ageing well

- People who are homeless should have a house
- Good education to get a dream job - have money and a house

Activities, sociability and hosting

- Have more structures, museums and clubs
- Activities on the beaches and in churches

Jobs (a great place to live, work and play)

- The need for jobs to earn money and look after ourselves, so we are happy healthy & well
- Want to be able to help each other
- Able to buy a house, buy food and pay bills
- Schools will be bigger, with more classrooms and advanced technology. Specific teachers with more knowledge for each subject and a wider selection of school meals, & more trips
- A lot more housing and jobs

People will take pride

- People will come on holiday and find it nice

Right for Business

- Stop closing down shops
- Hotels to bring more people into Southport

Digital, Science and Technology

- More technical opportunities

Feeling Safe

- Families need to be safe
- Have security cameras
- People looking after each other
- More police

The group also talked about their ambitions and what they wanted to do when they leave school such as:-

Film director, working with the media or with computers, studying politics – hoping to become Prime Minister, professional gymnast or coach, skiing instructor, actor or lawyer or paediatric nurse.

Four of the pupils had agreed to be interviewed & filmed; they were asked a number of questions such as age, ambitions & what they had chosen on their postcard & why.

Q – What is the best thing about where you live?

Make it safer

More shops and parks and activities at the pier

A lot more bins, which will make the area cleaner

Doctors open longer hours

Lots of open spaces, beaches and parks

The fairground, cinema and bowling.

The Air Show, shops and places to eat

Q – What would you change about where you live?

St. Nicolas Church of England School in Blundellsands also invited Cllr Lappin to talk to the school and parents about the Sefton 2030 Vision. Postcards were left with the parents to complete. Those returned have been included in the 'Answers on a postcard' section.

Sefton Young Advisors organised a programme of sessions to engage with young people or advocate organisations who work with young people within the Borough using the Visioning Toolkit, but adapted it to suit the age of the children and introduced energisers and a drawing activity to help the younger children to draw their life, themselves and where they wanted to live in 2030.

Five sessions were held, with 222 young people/advocates. The young people involved were aged between 5 and 25 years.

As part of the Toolkit sessions, postcards were completed with the older children (53) and the young children took part in an interactive session to record their top three most important things for Sefton 2030.

The 53 postcards have been incorporated into the Answers on a Postcard survey.



The table below summarises the key points discussed at each of the sessions and the report provided by Sefton Young Advisors that is attached as (appendix C), provides all the feedback from the sessions.

Sefton Council's Targeted Prevention Team also carried out Toolkit sessions with 4 groups of young people; engaging with 75 young people. The key findings from these sessions are also outlined in the table below.

Group	Areas of priority	Number of participants
EveryChild Matters Forum (Sefton YA's) – representation from across the Borough	<p>Resilient people and places Financial and debt management lessons</p> <p>Activities, sociability & hosting Bring back Active Sefton More youth friendly community groups for young people Green spaces/coastlines</p> <p>Accessibility and linked More link roads Better bus links to train stations Remove zones (Shouldn't have to pay more to get to Southport)</p> <p>Other Take away restrictions on day services</p>	24
Litherland High School (Sefton YA's) (representation from Bootle, Litherland and Netherton areas of the Borough)	<p>Jobs (a great place to live, work and play) Vet and agricultural courses More work experience</p> <p>Activities, sociability and hosting More gyms focused on young people Conventions e.g. vidcon, beautycon</p> <p>Pride in the place Park rangers</p> <p>Accessibility and linked Cheaper/free travel</p> <p>Feeling safe Lights in parks</p> <p>Other Tax discounts for students</p>	13
Litherland Moss Primary School (Sefton YA's) (representation from	<p>Resilient people and places The skills needed to live – “we would like to be able to live alone”</p>	144

<p>Bootle, Litherland and Netherton areas of the Borough)</p>	<p>Living, growing and ageing well Home life – neighbours that argue /parents that argue Staying close to family and friends Being happy – feeling positive Being kind, generous and helpful to the people around them</p> <p>Activities, sociability and hosting Being fit and healthy/having access to gyms/activities</p> <p>A great place to live, work and play – including jobs) Having chances in the future for a good job/career</p> <p>Feeling safe Feeling safe and not being afraid to go and play outside</p>	
<p>Making a Difference (MAD) Group (Sefton YA's) (representation from Bootle, Litherland and Ainsdale areas of the Borough)</p>	<p>Resilient people and places Welfare/benefits sector – accessibility Better sense of community</p> <p>A great place to live, work and play – (including jobs) Apprenticeships/opportunities/early intervention to build resilience/better health services/better education around politics</p> <p>Activities, sociability and hosting Increase libraries/mobile libraries (?) and feel part of the community Utilise green spaces more Events that promote youth confidence and empowerment Local events for free</p> <p>Right for business Support to start a business</p> <p>Digital, science and technology Use newer technology in schools and free wi-fi in more places</p> <p>Feeling safe Safer – it needs to feel safer/affordable transport, housing and social activities Anti-bullying/better support and protection</p>	<p>6</p>
<p>Buddy up (2 sessions, including young people with additional needs) (Sefton YA's) (representation from across the Borough)</p>	<p>Resilient people and places Opportunities and support to live 'normal' lives</p> <p>Activities, sociability and hosting Ability to socialise Importance of green spaces Opportunities to keep healthy – go walking/jogging. More youth friendly things for people to do</p>	<p>35</p>

	<p>Living, growing and ageing well Good university opportunities Support to develop goals and aspirations Need good schools to support generating ideas and opportunities for our futures</p> <p>Accessibility and linked Road improvements More travelling opportunities</p> <p>Feeling safe Be safe</p>	
<p>New Beginnings LGBT group (Sefton Targeted Prevention Team) (representation from Bootle, Netherton, Litherland, Birkdale and Southport)</p>	<p>In answering the questions and sharing ideas the young people didn't just focus their ideas on the LGBT community however ideas focusing on being safe, more understanding of differences, education focusing on LGBT, Sefton to be a place where everyone will be treated the same with no hate and trans young people wanting people to understand that there are more than two genders were considered as key. They also felt that they wouldn't be living in the area in 2030. Key discussion points:</p> <p>A great place to live, work and play (Jobs) Job opportunities and choices of housing People will be happy healthy and well Quality education for all</p> <p>People taking pride in the place People taking pride in place and living in a community where people look out for one another</p> <p>Accessibility and linked Improved connections</p> <p>Right for business Vibrant businesses and neighbourhoods</p> <p>Feeling safe The main priority for young people was to feel safe in Sefton now and in 2030</p>	<p>13</p>
<p>STAR Young Women's project (Sefton Targeted Prevention team)(representation from Bootle, Litherland, Maghull and Birkdale)</p>	<p>The consensus was that young people have a bad deal at the moment due to not being able to go due to needles on the ground and people causing trouble. All young women identified the following as being important:</p> <p>Living, growing and ageing well Job opportunities and housing. Cannabis use should be de-criminalised and there would be less use of class A drugs because of better education. Sex education should take place at an early age as year 7 young people are having sex so information should be available at primary stage in relation to S.T.I's and condom</p>	<p>5</p>

	<p>usage. There should be less hypocrisy in schools promoting this as they offer advice but then frown on young people taking the resources. Young women would like there to be a more courteous respect for women, referring to previous courtship rituals. Smoking shelters.</p> <p>Activities, sociability and hosting There should be Sefton festivals, family events and parks for younger children too. One young woman wanted a futuristic city like Tokyo.</p> <p>Pride in the place A clean environment and homes for the homeless.</p> <p>Feeling safe In relation to young people in the future it was identified that there should be youth facilities managed by workers to promote safe space. Teenagers dominate the parks but that when they have their own children they want to be able to 'take my kids there'. Fear of gangs and extremism were mentioned. Hopeful that there would be less bullying but believe it may be worse because of social media. There was agreement that they wished mobile phones had never been invented Phone chargers in bus stops so that if young people are out late and their phone battery dies they can ring home.</p>	
<p>Linacre Mission (Sefton Targeted Youth Prevention Team)- (representation from Bootle area)</p>	<p>Resilient people and places Young people will live in a community where people look out for one another.</p> <p>Living, growing and ageing well There will be lots of job opportunities. People will be happy, healthy and well.</p> <p>Activities, sociability and hosting There should be more places to go that are free particularly leisure centres. There should be more use of the canal for water sports such as canoeing and kayaking. There should be more things to do of a weekend.</p> <p>Pride in the place More places locally to put rubbish to stop fly tipping taking place.</p> <p>Accessibility and linked There should be better bus services particularly of a night.</p> <p>Feeling safe Young people will feel safe</p>	<p>57 (55 YP and two adults)</p>

Targeted Youth Prevention	<p>Resilient people and places Better advertisement of services – need one place to go</p> <p>Activities, sociability and hosting Youth provision/centres. Regulated football clubs – places that are safe to play in.</p> <p>Living, growing and ageing well More vocational training. Affordable university fees More alternative education to support people into work The cost of care homes should be lower – better standards of care. Health care will improve – more cures, better services and shorter waiting lists. More diverse accepted communities.</p> <p>Pride in the place Better recycling – shorter collection cycle. Accessible and linked. Transport on time, affordable. All shelters upgraded to be SMART. Cycle lanes.</p> <p>Digital, science and technology Free wifi across Sefton.</p>	2
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Young Advisors Postcard Tally.

	Buddy Up 24/06/16	Buddy Up 30/06/16	Litherland High 11/07/16	ECM Forum 12/07/16	Litherland Moss 12/07/16	MAD Group 12/07/16						T
I will live in a community where people look out for one another	5	2	4	10	56	4						
There will be vibrant business and	4	3	3	6	15	0						
People will take pride in the place	4	5	7	3	19	0						
I will feel safe	10	10	8	7	57	0						
There will be housing choices for everyone	0	4	3	1	23	1						
There will be improved connections (community, digital and transport)	2	4	0	0	26	1						
There will be quality education for all	1	2	6	5	45	1						
People will be happy, healthy and well	6	5	3	17	62	4						
There will be lots of job opportunities	5	9	8	5	65	2						
										total number of YP completed postcards		

Nb: Of the 186 young people who completed the postcard, the results from 53 of the postcards have been included in the ‘Answers on a Postcard’ survey

The Formby Parish Council conducted an under 18’s survey as part of the consultation on the Formby and Little Altcar Neighbourhood Plan, which has similar themes to the engagement on the Sefton 2030 Vision.

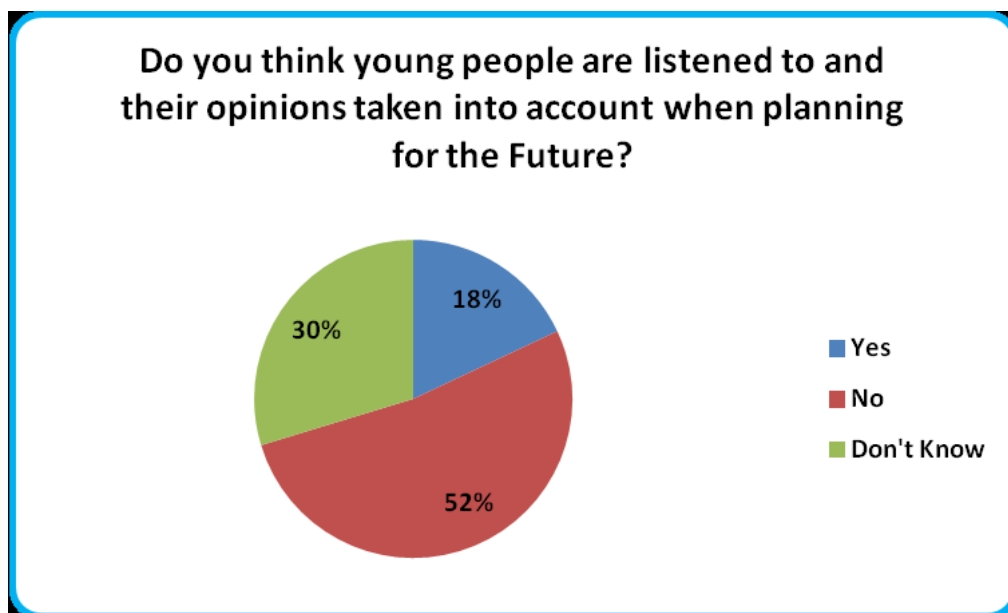
A summary of the results of 1291 young people who completed the question about “what do you like about living in Formby?” are below.

- The coast and beach
- Good schools
- Formby swimming pool
- Living in a community

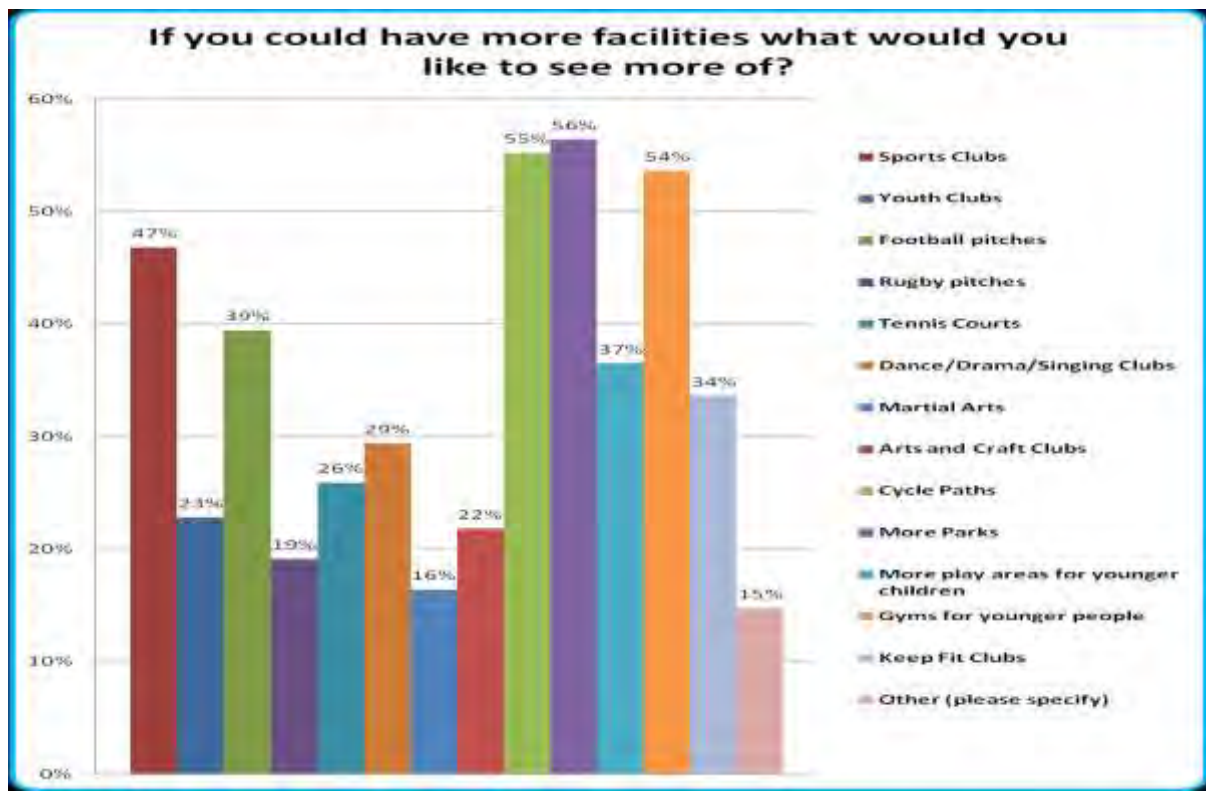
Young people were also asked “what do you dislike about living in Formby?”

- Not enough shops
- Nowhere for young people to go
- Nothing to do

The survey asks if young people feel that they are listened to and their opinions are taken into account when planning for the future. 1280 young people responded.



The young people were asked what facilities they would like to see more of.



Also how important are these to young people in Formby for the future.

Answer Options	Needed Now	Very Important	Important	Not Important	Don't Know	Response Count
Skate Park	188	68	214	581	117	1168
Community Cinema	403	182	337	179	64	1165
Community Cafe in the Village for Young People	243	314	344	216	87	1204
All weather public sports pitch	303	257	339	158	90	1147
Cycle Paths	334	373	297	126	46	1176
More Football Pitches	247	172	276	326	106	1127
More Tennis Courts	123	132	325	401	111	1092
Gymnastics Facility	193	185	302	307	132	1119
Public Toilets in Duke Street Park	693	218	136	129	56	1232
Access to drinking water in Duke Street Park	506	273	174	154	69	1176
Better Park Facilities	449	343	228	114	55	1189
More play areas for children	337	262	291	172	75	1137
Other (please specify)						100
<i>answered question</i>						1261
<i>skipped question</i>						182

The "other" suggestions include:

- A bigger variety of shops
- More activity clubs
- Better job opportunities
- Toilets in the park and village

Feedback from older people

Sefton CVS led on the activities to engage with the Older People's Forums and undertook a Visioning Session at each of the Sefton Pensioners Advocacy Centre (SPAC) Forums within the Borough at a joint forum event, engaging with a total of 117 people. Other people who attended the joint meeting of the Older People Forum also completed a postcard.

At each session, participants were asked to complete a postcard to identify from an individual perspective the three most important things (these have been captured in the 'Answers on the Postcard section'). A discussion also took place, where there was recognition that focussing on one area leads to an improvement in other areas, for example, 'looking out for one another will result in a safe environment' and 'jobs – everything else will follow'. Below is a table with the findings from each Forum, which includes residents from the respective locality.

SPAC Forum	Areas of priority	Number of participants
Bootle – Linacre Mission	<p>Resilient people and places Looking after each other, both individuals and services.</p> <p>Living, growing and ageing well Quality education leads to better outcomes. We have an ageing population so need to retain younger people. Jobs - everything else follows - generates other positive things</p> <p>Pride in the place Teach young people not to litter, etc. - pride in place.</p> <p>Right for business Vibrant businesses and neighbourhoods.</p> <p>Other? Where does our money go in Sefton?</p>	16
Southport	<p>Resilient people and places Looking out for each other must be taught to younger generation!</p> <p>A great place to live, work and play (including Jobs) Full employment for all ages.</p> <p>Accessibility and linked Connectivity in all areas is important for socially isolated people.</p> <p>Right for business More shops and less betting shops, charity shops, etc. - Vibrant businesses.</p> <p>Other Consultations like this are a waste of time! (sorry...).</p>	53
Maghull	<p>Resilient people and places Looking out for each other will result in a safe community.</p>	17

	<p>Accessibility and linked Connections - public transport is very important, particularly for Maghull as it is not good enough and we feel isolated.</p> <p>A great place to live, work and play (including Jobs) Quality education for all, not just those that can pay.</p> <p>Right for business Vibrant businesses and shopping local needs to be encouraged.</p> <p>Other Have good policy and structures in place for Sefton.</p>	
Crosby	<p>Resilient people and places Looking out for eachother most important - other things will follow; with aging population this is increasingly important.</p> <p>Living, growing and ageing well If we are happy and healthy we will live longer.</p> <p>Activities, sociability and hosting Keep green space; Promote libraries and keep them open; develop indoor bowling green; full employment, mainly for the young; open a local museum for Seaforth and Waterloo; have local lotteries for local causes; free outdoor bathing lake in Southport.</p> <p>A great place to live, work and play (including Jobs) We need better housing choices for increasing homeless people in area. Air quality and environment important.</p> <p>Right for business No austerity! We are in a negative cycle with people out of work but vibrant businesses will improve this. Need to spend money to attract business. Need more independent shops and make it attractive for them to stay, not rely on chains. Should be more manufacturing.</p>	10
Formby	<p>Resilient people and places Trading standards need to be better to prevent the abuse of older people.</p> <p>Activities, sociability and hosting There will be no more green spaces if building is not checked.</p> <p>A great place to live, work and play (including Jobs) Housing very important, and maintaining a good environment. Quality education is the future and a way to retain young people</p> <p>Feeling safe Safe community is important.</p> <p>Accessibility and linked</p>	21

	Transport that is accessible to all.	
	Other Why the council have funded this activity in light of cuts, etc. and is the consultation accessible for sight impaired people?	

At each of the sessions, if time permitted, participants also discussed what the opportunities were for the Borough.



Transport, re-establish train lines from docks and canals for transport. More moving sidewalks for an ageing population

Take advantage of lovely coastline

Feedback from the public visioning sessions held in the Sefton Council Libraries

A Visioning Toolkit session was held in each of the Sefton Libraries run by Library Service Imagine Sefton 2030 Champions - (two sessions were held); and at each session, participants were asked to complete a postcard to identify from an individual perspective the three most important things, (these have been captured in the 'Answers on the Postcard section'). A discussion then took place on the areas of importance and feedback has been captured in the table below.

Library	Areas of priority	Number of participants
Bootle	Living, growing and ageing well Being happy and well is very important – but that comes from having a stable, affordable home and job opportunities. Activities, sociability and hosting	9

	<p>Facilities that can help people in their lives – gyms, libraries etc available in all parts of Sefton and available to all without profitable cost/travel for people who could benefit from it the most.</p> <p>A great place to live, work and play (including Jobs) Good, skilled, well paid jobs in Bootle – need to attract firms to the area – jobs that offer more than low skill/low pay.</p>	
Netherton (2 sessions)	<p>Session 1 Living, growing and ageing well Education – priority. Teachers being allowed to teach. Children having the skills they need. Councils should stick up for schools and retain control and schools should be properly funded and supported.</p> <p>Accessibility and linked Canal should be utilised more for work, business and play.</p> <p>Other Concern about funding and spending priorities. Concerns over closing libraries and swimming pools show a desire for publicly run and funded services available for all.</p> <p>Session 2 Resilient people and places People look out for one another – and that includes council services looking out for people as well.</p> <p>A great place to live, work and play (including Jobs) Jobs and businesses and the feeling that the place is going somewhere - opportunities for young people that pay well and provide security. Housing – ‘feeling sorry for the young’ in terms of housing and concern how young people can be happy, invest in their communities and themselves if they can’t afford to rent and live – not just survive.</p>	12
Meadows	Jobs, housing, safety, leisure and the environment, education and digital were all identified as priority areas.	3
Crosby	<p>Resilient people and places Living in a community where people help and support each other- support for older people to live independently relating to different services across the borough. Young carers support to assist them with living and caring for a parent. Consider economic shocks, strong leadership needed to support and adapt to change.</p> <p>Living Growing and ageing well If people are happy, healthy and well and have these key elements in their lives they will be able to enjoy all aspects of life with family and friends within a supportive community. Active voluntary community sector, provides individuals with the opportunity to volunteer and support all ages with positive mental stimulus. Health promotion, support for social care NHS services, good child care access and quality education across the borough.</p>	8

Sports facilities considered vital for schools and the community. School offer and community portal to find information considered essential. Good affordable housing was a big theme with the younger people.

Activities, sociability and hosting

family and local history groups within the community support culture and heritage. Public libraries considered an essential part of the community for all ages. Supporting various groups in the community to ensure individuals feel valued and as a result become engaged with activities .i.e. older people.

A Great place to live work and play

Activities for teenagers in the future. The wider area well maintained and managed with excellence facilities provided. Value open spaces so residents have respect for the community they live in, support from within the community would encourage a positive outcome. Encourage ethnic minorities to integrate into the community, so they don't feel isolated, while respecting everyone's differences.

Image and Environment

The area needs clean streets to attract people to visit. Renewed development in the built area is needed and managing historic area coastline to attract visitors. Managing the soft coastline or low lying areas to stop flooding.

Accessible and linked

Accessible parking is considered essential when visiting nature areas, Formby squirrels and National Trust considered a good example. Parking around the borough is considered problematic and needs addressing to ensure a safer community i.e. cars parking on pavements causes difficulties' for pedestrians and problems for residents and visitors. Support to help the older people be more independent with links across the borough not just North to South. Parts of Sefton are isolated i.e. Lydiate/ Lunt, all parts of Sefton need to be linked with reliable accessible transport. Better access to Peel Port to make a super port.

Right for Business

Development of the Peel Port Seaforth, possible brown fields or green belt used to support new initiatives. New creative programme developed to promote Sefton Borough with a national profile. Small scale business initiatives can build local opportunities. Skills and education considered to be crucial to deliver the right atmosphere for large and small businesses.

Feeling safe

Older people want to feel safe within the community and secure in their homes. To have more local amenities within the community, and local corner shops.

	<p>Other Qualitative research considered key to maintain community interest and develop facilities. How will Sefton measure the outcomes and key milestones? What will Sefton do if they fail to achieve these goals? Will there be a plan B?</p>	
Formby	<p>Living, growing and ageing well To be happy and healthy, the group said improvements are needed around accessibility, to improve disabled people's ability to stay independent in their own communities and live their lives to the fullest. To increase opportunities for independent living within communities for disabled people by improving existing accessibility and seeking out creative, innovate ways of designing future accessibility to public services such as; education, health services, financial support, quality transport and greater social activities, increasing coast line accessibility. Diversely cultural communities – mixed communities, wealth of experiences, skills and learning from each other's differences. Tackling Loneliness - In 2030, No one in Sefton will have to feel lonely. Local activities and events will provide opportunities for laughter, friendship and fun!</p> <p>Image and Environment Keeping our green areas green, preserving the natural beauty of our coast line but enabling better access for wheelchair users, along all areas of the coast and not just within assigned areas.</p> <p>Accessibility and linked Although accessibility of pavements, homes, buildings and public areas are taken into consideration in local plans currently, an opportunity presents to build more accessibility as current levels are 'token-istic' in nature and it can feel 'hit and miss' depending on your locality, and the quality of the services available in any given area, can feel like a 'postcard lottery'. Street-lighting, signage and access to public buildings and services and accessibility to social events and activities also need to be considered.</p> <p>Feeling Safe To feel safe, live in a community that values and looks out for one another, to be happy and healthy; big changes are needed to better support members of the community whom are registered disabled.</p> <p>Other The group reflected that each of these themes actually rely upon each other and you cannot achieve one in the others fails! For example: you can't feel safe if you live in a community that doesn't value each other, and turns a blind eye to the need of others. We are very good at consulting but not as good as following back up afterwards. Consultation needs to be meaningful, with those</p>	4

	involved, being involved at all levels of decision making and planning.	
Southport	<p>A great place to live, work and play (including jobs) Reputation of our education institutions is second to none. Young people can find rewarding and successful jobs.</p> <p>Right for Business Leading coastal tourist destination; reshaped and built retail offer; built up a reputation as a great place to start up and run own business; SME;s improved competitiveness.</p>	1

Sovini Housing Association Residents

Sovini held a Toolkit Session with 40 of its residents, aged between the ages of 19 years and 80+, who mainly lived in South and Central Sefton.

Following an introduction, a postcard was completed by the residents (which has been included in the answers on a postcard survey) and then a table discussion took place, which identified that between the residents, they thought that all of the emerging themes were important



Mental Health Service User Forum

Sefton CVS held a Visioning Toolkit session with 6 service users at the Mental Health Service User Forum. During the discussion, they hoped that Sefton would be a kinder place in the future and identified two areas of priority:

- looking out for one another.
- removing stigma of mental health and inclusive services, jobs and housing leading to vibrant communities.

Sefton Access Forum

Sefton Council attended a meeting of the Forum, where 11 people were in attendance where they undertook a Visioning Toolkit session. The group completed a postcard to identify individually the

three things that would be important to them in 2030. The findings have been included in the 'answers on a postcard' survey, however, an analysis of the cards indicate that as a group, the priority areas as:

- Vibrant businesses and neighbourhoods
- Housing choices for everyone
- Job opportunities

The Forum members then took part in a general discussion and the following points were raised:

A great place to live, work and play - the retirements homes in Sefton are excellent, however they thought that maybe investment could be made from either American or Canadian companies.

Taking pride in the area is important, with suggestions to reverting back to their childhood days when the steps & pavements were kept clean by the residents of the street and those individuals should be more responsible. Discussions then took place over grass cutting, weeds & graffiti. It was noted that the volunteer group "Friends of Ainsdale" already cut grass & replant flowers.

Accessibility and linked - Improvements were required at Southport beach which is overgrown and Formby beach to make it accessible for mobility scooters and pushchairs by extending the pathways from the carpark.

Vibrant businesses and neighbourhoods –attract businesses and commerce to the area and Sefton should be making better use of the industrial estates. Sefton should be making more use of the assets of Sefton and should encourage visitors either from cruise ships or holiday makers to make use of the golf course, beach and Southport seaside resort. The group commented that now there is nowhere to park outside local shops. They observed that Scarisbrick New Road has a lot of Sefton Staff who now use it for parking. Also that for visitors wanting to use a short stay car park it was costing between £1 - £2. Jobs have been lost through the cuts & now we need to look at the positives of what Sefton has to offer.

It would be good to have an infrastructure in place to use as a building block for future Sefton. However the problem is that there is a North and South divide which is very sad.

Feedback from the Visually Impairment Group - Sefton CVS held a visioning toolkit session with seven members of the Sefton Visually Impairment Group who live across the Borough. The key points from the discussion are:

Resilient people and places - Neighbours used to look out for each other and we need to get back to this to end social isolation in light of less services from council. Younger people should be encouraged to do this more.

A great place to live, work and play - Buying houses impossible for young - this is a problem in communities / developiong neighbours. Education is important for older adults as well as children and degrees are too plentiful and education should be more vocational.

Accessible and linked - Cars are part of the problem - nobody walks so don't stop to chat - less car use would improve communities / social isolation. OR get a dog!

Right for Business – To have vibrant businesses and neighbourhoods shops should be within

walking distance for all - this would help the local shopkeeper keep an eye on neighbours. A good mix of businesses on high street is important - no out of town developments that people have to drive to.

Feeling safe - feel safe in the day but not at night - won't go out.

Feedback from English for Speakers of Other Languages (ESOL) - Sefton CVS ran a Visioning Session with nineteen members of the ESOL group in Southport, with the following findings:

Living, growing and ageing well – Better education for adults / more ESOL in particular, is needed for better integration.

Housing is a problem, especially private rental. Poor availability and condition.

Vibrant businesses and neighbourhoods - Lord street and area need shops, etc. open later.

Social, activities and hosting - More events would be good. More socialisation opportunities for all languages, to help practise English Celebrate the cultural aspects of town, involving all nationalities.

Image and Environment - Parks are lovely and clean.

Sefton Carers Centre Feedback - Sefton Carers Centre held a Visioning Toolkit session with 15 carers, aged between 30 – 80+ who live in the South Sefton and Formby areas. Overall, they felt Sefton was a good place to live, recognising that with improvements to some areas things could be even better. The areas identified were:

Resilient people and places - Communities to be supportive and understand the needs of others; e.g. Carers. Individuals will know where to go for support and support will be available to increase coping skills and resilience

Living growing and ageing well - All ages will be respected in communities and older people in particular will still feel valued and be able to contribute back to the community in a more coordinated way - recognising the skills and experience many older people have. Services are readily available to support healthy living, outdoor space feels safe and secure to use on your own and people should feel safe to make full use of local parks. More services available in the local community.

Accessible and linked - Not all areas are well served now its felt by transport links so for example links to parts of Netherton and Maghull and Aintree could be improved. Important that key services and support being more locality focused to allow walking to venues where and when possible thereby reducing the reliance on transport and this in turn being more beneficial to the environment. Specialist transport needs to be increased.

Digital science and technology - Overall this is an area that is welcomed however concern about the support available to assist people in being able to make the most from this area and able to be fully engaged in using technology. Suggestions that intergeneration work being increased to support this area.

The main theme that linked through all areas was ensuring that information is communicated effectively to all and relevant information is available to improve local knowledge and support self care.

Feedback from Sefton Healthwatch Champions - Sefton Council attended the two meetings of the Healthwatch Champions; South Sefton and Central (10 people) and Southport & Formby (19 people), to undertake a Visioning Toolkit session. At each, following an introduction, members were asked to complete a postcard individually (these have been included in the Answers on a postcard survey) and then took part in a general discussion. The key themes from each are:

Southport and Formby

Resilient people and places - People should be helping one another

Living, growing and ageing well – Important to get the basics right first (Maslow's Hierarchy of Need)

Self drive cars are the future for improved social interaction.

Housing needs to be affordable and there should be choices for everyone.

More investment needed in young people and in social care as there will be an increasing older population and dementia rates.

Accessibility and linked - Merseyrail good.

Right for Business – There will be a long-term change in shopping habits – perhaps think of using vacant shops as residential accommodation. Businesses need to come together to look at how to regenerate the shopping agenda. Independent shops could work. Some councils have a system whereby they send a text to visitors to alert them that their pay and display parking limit is coming to an end – perhaps Sefton could consider this?

South Sefton and Central

Pride in the Place - The area should be clean and safe – free of litter.

Right for business - Vibrant businesses and neighbourhoods – some of the option areas feed into one another – if you achieve one, then will lead to successes in others.

Other - Skepticism about the engagement process – how different to other consultations?

How will local people and groups be kept involved?

What are the timescales?

Replies to questions at Area Committees needs to be quicker

Feedback from VCF Sector - Sefton CVS organised two VCF Sector led events to discuss the Sefton 2030 Vision; one in the North of the Borough and one in the South of the Borough. The key discussion points were:

North

Resilient people and places – Look out for one another - this will lead to community cohesion. In neighbourhoods we need to get back to talking to each other. We will focus more on our similarities rather than our differences.

Living, growing and ageing well – In 2030, people will have stopped apologising for their disabilities; there will be more intergenerational activity. The whole borough will be accessible and dementia friendly. There will be no planning permission for developments that are not accessible.

A great place to live, work and play (including jobs) - There will be jobs for everyone not just the able bodied and schools will focus more on technical skill development.

Accessible and linked - There needs to be improved connections and access for all - buildings, events, etc. In 2030 all buses will be free, there will be no bus stops, you will just put your hand out and the bus will stop. All buses will have electric ramps and enough space for wheelchairs and children's buggies. There will be no kerbs and pavements won't have random obstacles on them. Fewer lorries as goods are transported by train and canal and there will be better rail links to get traffic off roads and shifting trade through the Docks - improvements in public transport.

Right for Business – There will be a thriving voluntary community and faith sector generating hope, work and sharing. We will have strong links with and resources from the Dock Development generating other businesses, organisations and jobs.

Southport will be proud of being a classic resort.



South

Resilient people and places – People looking out for each other - neighbourliness and community. Resilient places need volunteers. Consideration for ageing population - offer for all ages, not segregated, i.e. in education; businesses that are more about empowering people - not just making money.

Living, growing and ageing well – Healthy eating is impacted negatively by cost savings; more stress in people's lives through no money, the less healthy.

Activities, sociability and hosting - Free leisure activities good for all; keep up the standards of surroundings, outdoor environment.

A great place to live, work and play - If there is good housing for all, this impacts positively on other areas. Quality education for all will lead to better jobs.

Accessible and linked – Improved connections, as even older people will be computer literate. People will be happy and healthy if they stay active and connected.

Right for business - Successful businesses should be encouraged by the council, i.e. reduce parking charges; diversify offer.



Feedback from CVS Staff

Sefton CVS ran a Visioning Toolkit session with 4 members of staff and provided the following feedback on priorities and opportunities for the Borough:

Living, growing and ageing well – Happy, healthy and well - there are places in Sefton that are far worse than others for health outcomes and this needs to be addressed. Have 6th form colleges draft a European summit of educational excellence. Sefton University with specialism in wind farming.

Activities, sociability and hosting – become a tourist destination with international comedy festival; Hold the Commonwealth games. Free open air bathing lake.

A great place to live, work and play - Quality education is the cornerstone of everything. There will be housing choices for everyone and and less disparity in quality of housing across Sefton.

Right for business - Vibrant businesses lead to jobs for all. Economically vibrant, less deprivation; part of Scotland and the EU. Regenerate Southport beach to be a thriving tourist spot; Waterloo seafront, marina and nature reserve will win town of the year; Waterloo and Crosby business community replicated elsewhere in Borough. Recycling on a massive scale; Sefton as the green capital of the UK / Europe.

Accessible and linked - Improved connections important; need more options for transport; digital connectivity for isolation.

Digital, science and technology – Research centre on climate change and alternative energy sources.

Feeling Safe - Safe communities will be important for us as older people.

Feedback from the Atkinson User Forum

Staff from Sefton Council attended a meeting of the Atkinson User Forum to hold a Visioning Toolkit session with 12 members. Following an introduction, the Forum members were asked what it is they love about Sefton? There was a variety of responses including:

- There is a sense of community, feels like home
- Lots to do in Sefton, there is a nice hub
- Beaches, parks, nature and the Atkinson
- There are lots of volunteer opportunities published
- Free bus and rail pass which allows the freedom for people to move around and brings them together
- I like the shops

The group completed postcards individually and these have been included in the answers on a postcard survey. A group discussion then took place and highlighted the following key points:

Living, growing and ageing well - There are excellent nursing homes available at the moment, especially for dementia. I am frightened to think what service will not be available in the future. Now we have more single people that live alone, and this will only increase causing loneliness. A more vibrant community is needed, which will encourage people to feel safe and get out. I can see myself marooned in my home at 70. Sefton is the best place for disabilities. However, mental health has lost so many services.

Activities, sociability and hosting – Events on the beaches all along the coast and golfing.

Taking Pride in the Place – People will take pride – this also extends to the council services e.g. refuse collections and cut grass verges.

Accessible and linked - The Access routes into Southport need developing. There is no other way to get on the park & ride bus unless you buy a ticket from the Eco centre. Residents pay £1.00 to buy a card which they can display for free car parking. Hotels could also give them out to their visitors. (Appleby have this system).

Right for Business - Southport needs to work on their image – it could become the option for a “stay cation”. Local businesses need help to become more self-sufficient to compete with the

supermarkets. The right type of businesses is needed, e.g. butchers, bakers and veg shops, instead of more Costa Coffee's or wine bars. Local residents have a card which can be handed into shops such as fish & chips so that they pay the same price in summer & winter (Grimsby have this).

Feeling Safe - I don't at the moment with young lads on bicycles in Chapel Street, knocking people out of the way.

Feedback from One Council Volunteers

The group of 25 one council volunteers' attended the workshop. The Chief Executive of Sefton Margaret Carney and Sefton 2030 Vision Cabinet Sponsor, Councillor Paulette Lappin shared their views on why the vision is so important and why it is so important to listen to our communities and what matters to them. A local resident was a special guest at the meeting. He spoke passionately about the history and assets of Bootle and his vision for Sefton in 2030. Job creation and opportunities to do more with the canals and the Strand were three of his key points.

When asked what they like/love about Sefton, a variety of responses were provided:

Resilient people and places

- Real sense of community.
- Passion of local people to want to make Sefton a great place to live.
- Communities that is able to look after themselves e.g. Volunteers, events.
- The people.

Image, culture and environment

- Great leisure facilities Sefton has a "quality of place" – running along the coast, there is a strong sense of landscape & environmental quality & being by the sea.
- Walking the dog along the coast anywhere from Waterloo to Birkdale.
- Sand dunes.
- Pine woods and beach – which is breath taking in all weathers.
- Diversity of Sefton – heritage of Bootle, coastal paths, dunes, cycle paths, culture, canals which are all free.

A great place to live and work

- Great place for families, housing for families, schools, assets, coast. Great place for creating memories.
- Lovely place to live, met a lot of nice people.
- Family life.
- People – community spirit.

Right for business

- Sefton has provided me with a job

The group then to part in a Visioning Toolkit session and took part in a general discussion:

Activities, sociability and hosting

Q – In 2030, what do you like doing at the weekends?

- Having access to leisure and cultural pursuits including, fishing, and a choice of fitness facilities.
- Being part of a community based projects which include cooking for voluntary groups, going shopping for anyone who needs some help.
- I will have a choice of good restaurants when I go out for a meal & enjoy my social life.
- Enjoying all of the events such as music, food etc. which are taking place along the coast, in the parks and leisure centres.
- Following the Sefton “Lamb banana” trail by foot or bike, looking for the mock up designs of squirrels.

Right for business

Q – What will make Sefton a great place to work in 2030?

- Good terms and conditions & pay.
- Businesses will be all digitally connected with accessible locations and safe travel.
- Help businesses to grown; linking with colleges for training and apprenticeship schemes.

Resilient People & Places –

Q- In 2030 what is the best thing about your community and where you live?

- All of the neighbours will know each other.
- People will be socially connected at all ages; young people will be interactive with older people. This will add value to everyone’s lives which will naturally get people to join in and have a sense of happiness and pride.

There will be improved connections (community, digital and transport) –

Q - What will help our community become digitally ready?

- Access to computers with free use of internet
- Education for all levels – different ages and groups

A great place to work, live and play

Q – What will make Sefton a great place to work, live and play in 2030?

- Businesses using shop space in different ways.
- Using the Strand as a hub for social activities.
- Canal activities – fishing, walking, holidays.
- Encouraging communities to think what they can do for themselves.
- Challenging residents to look after their property and area where they live.

The group ended the workshop by having a table discussing about how to keep the 2030 conversations going.

5. Business Forums

Invest Sefton organised two business forums; one in the north of the Borough and one in the south. Following an introduction by Sarah Kemp, Executive Director of Sefton Council, on why a vision is important for the Borough, the emerging eight themes and the findings from previous consultations with businesses, a discussion took place with attendees on what do you need to be a sustainable competitive business and how the themes are relevant to business. The feedback was captured at both events by 'More than Minutes' in the artwork below.

Southport & Formby





6. Letters of representation

Mr and Mrs R

People Sefton should not bow to the lowest common denominator. Sefton should regain the upper hand. Litter Louts, Graffiti Artists should be prosecuted.

Rudeness, swearing, unruly behaviour, misbehaving children should be frowned upon by the authority not accepted as the norm. Parents should be held responsible for the actions of their children and not left to school teachers to try and correct ill manners.

Why is it that primary school children say please and thank you without prompting, but older children and youths have forgotten their manners?

Family values should be encouraged by Sefton as a whole, not just social services. Sefton should take a lead in promoting family life across the spectrum of services it offers.

Environment - Sefton should only build on Green Belt when absolutely necessary. As an island race we need to provide as much home grown produce as we can.

Rising population? Stand Alone Country? History of WWII convoys should not be forgotten.

Transport

The only way people will regularly use public transport is if it is - Reliable, Clean and Safe.

Sefton should make representation for improved rail links with the rest of the country. If Manchester can, so can Sefton

Policing

Police should be seen more. All people behave when they see a uniformed policeman. How many times do you see cars slow down on the motorway when they see a police car ahead or in the rear mirror. The same principle applies.

Pride in Sefton

Sefton needs to promote itself better.

Post Code should be a Sefton post code not Liverpool or Preston.

Fundamental look at where they spend money. Reduce funding on 'crack pot ideas'. Encourage ethnic minorities to integrate instead of encouraging them to stand out, or become insular in their own communities.

Take a lead in encouraging other local authorities to improve road links, and passenger and goods.

L R, Sefton Green Party

How does the Vision fit with the Local Plan and how are you engaging with environmental groups?

Mr D.

I attended a public consultation today at Bootle Library to discuss and find out further information regarding Sefton Council's vision for 2030.

I'd like to express my frustration that I and one other member of the public attended. This is hardly surprising considering that the first time I became aware of this public consultation was from a vague tweet by the Council. There is a noticeboard in the library as soon as you walk in and yet there was no mention or advertising of the meeting on there. As you will no doubt be aware, the older generation of Bootle residents don't have access to Twitter or other forms of social media. What further steps did the council take to ensure that this consultation period was advertised sufficiently to all its residents? It may be worth noting that after the meeting I knocked on 14 doors on my way home and asked the residents if they were aware of such a meeting or indeed Sefton Council's 2030 vision. Not one person had heard anything about it. Is this a deliberate ploy by the Council?

Moving on to the actual meeting at the library, one couldn't help but feel sorry for the library assistant who had been instructed to front the meeting. He was genuinely surprised that two people had turned up, and of course he didn't have the answers to the questions we wished to raise. Please be aware that he acted in a professional manner at all times and was apologetic for not being able to help further. Lambs to the slaughter spring to mind.

The reason for my attendance was simple. Bootle has been let down by Sefton Council, almost as if it were the illegitimate child born out of a past shire - Lancashire - and my concerns for the future of Bootle are firmly grounded from the past visions and promises the Council has made.

In 2004, a 2020 vision for Sefton was compiled. The report was updated in 2009. The report stated a plan to establish Bootle Museum & Exhibition Centre, to be sited in the old Bootle Museum. A feasibility study/report was conducted by the council which cost £19,000. The report also mentioned that there would be a full scale event in Bootle to commemorate the last ever Battle of the Atlantic event, given Bootle's strategic and important role in that conflict. The museum and Battle of the Atlantic event never transpired. When a concerned resident enquired about this, he was told the museum was scrapped in favour of Southport's Atkinson, and that the one off Battle of the Atlantic event was scrapped because the council would now only commit to support events in Southport, such as the food and drink festival. In fact none of the Bootle projects mentioned in the report came to fruition, whilst the majority of Southport projects did. Is this 2030 vision going to be of any benefit to the people of Bootle, given that the last vision was not? We have no confidence in this current vision given what has happened in the previous report.

I can forward you a copy of the report and the recommendations made if required.
I feel it would be advantageous to the Council to hold a meeting with myself and other members of the Bootle Action Group so that we can discuss your new vision and go over any plans, figures and promises you may make.

Yours sincerely

Ten Parishes Council

The Parish Council's should have been engaged sooner and that the Council should ensure that it abides by the Parish Charter. Information about the 2030 vision should have been added to the recent refuse/recycling letter sent to every household i.e. the Council should be more co-ordinated in its activities. Whether the Council has or will use the Formby survey information you have on your website. There is a great deal of inconsistency between the 2030 vision (even in its formative stage) with the yet to be finalised Local Plan particularly re housing and the Green belt. Could the engagement be extended as you could include information about 2030 consultation on the PC letter which is due to be despatched late July/early August? Can the Council attend the Formby festival or provide information to you about the 2030 vision that could be distributed at the forthcoming Formby festival?

7. On-line Survey Responses

Two surveys were available online (via e-Consult); a general public survey, and a survey for businesses and leaders. They were available for people to complete over a 7 week period from 13th June to 31st July 2016. The survey for the businesses/investors was different to the general public survey, in that the options were business specific.

Accompanying the survey was the draft Vision and Outcomes Framework which provided people with a summary of the 8 emerging themes. The survey provided people with the opportunity to tell us what theme areas they valued the most.

A total of 332 people completed the general survey and 42 completed the business survey. There was also a survey on social media, with 155 respondents.

The important points to take from the responses to the surveys were what their priority areas were and what they felt they needed to share with us in the open comments section, with a full list as (appendix E).

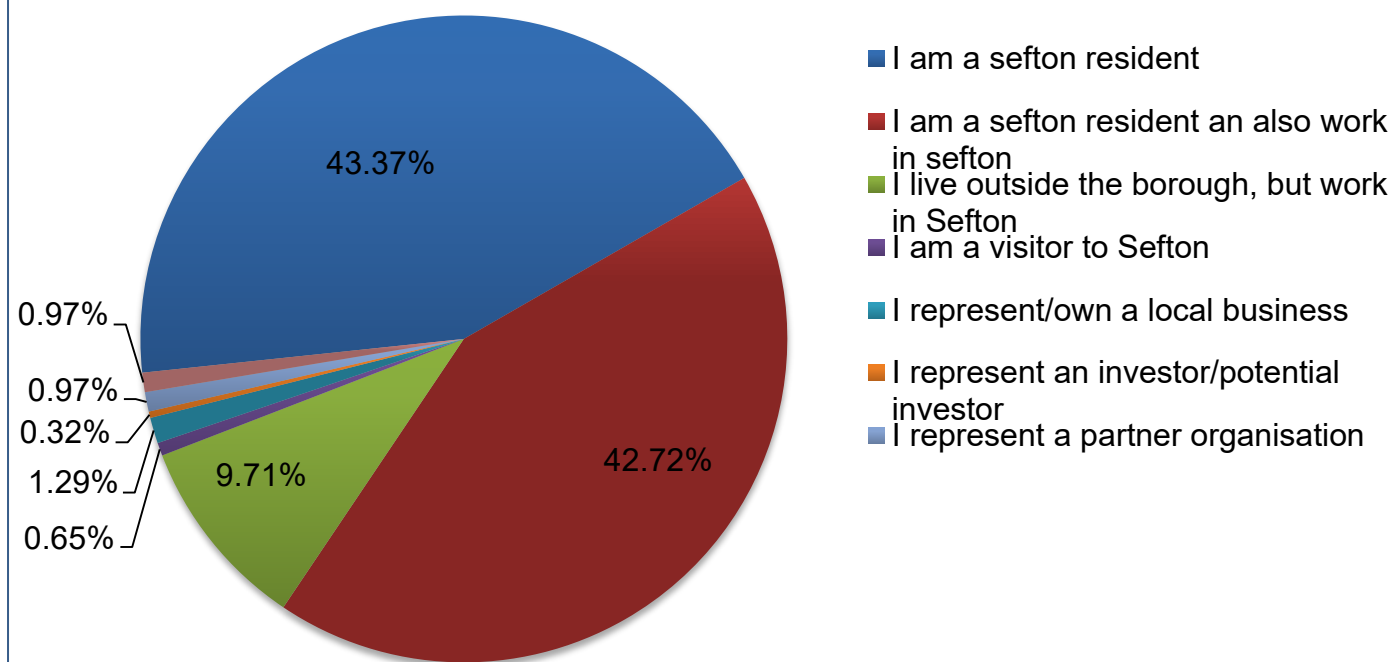
Although the general survey included equality data and this will be analysed it is important to note that these results are not representative of the Sefton population. It is also important to note that all questions were optional. The results of the surveys will support the feedback from the other engagement methods used.

General public survey

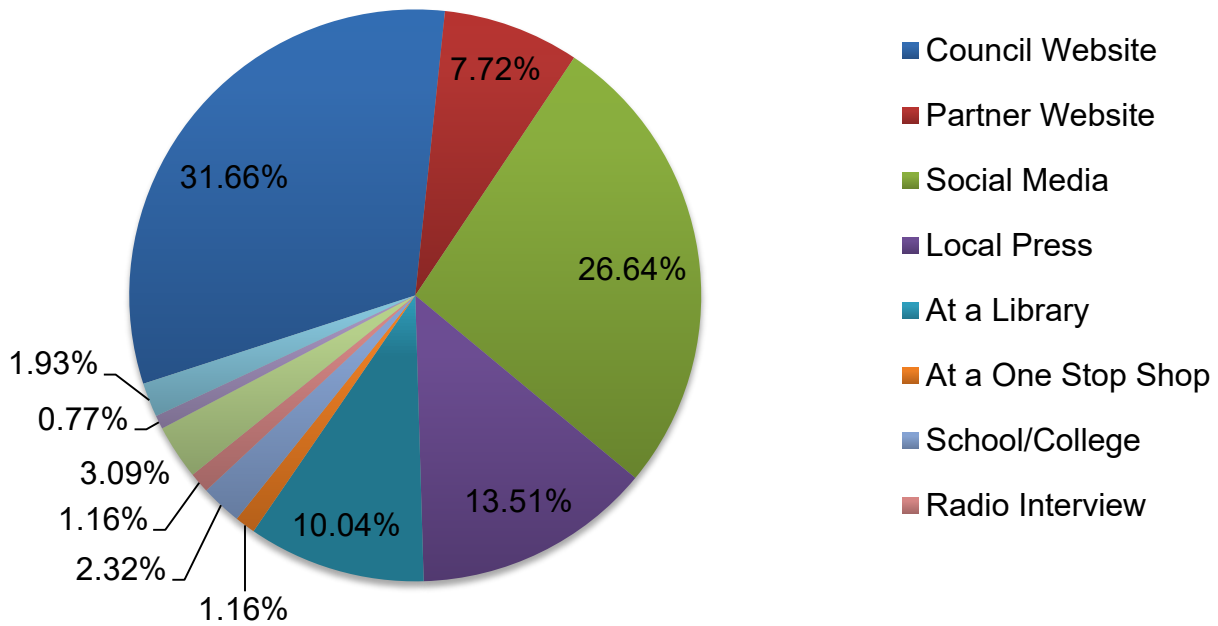
Who took part in the survey?

Postcode	Number of responses	Postcode	Number of responses	Postcode	Number of responses
CH60	1	L26	1	L39	3
L10	2	L3	1	L4	1
L12	1	L30	9	L40	3
L15	1	L31	19	L41	1
L18	2	L34	2	L9	1
L20	27	L35	1	L11	1
L21	16	L36	2	M29	1
L22	32	L37	26	PR8	36
L23	44	L38	2	PR9	24
SK5	1	WA7	1		

Which of these best describes you?



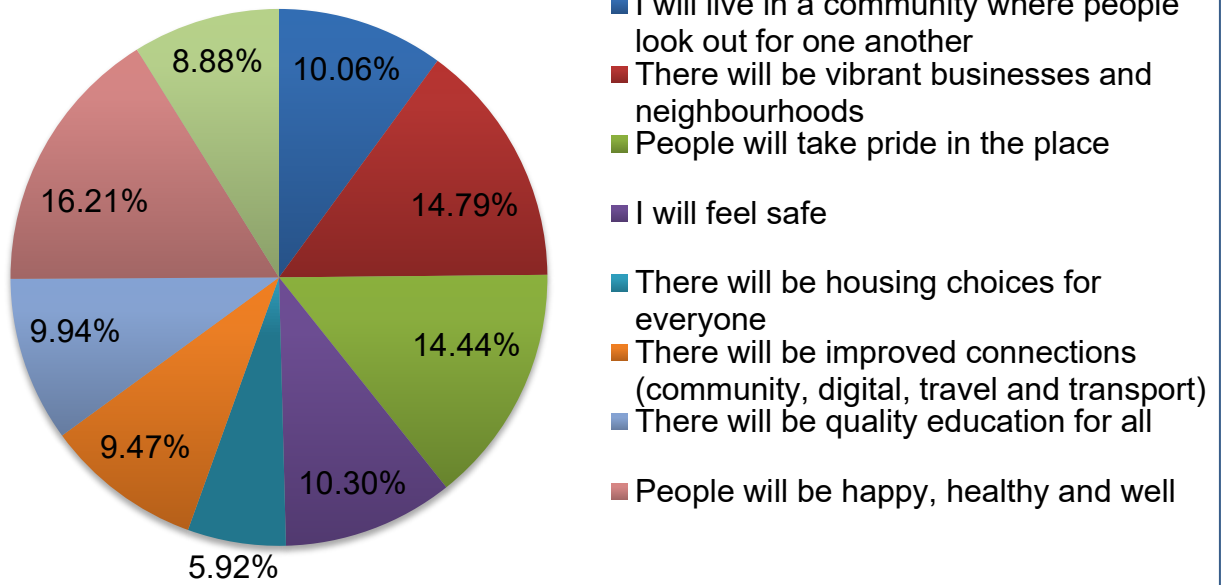
How did you find out about imagine Sefton 2030?



What I love about Sefton

Respondents also had the opportunity to tell us what they love about Sefton. Hundreds of reasons were given, identifying the many great assets and the diversity we have in the borough and the people and sense of pride and community that resonates throughout. Examples range from the beautiful coastline, the green spaces, the urban village feel, the shopping experiences and the proximity it has to other local attractions outside of the borough, with a full list as (appendix F) .

Sefton will be better in 2030 because...



Below is a table that details the locality of the respondents and the number of responses for each of the priority options. Respondents were asked to choose their top three most important options for Sefton 2030; however, some respondents may have chosen less than three or more than three.

Thinking about Sefton in 2030, Sefton in 2030 will be better because...

Postcode	Number of responses	I will live in a community where people look out for one another	There will be vibrant businesses and neighbourhoods	People will take pride in the place	I will feel safe	There will be housing choices for everyone	There will be improved connections (community, digital, travel and transport)	There will be quality education for all	People will be happy, healthy and well	There will be lots of job opportunities	Other comments
CH60	1		1	1							The natural environment will be understood and valued by all
L10	2	1	1	2	2	1	1	1	1	1	Young people will have a voice in decision making
L12	1		1			1			1		Services will be more joined up
L15	1		1	1			1				
L18	2	1	1					1	2	1	
L20	27	9	7	8	6	4	6	10	12	9	
L21	16	5	4	6	5	2	5	6	5	5	
L22	32	15	15	10	8	5	9	9	15	7	
L23	44	12	23	18	14	8	9	17	22	12	The community have committed leadership.
L26	1		1		1				1		
L3	1						1		1		Cities and beaches are kept clean and people use bins.
Postcode	Number of responses	I will live in a	There will be vibrant	People will take	I will feel	There will be	There will be improved	There will be	People will be	There will be lots of job	Other comments

		commu nity where people look out for one another	businesses and neighbourhood s	pride in the place	safe	housing choices for everyone	connections (community, digital, travel and transport)	quality educatio n for all	happy, healthy and well	opportunities	
L30	9	2	4	4	4		2	2	3		Improvement to social & leisure <u>Facilities</u> – Increased investment by industry due to Peel Ports development
L31	19	5	9	12	9	2	4	4	9	3	<u>I will still live in a village</u> Cultural Opportunities
L34	2		2				1	1	1	1	
L35	1		1	1			1				
L36	2			2		1			2	1	
Postcode	Number of responses	I will live in a commu nity where people look out for one	There will be vibrant businesses and neighbourhood s	People will take pride in the place	I will feel safe	There will be housing choices for everyone	There will be improved connections (community, digital, travel and transport)	There will be quality educatio n for all	People will be happy, healthy and well	There will be lots of job opportunities	Other comments

		another									
L37	26	10	7	10	11	3	4	5	13	7	There will be a superb natural environment Green energy the environment will be respected, protected and nurtured Sefton will protect its coastline
L38	2	1		1	1		1		1	1	
L39	3			2	1		1		2	1	
L4	1		1		1					1	
L40	3	1		3		2	1		1		
L41	1								1		There will be more nigh time offers e.g. a modern bar/restaurant & music

											scene like Liverpool, Ormskirk & other neighbours have better than Sefton
L9	1	1			1				1		
LL11	1		1					1	1		
M29	1		1							1	Development that will take place will be for the benefit of all both Young and Old
PR8	36	5	19	14	6	9	11	9	15	8	Southport will be free of Bootle
PR9	24	5	8	11	5	4	13	5	7	5	innovative governance initiatives
SK5	1		1								
WA7	1			1			1			1	

Additional comments

Respondents were also asked to provide any additional comments. The comments were wide ranging, however a number of themes were apparent that centred around:

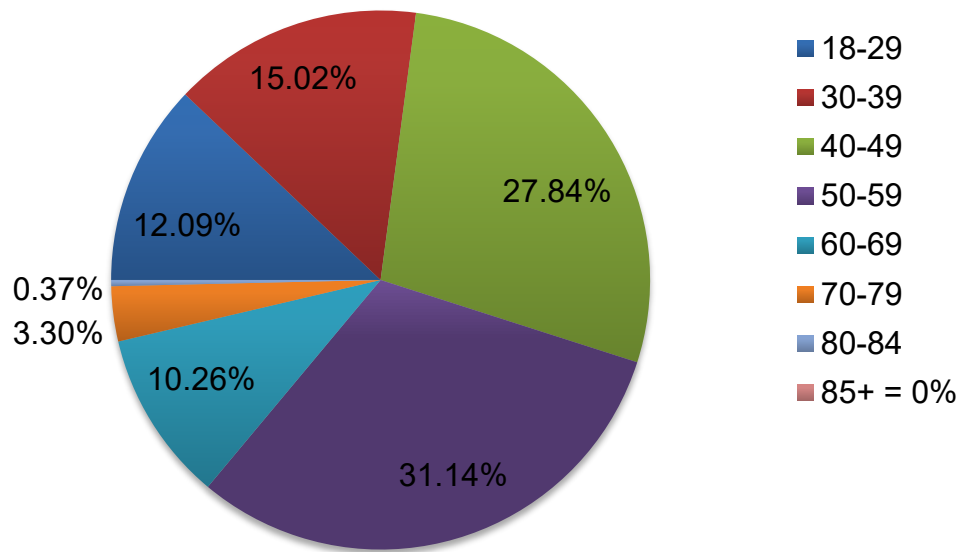
- **Pride in the place** – Concern about the amounts of litter and weeds were a common response and that these are making the Borough appear un-kept and less attractive and therefore can give the impression that the area is not safe and welcoming.
- **Infrastructure** – Investing in and regenerating the town centres and high streets were common suggestions to help develop a strong, sustainable economy for the borough. At the same time, protecting open spaces and areas of natural beauty and the borough's heritage and urban and community villages were also deemed important. Recognising the community and social investment that is currently taking place could be developed and the social value outcomes that are derived are also important as is the private sector partnerships, including the Port development.
- **Scepticism** – There was some concern that the Vision may not be achieved due to funding cuts and austerity.
- **How to prioritise** – There was some recognition that all the statements are important and link to one another; that they are broad statements and how they can be drilled down to specific actions, involving local people and partnerships.

Interested to stay involved

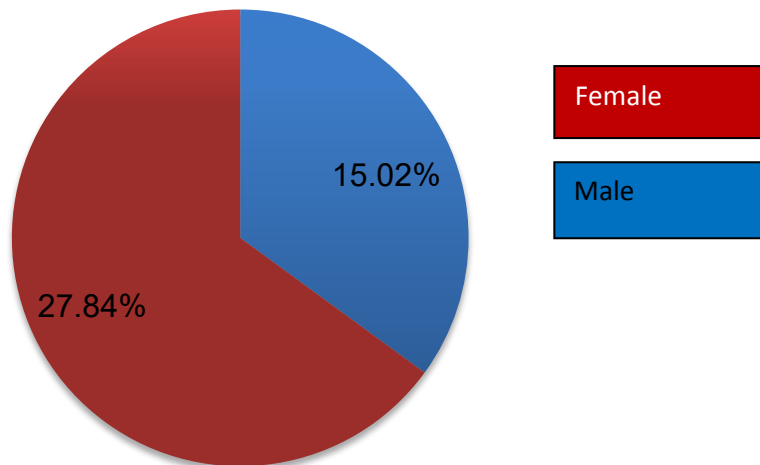
A number of people representing partner of voluntary, community and faith sector organisations completed the survey and have supplied their contact details to stay involved, as have 64 local residents who would be interested in engaging their colleagues, neighbours and friends about their vision and goals for 2030.

Monitoring information

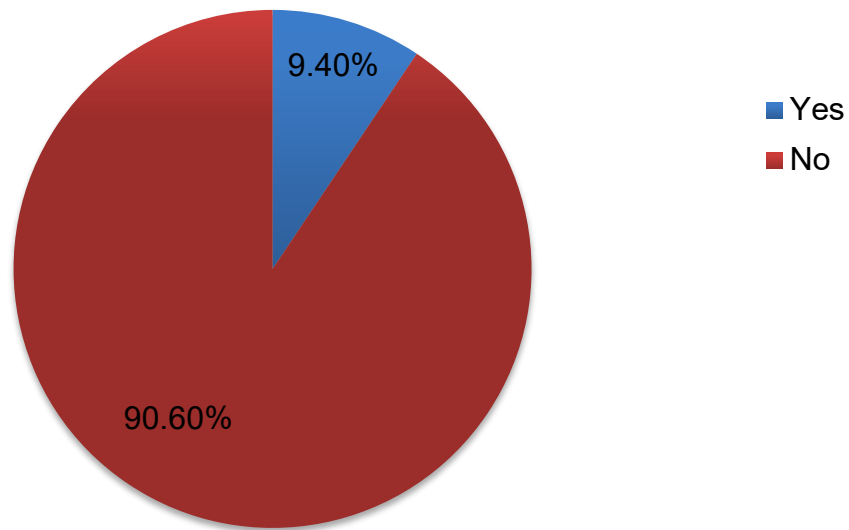
Age



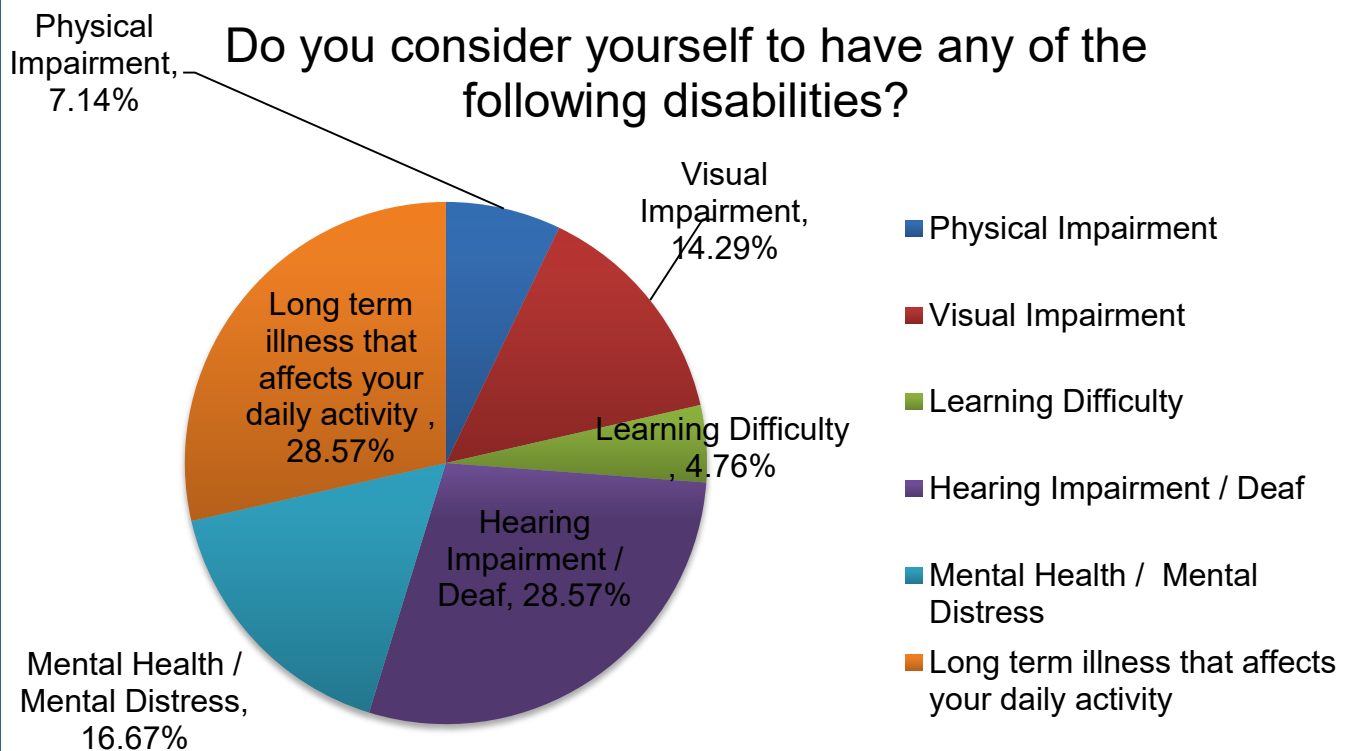
Gender



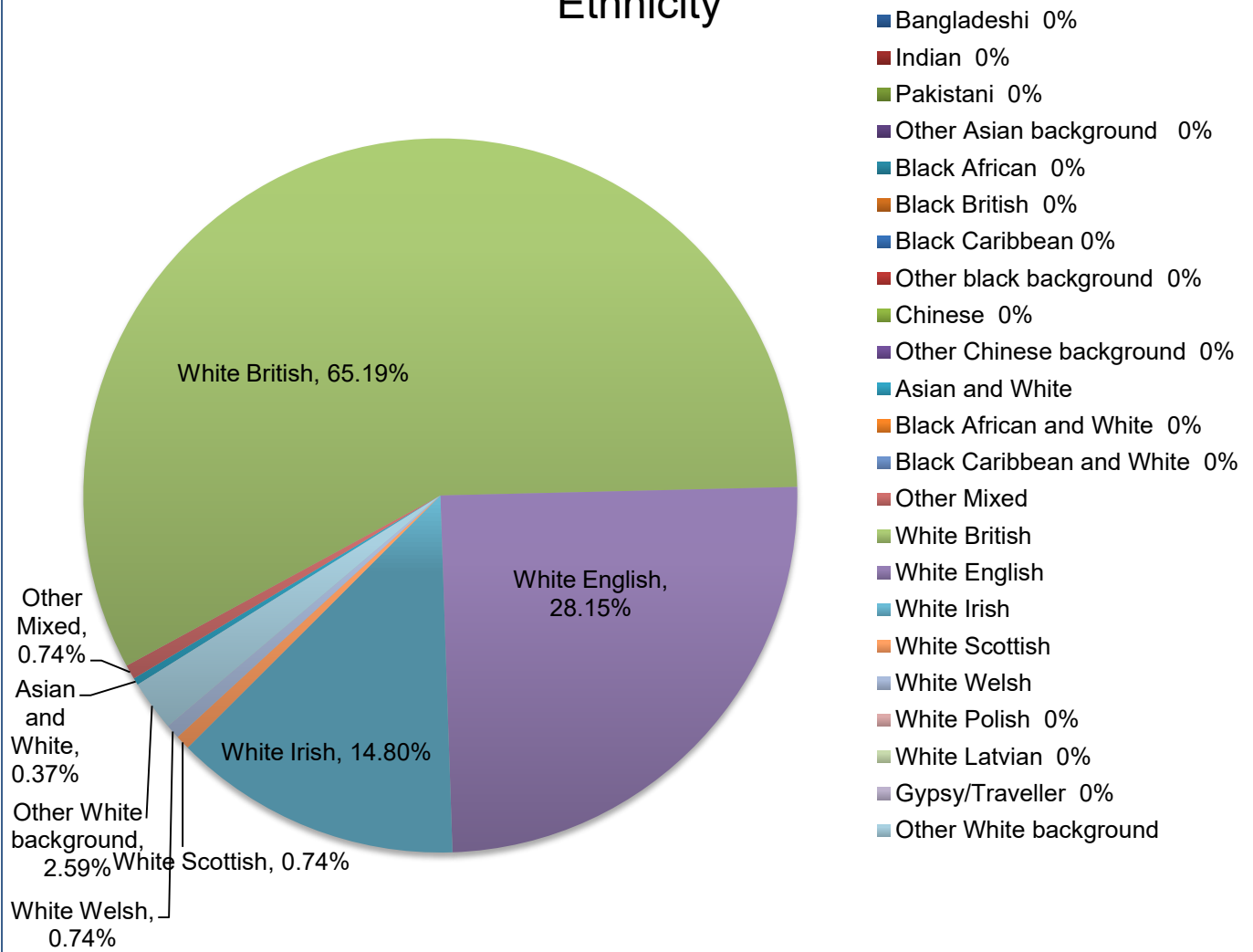
Do you consider yourself to be disabled?



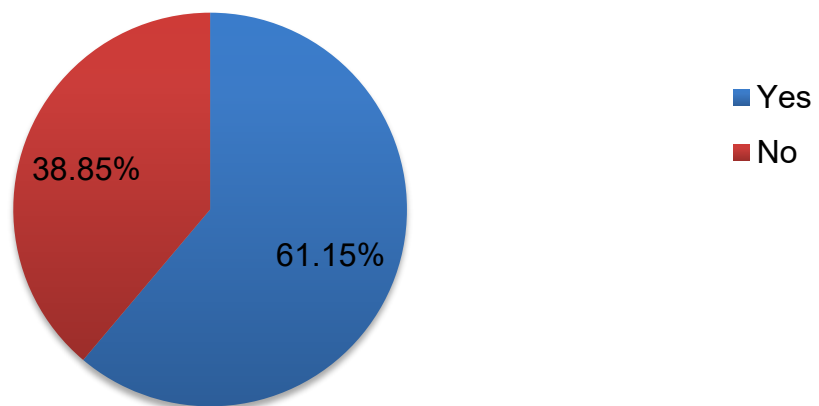
Do you consider yourself to have any of the following disabilities?



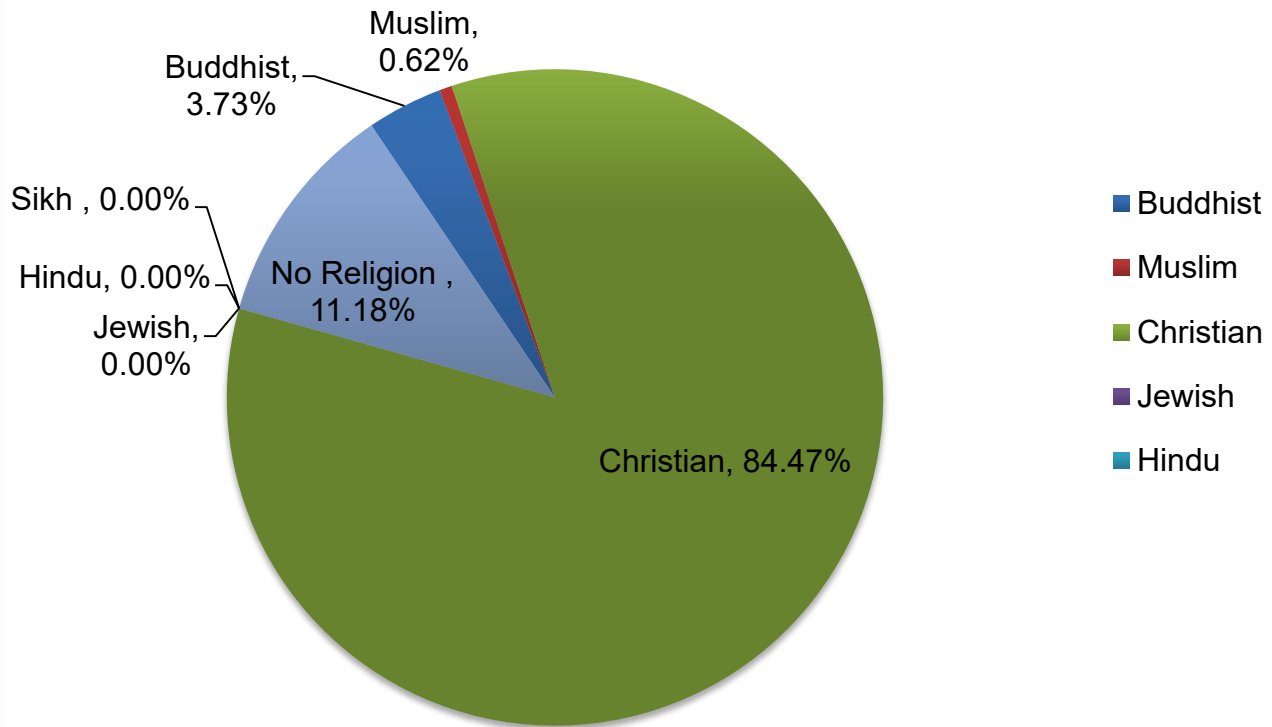
Ethnicity



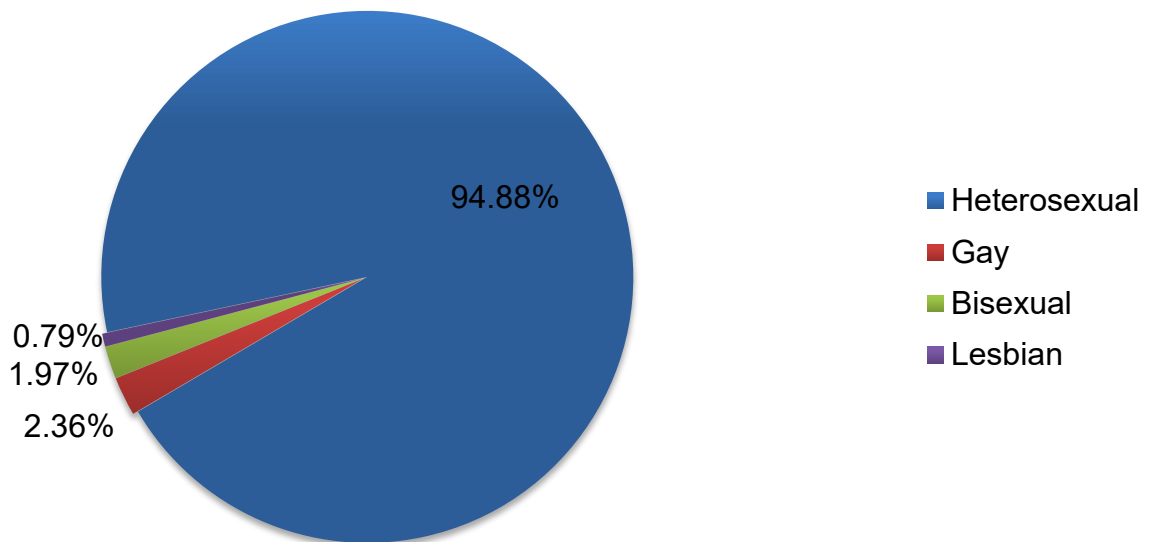
Do you have a religion or belief?



What religion do you follow?

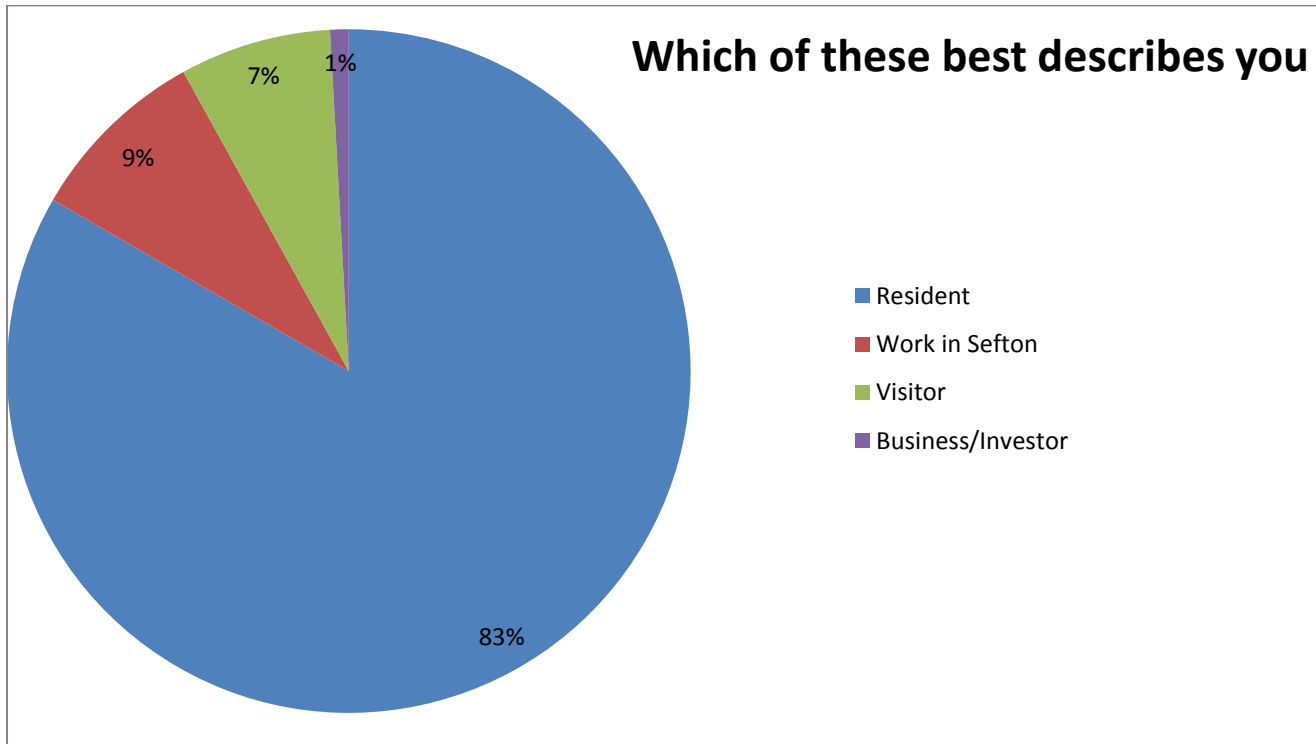


Sexual Orientation

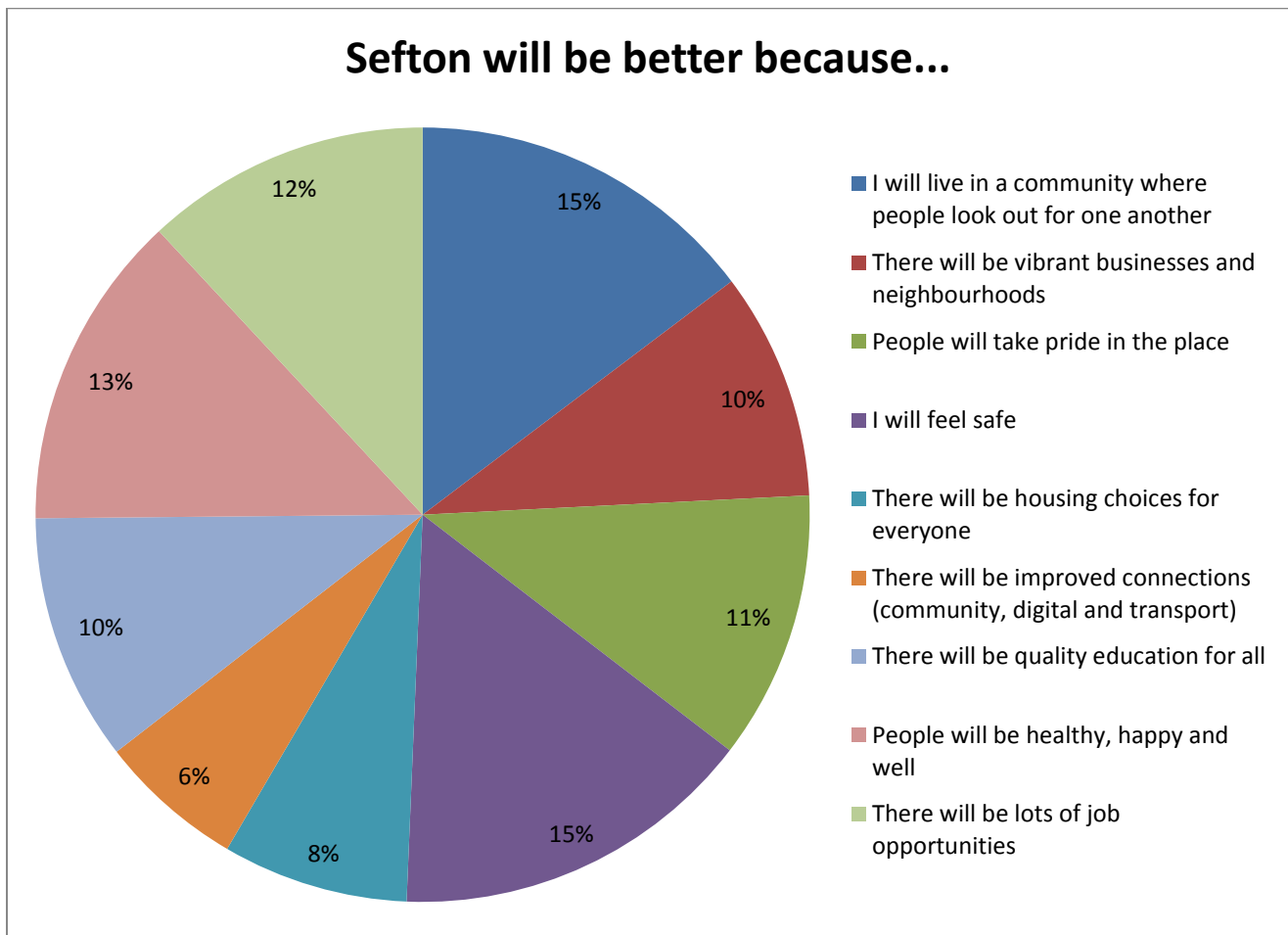


'Answers on a Post-card'

Who took part in the survey?



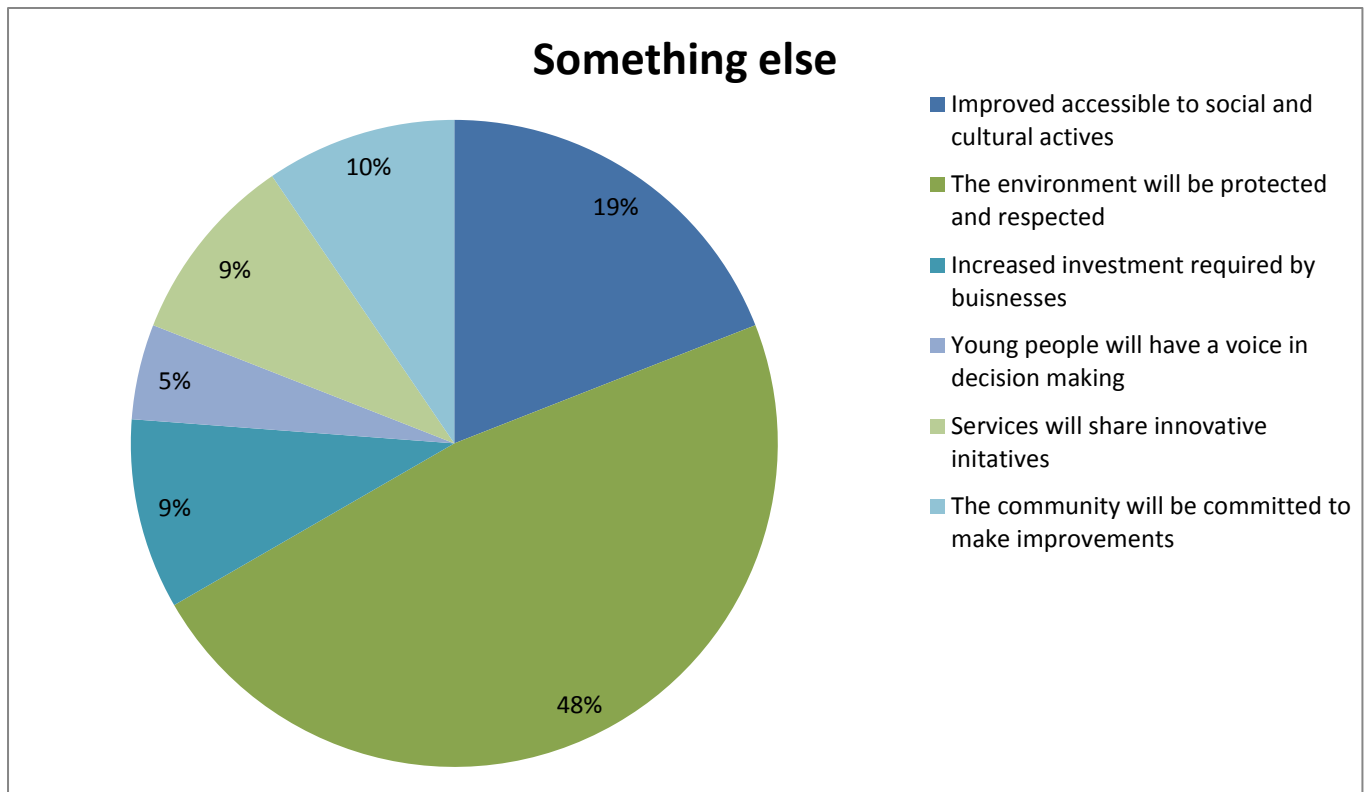
Although there were 2286 responses, 2,276 people completed this question.



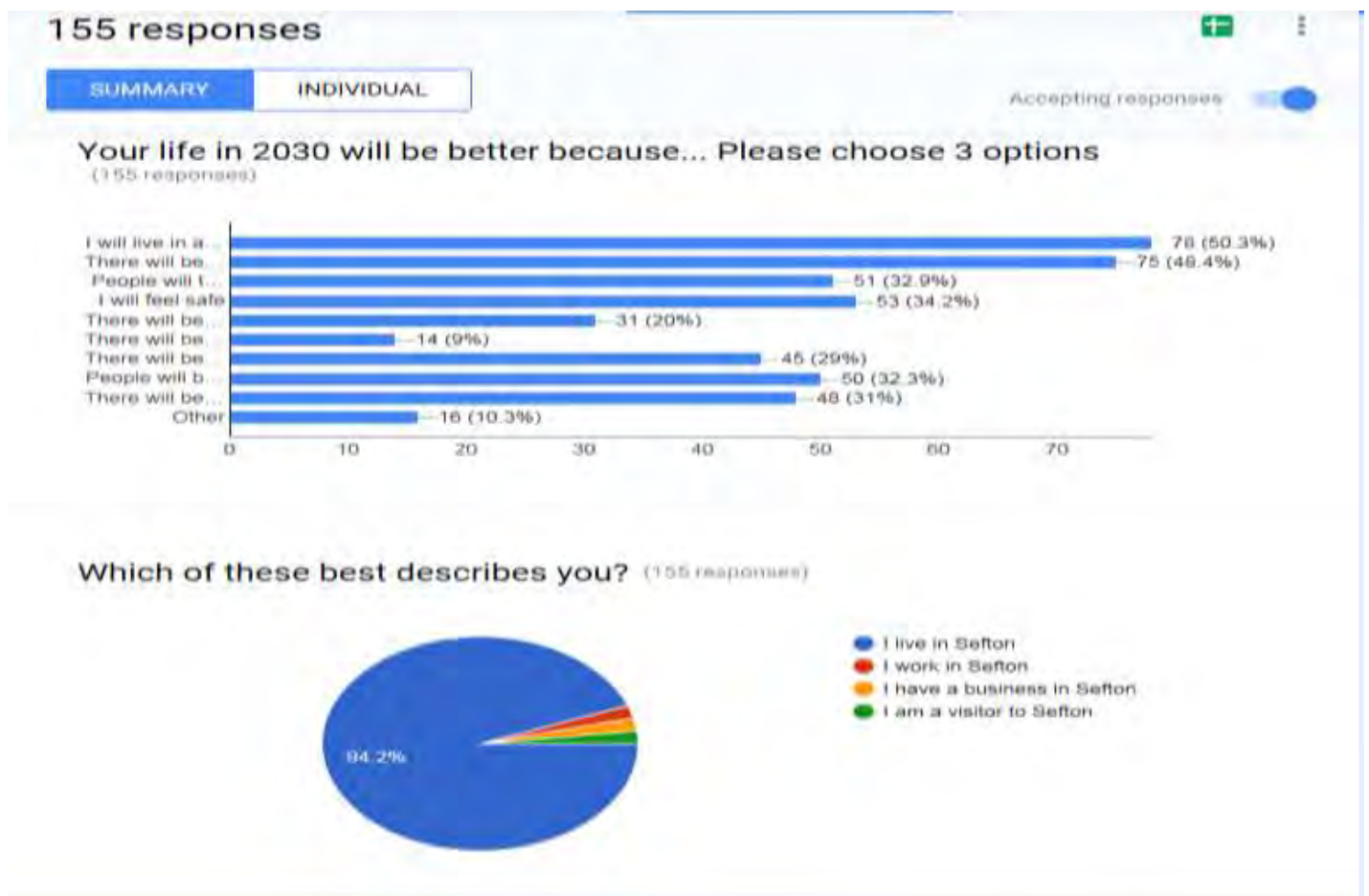
Respondents had the opportunity to identify the top three things that would be important to them in 2030. Some respondents may have not identified three.

Something else

21 of the respondents choose to write an additional comment on the postcard.



Social Media Survey

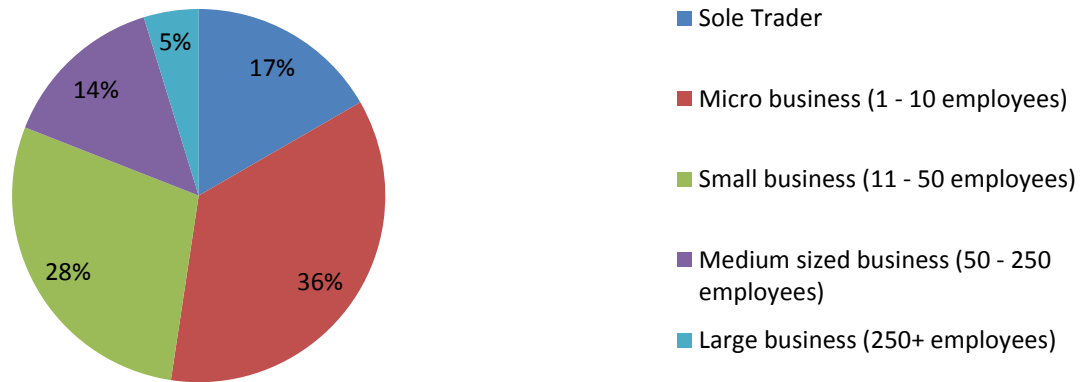


Businesses/Investors survey

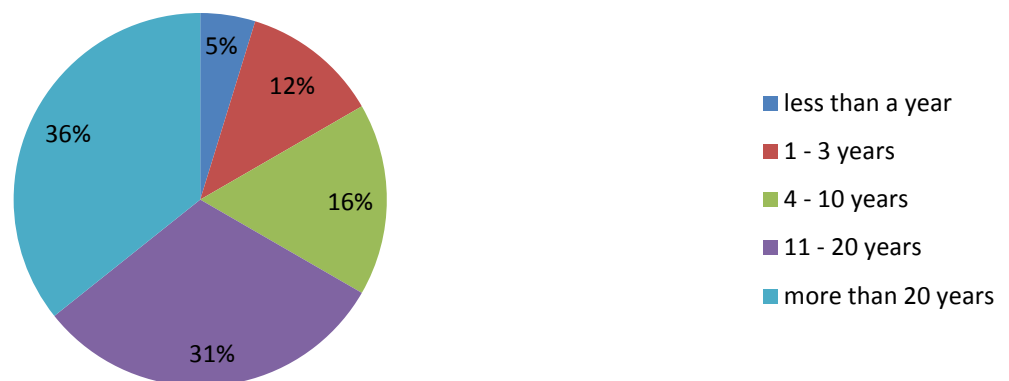
An email raising awareness of the Imagine Sefton 2030 campaign and a link to the Business and Investor Survey was sent by Invest Sefton to over 4000 businesses and investors. A total number of 42 businesses completed the on-line survey; all questions were optional with an opportunity to add additional comments with a full list as (appendix G).

Who took part in the survey?

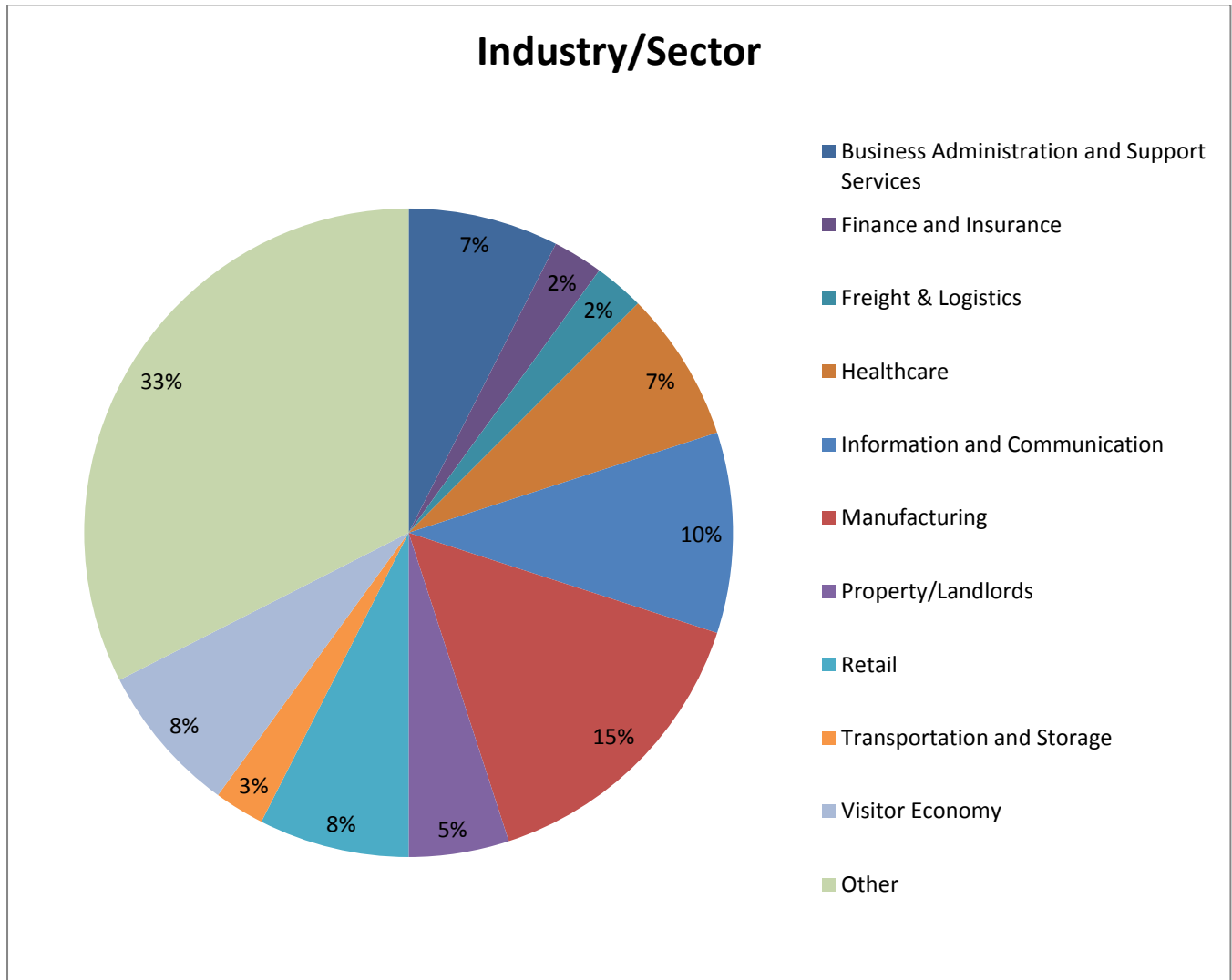
Business representation



Length business has been in operation

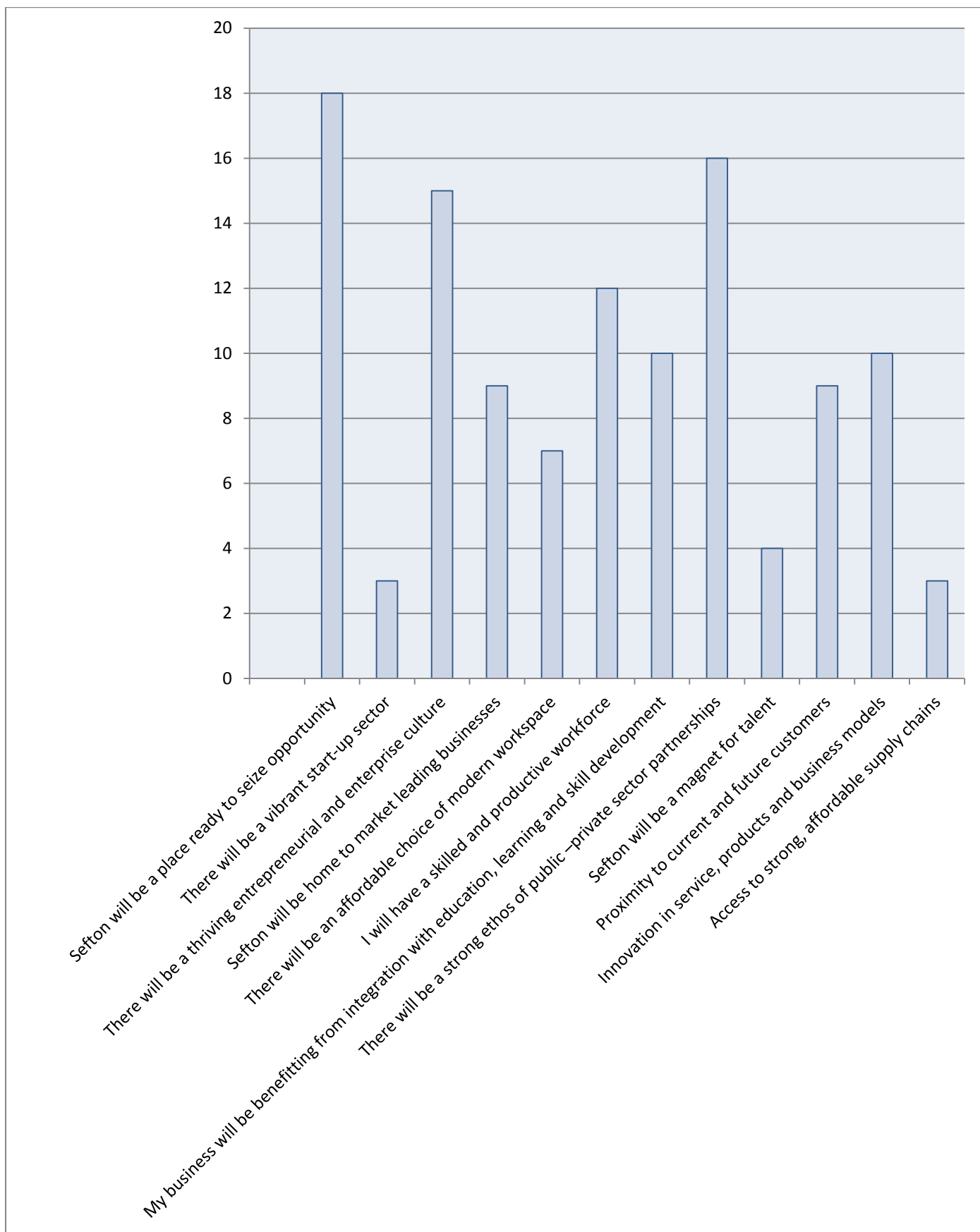


Industry sector responses



The businesses that identified themselves as 'other' include businesses within the Voluntary/Charity Sector, Education and training, health and Social Care, Leisure, Landscaping and Social Enterprise.

The top priorities for people completing the on-line survey are as follows:



Other comments

- Sefton needs a long term plan and investment from both public and independent sectors.
- Good quality care provision integrated into the community.
- Sefton 2030 needs to ensure that all businesses understand the value of staff and invest in staff development.
- Educate young people to see that manufacturing is an exciting opportunity.
- Make use of Sefton's assets, including the dockland area for both industrial and contemporary commercial office space.
- There is an opportunity to become the UK's number one seaside destination.

We would like to thank everyone who was part of the Imagine Sefton 2030 engagement process that offered sustained and invaluable support and input throughout.

We would also like to acknowledge and thank all the people of Sefton who contributed to this report.

Appendices Attached

- (A) Events schedule**
- (B) CVS Response to Imagine Sefton 2030 Report**
- (C) Communication Evaluation**
- (D) Young Advisors Report**
- (E) Comments from on line survey**
- (F) What I love about Sefton**
- (G) Comments for the Business survey**

Appendix A - Events schedule

Partner events/activities for Imagine Sefton 2030 Engagement @ 31st July 2016

Stakeholders					
Date	Event	Location	Time	Contact	Type of engagement
13th June	Sefton Pensioners Advocacy Centre	Crosby	PM	Ann-Marie Morrison (CVS)	Visioning Toolkit/Postcards
13th June	Mental Health Service User Forum	Maghull	PM	Ann-Marie Morrison (CVS)	Visioning Toolkit/Postcards
14th June	Sefton Pensioners Advocacy Centre	Bootle	PM	Ann-Marie Morrison (CVS)	Visioning Toolkit/Postcards
14th June	Breathe Easy Group	Strand By Me	AM	Gill Blane (CVS)	Postcards
16th June	Diabetes UK	Strand By Me		Conol Devitt (CVS)	Postcards
21st June	Strand By Me	Bootle Strand	10.00 – 3.00pm	Conol Devitt (CVS)	Chalkboards/Postcards
22nd June	Strand By Me	Bootle Strand	10.00 – 3.00pm	Conol Devitt (CVS)	Chalkboards/Postcards
27th June	VCF Sector Event - South	CLAC		Jan Campbell (CVS)	Visioning Toolkit/postcards
1st July	VCF Sector Event - North	Southport Town Hall		Jan Campbell (CVS)	Visioning Toolkit/postcards

12th July	Carers Voice Forum	Carers Centre South Road Waterloo		Claire Johnston (Carers Centre)	Discussion/postcards
12th July	Health & Social Care Forum	Crosby Lakeside	2.00 – 4.00	Anne Marie Morrison Sefton CVS	Discussion/postcards

Community Pop-Up Roadshows

Date	Event	Venue	Time	Activity
14th June	Hugh Baird Community Funday	L20	1.30 – 4.00pm	Chalkboard Roadshow Postcards Talking Heads
20th June	Active Workforce, 5K	CLAC	4.00 – 6.30pm	Chalkboard Roadshow Postcards Talking Heads
23rd June	Arden College 'Party in the Park'	King's Gardens	11.00 – 3.00pm	Chalkboard Roadshow Postcards Talking Heads
27th June	Strand by Me	Bootle Strand	10.00 – 3.00pm	Chalkboard Roadshow Postcards
28th June	KGV Careers Fair Pop up Community Roadshow	KGV Southport	11.00am – 3.00 pm	Chalkboard Roadshow Postcards Talking Heads
20th July	Maghull Square	Maghull Town Council Shop	9.00am – 3.00pm	Chalkboard Roadshow Postcards
25th July	Atkinson Pop up Community Roadshow	The Atkinson	11.00 – 3.00pm	Chalkboard Roadshow Postcards Talking Heads

Other events and activities

Date	Event	Venue	Time	Activity
20th June	Sefton Leadership Collaborative - Launch	CLAC	2.00 – 5.00pm	Chalkboard Roadshow Post Cards
21st June	Sefton Older Peoples Forum	Formby Luncheon Club	2.00 – 4.00pm	Chalkboard Roadshow Post Cards
22nd June	Hillside High School	Hillside High School	2.00 – 3.00pm	Postcards Talking Heads
24th June	Netherton Library Public sessions	Netherton Library	2.30pm	Visioning Toolkit Sessions
24th June	Buddy Up Session	Crosby Youth Centre		Visioning Toolkit Postcards
27th June	Sefton CVS	Crosby Lakeside Adventure Centre (CLAC) Cambridge Rd, Waterloo, Liverpool L22 1RR	2.00 – 4.00 pm	Visioning Toolkit Session
28th June	Sefton Older Peoples Forum	St Andrews Church Maghull	1.30 – 3.30 pm	Chalkboard Roadshow Post Cards

28th June	Healthwatch Sefton Steering Group	SING+ Cambridge Road, Seaforth	10.30 – 11.30am	Chalkboard Roadshow Post Cards
29th June	Sefton Older Peoples Forum	Lord Street West United Reform Church	1.30 – 3.30 pm	Chalkboard Roadshow Post Cards
29th June	Crosby Library Public sessions	Crosby Library	11.00am	Visioning Toolkit Sessions
29th June	Imagine Sefton 2030 People First event	SING+ Cambridge Road Seaforth	10.00 – 3.00pm	Presentation Accessible Visioning Toolkit session
30th June	Buddy Up Session	Southport COHH Centre		Visioning toolkit session Postcards
Last week of June	Energy Bills	Strand by Me	9.00 – 5.00pm	Postcards
1st July	Sefton CVS	Southport Town Hall (Birkdale Room) Lord Street, Southport PR8 1DA	10.00 – 12.00 pm	Visioning toolkit session Postcards.
4th July	Joint meeting of Sefton Older People Forum	Bootle Town Hall	1.00 – 4.00pm	Chalkboard Roadshow Post Cards Talking Heads
5th July	Bootle Library Public	Bootle Library	11.30am	Visioning Toolkit Sessions

	Sessions			
11th July	Litherland HS			Visioning Toolkit Session Postcards
12th July	Every Child Matters forum	SING +		Visioning toolkits Postcards
12th July	Litherland Moss Primary			Visioning toolkits Postcards
12th July	Sefton Access Forum	SING+ Cambridge Road Seaforth	1.00 – 3.00pm	Verbal Presentation Postcards Information in Audio
12th July	Holy Family School	Southport	9.15-10.00	Presentation Postcards Talking Heads
12th July	Making a Difference	Our Place Centre		Visioning Toolkits Postcards
13th July	STAR Womens Group	Cambridge Road Adult Education Centre		Discussion Postcards
14th July	Formby Library Public session	Formby Library	1.00 – 2.00 pm	Visioning Toolkit Sessions

14th July	Southport & Formby Community Champion Network	Galloways Southport	10.30 – 12.15pm	Discussion Post Cards Small Chalk Boards
15th July	Meadows Library Public Session	Meadows Library 0151 288 6727	11.00 am – 12.00pm	Visioning Toolkit Session
18th July	Imagine Sefton 2030 People First event	Bootle Day Centre		Presentation Accessible Visioning Toolkit session
19th July	South & Central Community Champion Network	SING + Cambridge Road, Seaforth	10.30 – 12.15pm	Discussion Post Cards, Small Chalk Boards
14th July	New Beginings LGBT Group	Crosby Youth Centre		Discussion Postcards
19th July	One Council Workshop	Bootle Town Hall	9.00 – 11.30	Presentaion Toolkit Session Postcards
19th July	St Nicholas School Blundlesands	Blundlesands	1.30 – 3.30	Verbal presentaion Postcards
21st July	Sports Awards	Litherland Sports Park		Postcards

21st July	The Atkinson Community User Forum	The Atkinson	11.00 – 12.00	Visioning Toolkit session
21st July	Targeted Youth Prevention Team	Linacre Mission		Visioning Toolkit Session
22nd July	Southport Library Public Session	Southport Library 0151 934 2118	12.30pm – 1.30pm	Visioning Toolkit Session
22nd July	Atkinson Library Public Session	Atkinson Library		Visioning Toolkit Session
26th July	Sefton 2030 – Business Leaders Summit	Southport Town Hall	11.30 – 2.00pm	Presentation Workshop questions Talking heads
26th July	Southport OSS	Southport		Postcards
28th July	Sefton 2030 – Business Leaders Summit	Merton House		Presentation Workshop questions Talking heads
29th July	Probation Services	Trinity Road Bootle		Postcards
31st July	ESOL Group	Southport		Postcards

	Southport			
31st July	CCG Reception	3rd floor, Merton House		Postcards
31st July	Maghull Sefton Pensioners Advocacy Centre	Maghull		Postcards
31st July	Crosby Lake Side Reception	CLAC		Postcards
31st July	Leisure Centres Receptions	Various		Postcards
31st July	Magdalen House Reception	Magdalen House		Postcards
31st July	Merton House	Bootle		Postcards
31st July	May Logan	Bootle		Postcards
31st July	Merseyside Fire & Rescue	Bootle		Postcards
31st July	Sovini	Bootle		Postcards Talking heads More than Minutes
31st July	One Stop Shops – Bootle & Southport	Bootle & Southport		Postcards

	Reception			
31st July	Southport Town Hall Reception	Southport		Postcards
31st July	Aintree Hospital			Postcards
31st July	Bootle Town Hall Reception	Bootle Town Hall		Postcards

Imagine Sefton 2030 Vision

Sefton CVS

What will Sefton look like in 2030?

Introduction

Working in partnership with Sefton MBC and other agencies across the borough, Sefton CVS has supported Imagine Sefton 2030 – a vision for Sefton consultation process undertaken between June and July 2016.

The focus of our support has been:

- Promoting the Imagine Sefton 2030 Vision consultation through communication channels, networks, forums and social media campaigns
- Delivered piggyback sessions added to existing meetings and events
- Provided access to the Strand by Me community health shop in Bootle Strand to enable Sefton MBC to undertake a public consultation day
- Sefton Young Advisers have facilitated sessions with young people and children, young people and families providers
- The Integrated Wellness Service Community Resilience Officer facilitated 11 open sessions with VCF representatives, special interest and hard to reach groups
- Promoted participation in the consultation on Imagine Sefton 2030 by distributing postcards through forums, staff members and the general public.
- 12 members of staff members, including Young Advisers, participated in Train the Trainer sessions facilitated by Sefton MBC to support the consultation and engagement process
- Provided advice and support to Sefton MBC groups and forums whereby targeted consultation could be undertaken

Between 13th June and 29th July 2016, Sefton CVS consulted directly with a total of **370** citizens living and working in Sefton. Approximately 65% of those that participated in consultation discussions were female and 35% male.

Many of the people consulted could be described as being ‘at risk of being marginalised’ or ‘hard to reach’. The consultation process was adapted to ensure participants were able to feed in their views enabling a wider proportion of citizens and groups, traditionally excluded, to have a clear voice in the visioning process. Groups included: the Visually Impaired Support Group, Sefton Pensioners Advocacy Forums in five localities, Buddy Up, a young people’s participation project, supporting children and young people with disabilities.

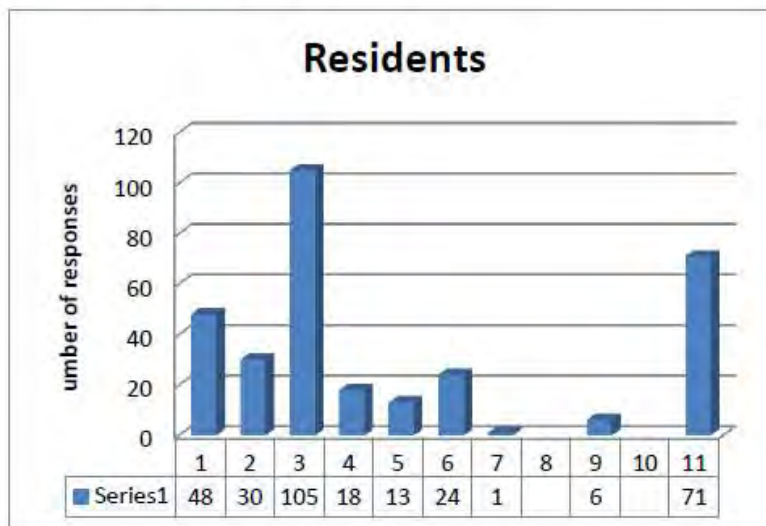
Other sessions included: raising awareness at the Health and Social Care Forum, facilitated discussions at the Every Child Matters Forum, the Making a Difference group (cluster of young care

leavers), Litherland High School, Litherland Moss Primary School, the staff at Sefton CVS in Waterloo and two open sessions were delivered for other VCF organisations in Waterloo and Southport.

Residents

Of those who shared details of where they lived, the highest number of participants were from Litherland, followed by residents from Southport.

1	Bootle
2	Netherton
3	Litherland
4	Maghull
5	Crosby
6	Waterloo
7	Formby
8	Hightown
9	Ainsdale
10	Birkdale
11	Southport



More young people were engaged in the consultation than adults. The 30 to 59 age group had the smallest number of participants taking part in the direct consultation. It is not possible to speculate on the number of adults who completed postcards and submitted them independently as a result of being provided with information at the direct consultation sessions.

Communication

Approximately 1,290 groups (per distribution) were advised of the process through Sefton CVS Chief Executive Updates and Sefton CVS E-Bulletins, as well as thematic promotion through the Health and Social Care Forum (177 recipients) and Every Child Matters Forum (469 recipients), Email Updates, and a variety of social media posts on Twitter (3,591 followers) and Facebook (683 likes).

Sefton Council for Voluntary Service - CVS
Published by WordPress [?] 22 June

As you may be aware, Sefton Council is leading on developing a new and exciting vision for the future of the borough and wants anyone who lives, works or visits Sefton to get involved. Imagine Sefton 2030 will engage the public, local businesses and potential investors in creating a vision that will collectively promote shared prosperity, coordinated public investment, and a healthy environment and population. [180 more words.]
<http://seftoncvsv.org.uk/> /imagine-sefton-2030-have-your-say

Imagine Sefton 2030: Have your say at our upcoming VCF sector events (27th June + 1st July)
As you may be aware, Sefton Council is leading on developing a new and exciting vision for the future...
SEFTONCVS.ORG.UK

Jayra Vincent and 2 others Retweeted
ECM Forum Sefton CVS @ECMForumSCVS Jul 12
#mysefton #2030 visioning! @ECMForumSCVS @seftoncouncil @SeftonYAS @SeftonCVS great session @today's ECM Forum! :)



Sefton CVS Chief Executive's Update (22nd July):

As we approach the final week of the **Sefton 2030 Vision** consultation, there is still time to have your say before the closing **date of midnight on Sunday 31st July**. For those not familiar with the 2030 Vision, Sefton Council is leading on developing a new and exciting vision for the future of the borough and wants anyone who lives, works or visits Sefton to get involved. Working closely with partners, businesses, private sector organisations, the voluntary, community and faith sector and the wider Sefton community, the aim is to focus on what is important and to be ambitious for the borough and its communities in the future.

[Click here](#) to take part in the online survey, and please [click here](#) to visit the Sefton 2030 Vision website.

Sefton CVS Chief Executive's Update (30th June)

If you or your organisation haven't had the opportunity yet, there is still time for local voluntary groups to have their say in **Sefton Council's 'Imagine Sefton 2030'** consultation. Sefton CVS are hosting the second voluntary sector event tomorrow (Friday 1st, 10am-12noon) at Southport Town Hall ([more info](#)), and Sefton Council are continuing their Community Road Show across the borough over the coming weeks ([more info](#)). For full details of the consultation, please visit www.imaginesefton2030.co.uk.

Sefton CVS E-Bulletin (14th June)

Sefton Council launch 'Imagine Sefton 2030' consultation

Jun 13, 2016 02:00 pm

IMAGINE SEFTON 2030
[Sefton Council](#)

Sefton Council is leading on developing a new and exciting vision for the future of the borough and wants anyone who lives, works or visits Sefton to get involved. Working closely with partners, businesses, private sector organisations, the voluntary, community... [Read more...](#)

Share: [f](#) [t](#)

Approximately 20 packs of information were directly distributed to other VCF organisations to undertake the consultation activity themselves. Although these people were asked to contact us to let us know if they had undertaken further consultation, it is not possible to estimate how many people have been engaged through this cascade method.

Responses

The respondents to the consultation were asked to consider what they like and value about Sefton now and what they would like to see in 2030.

The Young Advisors have produced a separate document cataloguing the evidence gathered from their consultation activities with children and young people.

From open discussions

Themes

Sense of Place and Community

The breadth of lively conversation that accompanied discussion of the positive aspects of living in Sefton was encouraging, suggesting that there is a strong sense of connection to the locality and distinctive recognition of place by community and neighbourhood. Unsurprisingly, these areas are identified by less formal methods e.g. by landmarks, walking, travelling routes, road or estate boundaries, rather than the geographies identified and used in spatial and service planning, such as ward boundaries, Clinical Commissioning Group localities, and parliamentary constituencies.

Overwhelmingly people engaged in the direct consultation wanted to see a borough in which *people look out for each other* in 2030.

Several of the comments from the older citizens highlighted the need to think about young people and how they relate to each other as older and younger citizens and how this is demonstrated in community settings.

Transport in, around and out of Sefton

There appears to be a wide range of concerns regarding transport, which was a consistent theme from older citizens and other sessions.

This included: access to public transport, within the borough; the road system-traffic on the main arterial routes, rail transport, costs of public transport and car parking. In the sessions with older people, there was concern about young people having access to transport outside of Sefton to travel to work or take up opportunities. This could lead to younger people having to move away to get jobs.

Free transport for everyone was an aspiration for 2030, a borough in which everyone can move freely and is not dependant on money to explore the richness of the boroughs many assets.



Impact of Docks and Development

There were concerns about future development of the Docks making it a busier place and placing strain on the road infrastructure. The Waterloo open meeting for example, focussed on the resource and cost of the Docks and transport on wellbeing and the environment.

Environmental Initiatives

The CVS group talked about environmentally friendly development and eco power driving change in Sefton. Promotion of low carbon initiatives, imaginative use of green space, parks, bridleways and park buildings including asset transfer, co-location were considered.

Shopping areas need to be improved

The deterioration of local shopping areas also seemed to be a thematic issue, visually rows of empty shops was depressing and unappealing as a venue to visit. Of those participating people in the north of the borough, thought Southport was less appealing as a shopping area as it once was; the loss of independent shops was cited, for example and how might it be possible to re vitalise the resort of Southport.

Gifting or enabling shops to be used for community arts, enterprise start ups pop up shops, such as the CVS initiative Strand By Me in Bootle Strand were ways in which vacant shops could be revitalised and support new growth.

Accessibility

The Southport Open Event included members of the Sefton Access Forum. They were very hopeful that, by 2030, the accessibility of the borough will have improved enabling those with disabilities to be integrated following a social model of disability. Adaptations and considerations made to services and landscape are mainstream, enabling people with additional needs to live happy, fulfilling lives. Ideas such as doorways that slide into walls creating enough space for people in wheel chairs to pass by easily, and locations where people with complex disabilities can access suitable toilet facilities in the community “Changing Places”, were just two of the ideas that came from the Southport open meeting.

Each group generated their own vision for the borough with members of the group influencing and shaping each others thoughts as they spoke. There were many inspirational thoughts of how the borough might look in 2030.

Analysis of post cards

In terms of the post card responses, the top three responses for **all** respondents submitted were:

People feel happy, healthy and well.

I will feel safe

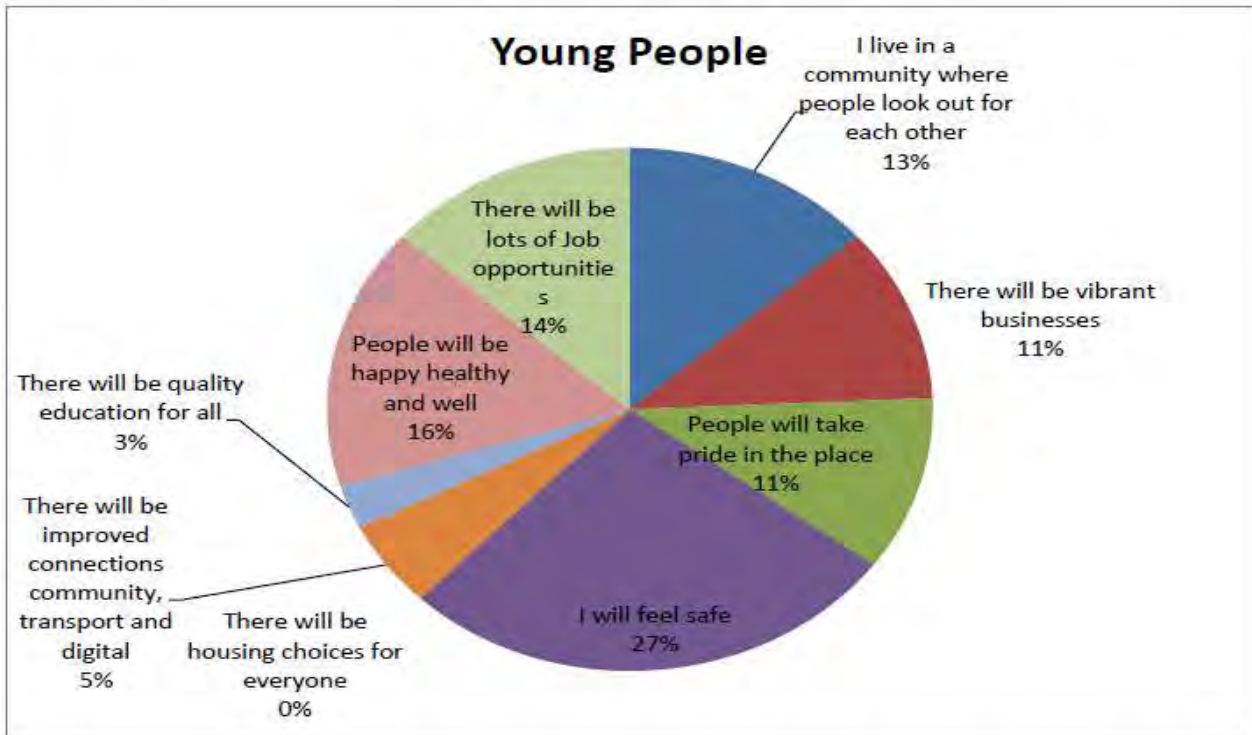
People will look out for each other

Followed by:

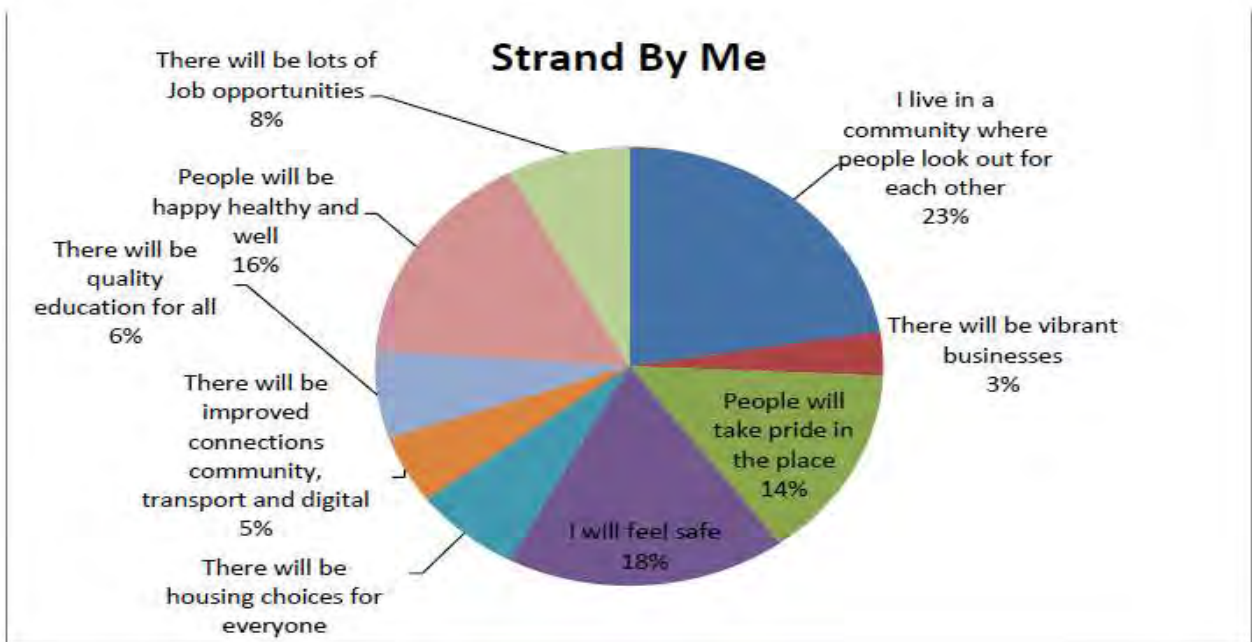
There will be lots of job opportunities

The pie chart on page 7 displays the key priorities illustrated by the % of responses from the younger people participating in the Sefton Young Advisor’s sessions. A place where ‘I will feel safe’ was cited as the top priority representing 27% of the participants’ responses. This was followed by: ‘People will be happy, healthy and well,’ 16%; ‘there will be lots of job opportunities’, 14%.

Interestingly of those participating, younger people do not seem to feel as safe as the older participants who believed, by 2030, the borough will feel safer. The younger participants did not place housing as a priority. ‘There will be vibrant businesses’ was viewed as a key feature of a vision of 2030, yet only 3% of older people gave it any priority compared to 11% of young people. Only 6% of Strand by Me participants and 3% of the younger people participants viewed quality education as a priority.



At the Strand By Me consultation, 'I live in a community where people look out for me' was the top priority, represented by 23% of those responding. This was followed by: 'I will feel safe', 18% and then mentioned by 16%, 'People will be happy, healthy and well'. Community pride and sense of community was also rated highly.



A Taste of some of the inspirational ideas people had for 2030 across all respondents.

Have 6th form colleges draft a European summit of educational excellence; become a tourist destination with international comedy festival; Hold the Commonwealth games; Develop a research centre on climate change and alternative energy sources; free open air bathing lake; Economically vibrant, less deprivation; part of Scotland and the EU; regenerate Southport beach to be a thriving tourist spot; Waterloo seafront, marina and nature reserve will win town of the year; Waterloo and Crosby business community replicated elsewhere in Borough; Sefton University with specialism in wind farming; massively recycling on a massive scale; Sefton as the green capital of the UK / Europe. Communities need to support each and look out for each other in light of fewer services from Council. Free leisure activities good for all; keep up the standards of surroundings, positive outdoor environment; resilient places need volunteers; consideration for ageing population and living well in to old age - offer for all ages, not segregated, i.e. in education; businesses that are more about empowering people - not just making money; open air bathing pool back in Southport; 1 day per month free emotional counselling / support for all; free public transport with a frequent reliable service and well designed buses for all; transport of goods from docks to local distribution centres and hubs via train; the docks and Bootle celebrated with an industrial living museum; vibrant economy with social businesses; develop the whole coast from Waterloo to Southport as a holiday resort building on what we already have (facilities, golf courses, etc.); attract more conferences and exhibitions to generate incoming resources and exposure to the borough; promote our coastline and make Southport the best seaside resort in the country; free parking everywhere; international week every year, celebrating multi cultural and diverse Sefton. All buses will be free, there will be no bus stops, you will just put your hand out and the bus will stop. All buses will have electric ramps and enough space for wheelchairs and children's buggies; People will have stopped apologising for their disabilities; There will be no curbs and pavements won't have random obstacles on them; There will be jobs for everyone not just the able bodied, Fewer Lorries as goods are transported by train and canal, A thriving voluntary community and faith sector generating hope, work and sharing. Strong links with and resources from the Dock Development generating other businesses, organisations and jobs, Better rail links to get traffic off roads and shifting trade through the Docks- improvements in public transport, More intergenerational activity, Southport will be proud of being a classic resort., We will focus more on our similarities rather than our differences.

Schools will focus more on technical skills development. The whole borough will be accessible and Dementia friendly. There will be no planning permission for developments that are not accessible.



What will the Voluntary Sector look like in 2030?

The consultation led by Sefton CVS demonstrates both the aspiration and inspiration that local people and staff from across the voluntary, community and faith sector have for the Borough. People who participated hoped that, by 2030, they would continue to see a strong Voluntary, Community and Faith (VCF) sector in Sefton actively engaged as a vibrant partner contributing to all aspects of community life to support the wellbeing and aspirations of residents, whilst providing support mechanisms for our most vulnerable.

The VCF sector has a particular reach to some of our most disadvantaged and vulnerable residents; Without the work and active participation of the sector many of the voices that we have heard as part of this consultation would likely have not engaged and widening participation of those traditionally excluded has been a key target in ensuring all parts of Sefton engage in expressing their vision for the future. If we are to deliver people's aspirations for 2030; *to live in a community where people look after each other, feel safe and can live a happy healthy life*; we need to ensure that the environment to ensure the Voluntary Community and Faith sector s maintained and encouraged to grow continues to be nurtured. If the people of Sefton are to *flourish in a vibrant healthy community* we will need to ensure the community architecture is maintained to enable delivery of sustainable person-centred support from early help to more intensive interventions. Ensure that the sector economy both at provider and micro- community level is sufficiently stable to create the conditions where groups of residents and individuals can contribute to self management of both personal and community resilience.

Continued and increasing recognition of the sector as positive contributors to transformational change in the community, both socially and economically, are expressed in the following statements:

A borough in 2030 where:

- The New Realities Vision underpins how we do business in the borough going forward; removing barriers and resistance that hinders innovation and ideas.
- That public and community workforces have core employment competencies that are engender problem solving, solution finding, and partnership working as first response.
- A thriving VCF sector providing an integrated offer of support from early help to crisis with strong referral and signposting between all organisations focused on providing person centred services dedicated to reduce acute admissions and emergency interventions.
- Where there is a culture of valuing and mobilising our citizens as assets in every street to be good neighbours and positive citizens engendering community cohesion, pride and strong support networks for one another.
- Where the spirit of entrepreneurship growing local public, social, economic and community leaders is at the core of how all sectors do business.
- Initiatives and incentives where the Sefton £ is promoted across all sectors- whether trading buying, investing or giving.
- Jobs are for local people - to gain, retain and succeed in. This would be supported by an imaginative use of public, private and charitable funds to support apprenticeships, work placements, local employment schemes, (similar to Future Jobs Fund); also create the conditions and culture for enterprise. Raising achievement, aspiration and ambition would be the underpinning drivers from early start.
- Encourage all agencies to commit to a quota of employment of people with additional support needs as part of our collective corporate social responsibility.
- Where people and families are supported early to keep themselves, their families and communities well, enabling health inequalities to be reduced.
- Where assets – land, coast, green space, buildings, skills are used imaginatively for the common good. The contribution and significance of micro community resources are both recognised, valued and utilised
- Where volunteering and social action are recognised as key enablers and igniters to pro-active solution finding.

Appendix C - Communication Evaluation

Engagement Key Facts and Figures (Communications)

19 June – 31 July 2016

During the campaign we worked with partners to make sure that we reached as many people as possible during the engagement.

The Council communications team co-ordinated with partners to ensure consistency of message.

Some key facts and figures are listed below:

Partners

- *Sovini* – where a number of visioning events took place with residents and employees. A total of 81 postcards were completed with feedback on the consultation.
- *Hugh Baird College* - held events and completed 85 postcards via promotion on their intranet, internal brief and team meetings
- *Merseyside Fire & Rescue* – completed 48 postcards and promoted the consultation via their intranet, internal brief and team meetings
- *CCG* – held internal meetings with staff and completed 21 postcards
- *Aintree NHS Hospitals* collected 49 postcards from across the organisation
- *Probation Service* – engaged with service users, visitors and staff to complete 31 postcards

Press/Web/Radio Coverage

A number of press releases were issued throughout the campaign. These included

- *Champion* (Southport & Formby/Crosby & Litherland/ Maghull & Aintree & Walton/Bootle) 15 June
- *Southport Visiter & Midweek Visiter* 15 July & 20 June

Digital versions of the releases were also featured on the following websites:

Champion Group/Southport Visiter Group/ Liverpool Echo/ Q Local/ Sefton@Work/ InvestSefton/BBC News/ Formby Today/ Parenting 2000/ Sefton CVS/ OTS News/ Formby First/ Sovini

Radio Merseyside featured Cabinet Member Paulette Lappin, as the lead story on the Tony Snell breakfast show on 13 June to officially launch the consultation.

Sandgrunder Radio also included a significant feature with Cabinet Member Paulette Lappin, on the breakfast show on 4 July.

Social Media summary

Twitter - @seftoncouncil #MySefton 124 Tweets// 268 retweets// 136 likes// 51 replies

Facebook -124 posts// 67 likes// 14 comments

Facebook Advertising -910 clicks to the google form / 152 completed forms

Social Media – Partner Activity

The Imagine Sefton 2030 was retweeted and shared on Social Media by the following organisations:-

Sovini	Southport & Formby CCG
One Vision Housing (Sovini)	Merseyside Fire & Rescue
Sovini Property Service	Aintree NHS
Hugh Baird College	Sovini Trade Supplies
Police	South Sefton CCG
Sefton CVS	

Yammer – internal staff engagement platform

57 conversations using #imaginesefton2030 and #2030

Behind the scenes group created – 34 members including Communications, Senior Managers, and Consultation Teams etc.

Trinity Mirror Digital Campaign

Digital artwork was featured on a number of Trinity Mirror digital websites. This delivered 133,642 page impressions resulting in 398 website clicks

- Digital artwork of Southport (Marine Bridge) – 43 clicks
 - Digital artwork of Aintree (Aintree Races) – 44 clicks
 - Digital artwork of Crosby (The Gormleys) – 44 clicks
 - Digital artwork of Formby (Red Squirrel) – 48 clicks
 - Digital artwork of Bootle (War Memorial) – 63 clicks
 - Digital artwork of Maghull (Meadows Junction) – 156 clicks
-

Imaginsefton2030.co.uk

There were 1626 visits to the website during the consultation period.

Video views included:

- Sefton 2030 intro – 244 views
- Ian Maher – 56 views
- Hugh Baird – 50 views
- Older People – 31 views
- More views from partners – 39 views

- Partners views – 34 views
- Listen to Cllr Lappin – 37 views
- Holy Family School – 35 views
- Derek McShane – 17 views
- Views from more partners – 5 views
- Local Businesses - 2 views

We have learnt lessons, that we will use during future consultation and engagement activity, about the approach of the consultation and what has worked well to engage with partners and the community.

Appendix D - Young Advisors Report



Imagine Sefton 2030

Young Advisors collation from facilitating the Imagine Sefton 2030 consultation with young people from across the Sefton borough (ages 5-25).

22/07/2016

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What have we done?

Sefton Young Advisors have consulted with over 200 young people from across the Sefton borough on behalf of Sefton Council. We have consulted on what Sefton will look like in 2030 and the people in it. In order to do this we have used and developed the 'Sefton 2030 toolkit'. We have worked closely with Jayne Vincent throughout the consultation and we have collected views from a wide range of young people; including young carers, looked after children and children with additional needs.

We used the 'Imagine Sefton 2030 toolkit' as a starting point. We then developed two separate sessions which was more appropriate for a wider age range. For example, when delivering our session with Litherland Moss Primary School we made the sessions shorter but spent longer on engaging energizers and focused more on the drawing activity. This activity helped the children to draw their life, themselves and where they wanted to live in 2030. This activity was really successful and is the reason why 104 children were able to take part in this session.

Sefton Young Advisors have now collated our findings from the groups and schools that we have consulted with. Within here are completed Monitoring and Submission forms for each session that we have delivered, including the discussions we held about 'Sefton 2030'.



ECM Forum Session

ADDITIONAL INFORMATION

Resilient People and Places

Advocacy
Financial capacity/debt management
Opportunities to feel useful
Early intervention and prevention in schools
Engaging with all
More community activities/places
Education for all life skills not just academic
Welcoming
Networks and forums to provide “silo” mentalities
empower and dignify communities by giving them, access
Adequate benefit to welfare system for all

Living, Growing & Ageing Well

Retirement pathway - youth befriending
Accessible services for all
Services dementia friendly
Not “one size fits all”

Activities, Sociability and hosting

Affordable
More outdoor activities cheaper/free
Protect nature park areas
Safe and policed
Host larger events (expand economy)
Encourage local people to use spaces

Image and environment

Green spaces/coastlines
Closed shops/Find use for empty buildings
Better use of Pontins
Bootle has a bad name
Cleaner beaches
Parks need to be better maintained
Safer and more well-lit
Litter free, more seating
Free public toilets
Education for all
Pride in our environments
Redesigned high streets

A great place to live, work and play

Active Sefton - equality of access
Tackling obesity – nutrition
More youth Friendly community spaces for YP's (especially urban)
Empowering people to report hate crimes
Organisations to have mindfulness
Lots of green
Swimming pools too expensive
Rimrose Valley Road getting wrecked
Pay everywhere to park
Recycling man gone
No links
Budget cuts endanger good bases of work – physically moved to lesser quality places
Less pollution

Accessible and linked

Train journeys difficult travelling into Sefton from other areas
More link roads
Better bus links to train stations
Take away zones – shouldn't have to pay more to go to Southport
Take away time restrictions on day-savers
Joined up cycling infrastructure throughout the borough
No traffic zones near schools to reduce traffic
Parking to be easier, Cheaper, and more accessible
Accessible taxis
Ramps for trains more available
Parking

Right for business

Business Rates

LA tackling private landlords overpriced rent

Links to Liverpool

Skilled local workforce

Digital Science and technology

Secondary education of IT in community

Accessibility and updating of websites

Effective IT systems for employers

Up to date data to forward plan

Using technology to gather YP's views during consultations

Support for parents to use technology

Services supported to be able to deliver services using technology (e.g. FaceTime/Skype)

Design technology to be accessible and affordable for all

For it to be reliable





Imagine Sefton 2030 Visioning Toolkit Submission Form

(Please continue on a separate sheet if you need to but don't forget to let us know which session it relates to)

Key points from the Discussion and/or Pick a Card Activity:

1. Bring back active Sefton
2. Financial and debt management lessons
3. More youth friendly community spaces for YP
4. More link roads
5. Take away restrictions on dog owners
6. Better bus links to train stations
7. GREEN SPACES / COASTLINES
8. REMOVE ZONES (SHOULDN'T HAVE TO PAY MORE TO GET TO SOUTHPORT)

Overall Opportunities
(if discussed):

Date of Visioning Session:

12/7/16

Location and address of session:

#SING Plus 53a Cambridge Rd L21 1EZ

Name of host:

Simone McCaskill

Email address of host:

simone.mccaskill@seftoncvss.org.uk

Organisation (if any)

Sefton CVS

Number of people attended:

24

Litherland High School Session

ADDITIONAL INFORMATION

Resilient People and Places

Healthier food x5
Gyms should be free
Reduce drug use
Ban smoking x2

Living, Growing & Ageing Well

More closer hospitals x6
More gyms in our area x5
More health centres
Gyms for children
Sport fairs

Activities, Sociability and hosting

More places to play football
More cadet groups x2
More sport facilities x2
Local gymnastics competitions
More youth clubs x4
More equipment for sports/ sports facilities x4
Conventions eg. Vidcon, Beautycon
Festivals and carnivals x7
Theme park should be built
More places to go for teenagers/ children x4
More local football teams

Image and environment

- More security police/cameras x6
 - More police stations
 - Cleaner beaches
 - More public toilets x7
- More and cheaper parking spaces x4
 - Safe parks x3
 - More bins x6
- Less abandoned buildings x3
- More gardeners/park rangers x2
 - Rewards for not littering
- Better pathways for the night time
 - Education about litter x2

A great place to live, work and play

- More and better job centres x4
- More vet and agriculture colleges/ courses
 - More job opportunities x5
 - More community centres x2
- Work experience/ better careers education x7
 - Better education x2
- Improved swimming pools x3
- More housing/reduce homelessness x2
 - Better maintenance of buildings x2
 - More places for teenagers to live
 - More schools

Accessible and linked

- Electric cars/transport x3
 - Cleaner buses x2
 - More bikes x2
 - Cheaper/Free travel x3
 - Use segways x3
- Cheaper monthly bus passes for children
 - More reliable transport x2
- Buses and trains should have seatbelts x2
 - Cheaper taxis x2
- Toilets on public transport x2
 - Later buses x2



Litherland High @Litherlandhigh · Jul 11
Sefton Young Advisors met with Student Voice representatives this afternoon! #my

#MySefton



Litherland High @Litherlandhigh · Jul 11
Sefton Young Advisors met with Student Voice representatives this afternoon! #my



Imagine Sefton 2030 Visioning Toolkit Submission Form

(Please continue on a separate sheet if you need to but don't forget to let us know which session it relates to)

Key points from the Discussion and/or Pick a Card Activity:	
<ol style="list-style-type: none">1. Park Rangers2. More work experience3. More gyms focused on young people4. Vet and agricultural courses5. Lights in parks6. Conventions e.g. vidcon, beautycon7. Cheaper/free travel for8. Taxi discounts for students	
Overall Opportunities (if discussed):	Date of Visioning Session: 11/07/16 11/07/16 Location and address of session: CLARE GAUDI CLARE GAUDI LITTLERLAND HIGH SCHOOL Name of host: CLARE GAUDI Clare Gaudi Email address of host: CLARE.GAUDI@MYJHS.ORG cgaudi@myjhs.org Organisation (if any) Littlerland High School Number of people attended: 13

Litherland Moss Primary School

ADDITIONAL INFORMATION

Me, My Life & Where I live...

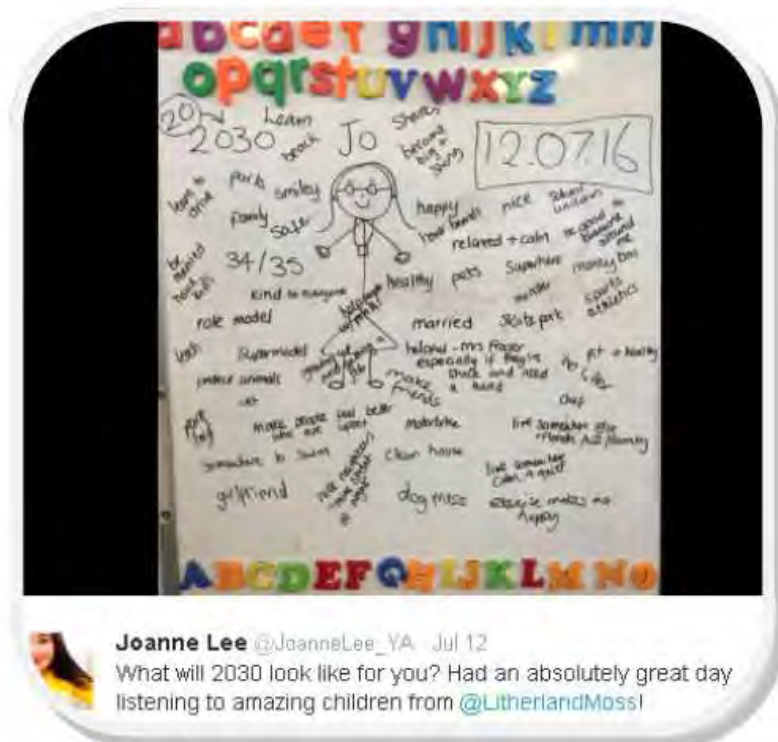
In order to get answers from the young people about the above categories we used the following prompt questions;

What would your ideal career be?

Teacher	Work in a gym
Clothes and shoes designer	Vet
Racing car driver	Professional scooter stuntman
Police Officer	Personal trainer
Join the army	Lawyer
Famous YouTuber	Prime Minister
Racing car driver	Architect
Palaeontologist	Dog or baby/sitter
Video Game Designer	Photographer
Wrestler	Chef
Footballer/ Coach	Work in a supermarket
Paramedic	Make-up artist
Mechanic	Singer
Firefighter	Actor
Own a Beauty Salon or work in Boots/Perfume Shop	Journalist
or Beauty Salon	Dancer
Gymnastics Coach	Hairdresser
Masseuse	Work in Spring City
	Doctor

What would you like to have been improved in your area in 2030?

- Have no crime in their area
- Have a nice community
- No litter on the parks or the beaches
- Have a clean environment/make it look nicer
- Have more shops nearby
- Have a university nearby
- Bigger schools
- Have no gangs in their area
- Live in a safe area
- Live close to a cinema
- Live in a quiet and peaceful area
- Get the bowling alley back
- Utilise renewable energy more
- More jobs
- More trees
- Have cheaper houses
- Big houses for everyone
- Be more world-renowned/have more opportunity in Sefton
- Safe places in the community for minority groups
- Choose people for important jobs that we know are not racist to anyone
- Better public transport
- Better/ more activities
- Connect primary and secondary school
- Have more education



Joanne Lee @JoanneLee_YA Jul 12

What will 2030 look like for you? Had an absolutely great day listening to amazing children from @LitherlandMoss!

Where would you like to live in the future?

Outside of Sefton (Spain, Australia, countryside, America)

House w/with a big garden

Swimming Pool

Live close to their family

Live nearby to a gym

Live by their friends

Live by the beach/sea

Live close to a park

Live near a river/waterfall

Have a large house

Have a nice community

Live near a wide range of shops

Have a house with a loft conversion

Live with my sisters/family/nan

Live in a lighthouse

Live near their place of work

Stay nearby to their family

Live near a university

Live in Hollywood and take their family with them

On a calm private street

Live in a mansion

Not where I live now

Live in a penthouse

Live with my friends

Live in a forest

Live in a castle

Abroad

London

In a big city

Peak district





Imagine Sefton 2030 Visioning Toolkit Submission Form

(Please continue on a separate sheet if you need to but don't forget to let us know which session it relates to)

Key points from the Discussion and/or Pick a Card Activity:

1. feeling safe / not being afraid to go and play outside
2. home life → neighbours that argue / parents that argue
3. having chances in the future for a good job/career
4. being fit and healthy / having access to gyms/activities
5. being happy - feeling positive
6. being kind, generous and helped to the people around them
7. staying close to family & friends
8. the skills needed to live → "we would like to be able to live alone"

Overall Opportunities
(if discussed):

Date of Visioning Session: 12/07/16

Location and address of session:

Lithland Moss Primary School

Name of host:

Email address of host:

Organisation (if any)

Lithland Moss Primary School

Number of people attended:

144

M.A.D Group Session

ADDITIONAL INFORMATION

Me

Improved health and welfare
Happy
Clever

My Life

Apprenticeships and more job opportunities
Better early intervention
Gyms - better access
Increase number of bins
Improved health and welfare
Food banks



Where I live

Stronger Community
Get rid of gang culture
Social programmes to tackle gangs and youth crime
More effective anti-bullying
Better promotion of ethnic diversity and multiculturalism
Local events
Travel
Good sense of community
Better education of politics
Tackle racism
More/ better youth faces
Better technology in schools
Better promotion of further education for children
Improvement of looked after children services

Quiet
Safer
How it was many years ago
No fear
Transportation
Increase in police
Housing
High technology
Green spaces
Do something with empty properties
Affordable housing





Imagine Sefton 2030 Visioning Toolkit Submission Form

(Please continue on a separate sheet if you need to but don't forget to let us know which session it relates to)

Key points from the Discussion and/or Pick a Card Activity:

1. apprenticeships / opportunities / early intervention to build resilience / better health services / better education around politics
2. better sense of community / local events for free
3. safer, it needs to feel safer / affordable transport / affordable housing / social activities
4. increase libraries / mobile libraries? / feel part of community
5. welfare / benefits sector - accessibility?
6. anti-bullying / better support and protection / support to start a business
7. events that promote youth confidence and empowerment
8. use newer technology in schools / utilise green spaces more / free wifi in more places

Overall Opportunities
(if discussed):

Date of Visioning Session: 12/07/16

Location and address of session: OUR PLACE
CENTRE

Name of host: KAREN GRAY

Email address of host: karen.gray@sefton.gov.uk

Organisation (if any) MAD Group

Number of people attended: 6

Buddy Up Group Session

Buddy Up is a project that supports young people with additional needs through social activities. We decided not to deliver our full session plan to the young people as they attend this session in their spare time and after a long day at school.

However, each member filled out an Imagine Sefton 2030 postcard.

There were 2 visits to Buddy Up and each visit there was a discussion about Sefton 2030.



24/06/2016

'Good university
opportunities'

30/06/2016

'We want road
improvements'

'To be able to travel'





Imagine Sefton 2030 Visioning Toolkit Submission Form

(Please continue on a separate sheet if you need to but don't forget to let us know which session it relates to)

Key points from the Discussion and/or Pick a Card Activity:

1. Ability to socialize
2. Be safe
3. Good university opportunities
4. Support to develop goals + aspirations
5. Importance of green spaces
6. Opportunities + support to live "normal" lives
7. Opportunities to keep healthy - go walking/jogging
8. Need good schools to support generating ideas + opportunities for our futures!

Overall Opportunities
(if discussed):

This conversation involved
young people with
additional needs

Date of Visioning Session:

24/6/16

Location and address of session:

Crosby Youth Centre

Name of host:

Sefton YAG

Email address of host:

Organisation (if any)

Number of people attended:

20.



Imagine Sefton 2030 Visioning Toolkit Submission Form

(Please continue on a separate sheet if you need to but don't forget to let us know which session it relates to)

Key points from the Discussion and/or Pick a Card Activity:

1. Road improvements
2. More travelling opportunities
3. More for youth friendly things to do
- 4.
- 5.
- 6.
- 7.
- 8.

Overall Opportunities
(if discussed):

Date of Visioning Session:

30-6-16

Location and address of session:

Southport Community Centre

Name of host:

Emma Lambert

Email address of host:

Organisation (if any)

Sefton CVS

Number of people attended:

15

Imagine Sefton 2030 postcards

The Young Advisor team has ensured that each young person that has been consulted with have filled out a Sefton 2030 postcard (or the equivalent).

Overall we have collated the results from 186 young people which amounts to 558 votes.

	Buddy Up 24/06/16	Buddy Up 30/06/16	Litherland High 11/07/16	ECM Forum 12/07/16	Litherland Moss 12/07/16	MAD Group 12/07/16					Total
I will live in a community where people look out for one another	5	2	4	10	56	4					81
There will be vibrant business and	4	3	3	6	15	0					31
People will take pride in the place	4	5	7	3	19	0					38
I will feel safe	10	10	8	7	57	0					92
There will be housing choices for everyone	0	4	3	1	23	1					32
There will be improved connections (community, digital and transport)	2	4	0	0	26	1					33
There will be quality education for all	1	2	6	5	45	1					60
People will be happy, healthy and well	6	5	3	17	62	4					97
There will be lots of job opportunities	5	9	8	5	65	2					94
										total number of YP completed postcards	186
Other Comments	smoother roads // be well behaved// it will be more culturally diverse // do fun stuff together as a community// "Don't change"										





Imagine Sefton 2030

200+ YOUNG PEOPLE

Young advisors have facilitated the consultation with young people from across the Sefton borough (ages 5-25). Including looked after children, young carers and young people with additional needs.

Our top priorities are...



(each young person had 3 votes on which was their top priority totaling at 558 votes)

What happens now?

We have now finished consulting with our network of young people on 'Imagine Sefton 2030'. However, in order to maintain our links with our network, in the near future we would like to revisit our groups to deliver the overall findings of the wider consultation in Sefton.

After one of our previous commissions for Sefton Council (the Children and Young People's Plan) we created an infographic video presenting our findings from the commission. We would also like to create one for 'Imagine Sefton 2030' for the overall consultation with permission from the Council.

To view the CYPP Infographic—

<https://vimeo.com/152950507>

Thank you on behalf of all the young people across Sefton and the Sefton Young Advisor team.



Appendix E – Comments from on line survey

I do not feel road connections, particularly through Crosby, need improving as I fear the resulting solution would be to destroy some of the regions beautiful open spaces.

The council seem intent on making Sefton worse. Housing on the green belt, not listening to residents, placing huge multi-coloured signs in areas of natural beauty. Unrepresentative surveys on traffic management. I'd like to name one thing that the council has done to improve Sefton in the last 10 years, but I can't. Sefton seems to be about Bootle and the interests of that part of the community, and nothing more. The list above is comical. Sefton will be safer for all - there is not even a full-time manned police station in Formby?

Bootle Golf Club has improved since being taken back by the Council from a private leaseholder who had no interest in the Golf Club apart from milking it dry. I would like to see some investment into the Club House to either build a hotel, which could be used for venues or purely as a club house for all persons to share in?

I would like to see increased employment rates linked to the development of the port of Liverpool. An increase in cultural activities in the area. Greener and more vibrant communities.

I would like to live in a clean environment with litter regularly cleaned up all over Sefton not just the tourist areas.

The coast - particularly at Crosby, remains an untapped resource for Sefton Council. The Anthony Gormley statues are a crowd pleaser, but there is no money coming into Sefton as a result of these visitors - this needs to change - "invest to gain" for 2030. In the current economic climate I have grave reservations whether the Borough will have the necessary resource funding to effectively drive any improvements in Sefton. Unless the Council are able to access major funding streams from Central Government and also enter into effective public-private partnerships I don't think that we'll see any significant changes. I hope that 2030 will see "People taking pride in the place" - it's certainly a struggle in 2016 when we can't even see grass verges and roadsides being cleared on a regular basis - it's absolutely shameful and gives the wrong impression to visitors to Sefton.

Want to see natural asserts like the beach developed to attract more people. Would like to see more affordable housing in the north particularly social housing as there is a problem with poor and expensive housing let by private landlords. Would like to see more integrated cohesive communities and neighbourhoods in the north with investment in community organising and neighbourhood planning.

Southport is a very large town with very bad connections to the National Road network. It thriving long term will depend on how quickly and effectively it is connected up to the road network North and South - in particular extending the M65 to north Southport or at least a system of dual carriageways to join us up to the northern routes from the Port of Liverpool to Lancashire - if Liverpool 2 is to benefit the whole of Sefton - to assist increased prosperity in Sefton as a whole. It is vital to bring skilled work opportunities to the whole area especially South Sefton and to ensure that people have the correct skills to take up these jobs - forward planning in conjunction with the Liverpool Combined Authority and the City Region is key to dealing with this supply and demand issue. Please do not forget that 1/3 of the population of the borough live in Southport and that there is the full range of Socio economic groups in the town.

As soon as I can retire I will be leaving this area as the south of the borough is a series of massive highways criss crossing the locality. North of the borough I can't afford.

Increasing the volume of traffic (on already congested roads) under the guise of job creation is utterly abhorrent. Not to personally inform residents of the borough who will be directly affected borders on

negligence. Have rail links or an underground road network been explored? Where is the consultation from the council?
Free car parking, cleaner streets, roads mended, cycle lanes.
Loads of business regeneration needed especially in Bootle. Shopping in Bootle is fairly grim, few facilities for people working in the Bootle area, e.g. more cafes needed for lunchtime, no dry cleaners, very few shops to buy cards, gifts etc. at present it really is somewhere that I work, no inspiration to go out at lunchtime to spend money in Bootle and support local economy.
Green infrastructure, cycle links, natural environment will all be improved.
I worry for my children in terms of them being able to get onto the housing ladder and find jobs in the area, for their children with regard to overstretched education, I think too many houses are being built on the green spaces around Formby, brownfield sites in other areas should be cleaned up and built on first before green spaces are built on. There are not enough police and areas such as Formby are targeted because response times are slow.
Not sure how you will do this though.
Can we please have more cleaning in the area fly tipping is becoming chronic and is spoiling the borough terribly, the dog dirt is a disgrace as well, when the dog warden patrols were about it improved but now it has gone downhill. There should be more community events in local neighbourhood parks to bring communities together for the children and future generations. There is far too much faceless activities in this day and age Sefton as a community and local authority needs to develop communities for the vulnerable, the elderly and future generations. It needs to thrive again and the anti-social aspects need to be dealt with.
A small point...but large points grow from small points. The provision of public toilets is a disgrace. The one behind M&S remains closed. The one in Duke Street Park was a pigsty when I was last there. People flock into local pubs and cafes because there is nowhere else to go dozens go into Kitty's cafe at Freshfield station without wishing to buy anything. And the Council does not seem to care.
Sefton will be locally productive and globally connected place, where people's health and wellbeing is at the heart of the community which empowers the people to create a sustainable place to live, work and place for everyone.
Investment in cleaning up Crosby Village which could be a lovely vibrant social and business centre, creating training and job opportunities for lots of young people.
Sort the road network through Crosby out. All traffic from Liverpool heading to Formby and beyond goes through the congested A565. We've got the brooms cross road which is great. But once you hit Thornton, getting to Crosby is worse than before, take traffic away from Crosby through rimrose valley. Also, don't put parking charges on burbo bank car parks without laying yellow lines. There is one road in the vicinity burbo bank road. (Not north or south just burbo bank) that has no yellow lines (we used to until you put the road chipping surface down) you can't leave one road without yellow lines. SORT IT OUT OR WE'LL PUT CONES DOWN THE ROAD.
Reducing speed of drivers including acceleration speeds.
I think the priority needs to be people, so an improved environment, greater real sustainability (try studying Curitiba in Brazil, we do sustainability pretty poorly), less pollution, air pollution in L22 has consistently been well above recommended levels in 2016, as this area has a very low life expectancy, compared to national figures, air pollution reduction has to be a priority along with improving the health & well-being of all residents. Sefton is not just the affluent areas, outside the city, but a diverse community with many needs.
I do not have any confidence in any of the above options becoming a reality.

The Bootle area is currently very dangerous, and work needs to be done to improve this.
All of the above in question 6 apply. More work needs to be done however to regenerate town centres. Outskirts of towns seem to be thriving at the moment and the coast is improving but town centres aren't vibrant enough and not enough is being done in terms of the offer for young people. In order to envision the future it is important to keep in mind those that will be benefiting most from these changes and that is young people in our community. Housing, education, leisure and employment opportunities are what the focus should be for the future of our young people.
If you want Sefton to be fabulous in 2030 DO NOT allow them you build a road through Rimrose Valley Country Park.
They need to bring the area back to being more desirable is essential for it to be attractive once more.
I think we need better travel connections... Everything in focussed on routing via Liverpool, but north of Sefton is equally as close to Preston & Wigan, and these are difficult to get to... We need to spend time developing the community... Enabling parking, encouraging trade by affordable rates etc.
Get rid of the iron men on the beach, have a no dog zone & spend some money on lighting for the promenade As well as clearing the sand off it!
The choices above are not choices, but should all be a given.
Southport will be an easier place to visit for car users (parking situation is really off-putting.) Bootle will not feel like a war zone - I work in St Peter's House and have to walk across the park every night to my car parked on Wadham Road - the most dangerous road in Liverpool it seems, murders, shootings, stabbings etc. are so frequent. The park is also very intimidating in the evenings. It is a lovely park though and very well looked after in terms of landscaping just feels so unsafe.
If the council invest in all the borough.
Disappointed that money appears not to be available to restore our beaches and thereby encourage tourists. As a former member of 'Southport Tourism Business Network' I am still keen to help Sefton in any ways I can.
I wish people would take pride in the place and keep it tidy and clean. I wish Sefton could clean our beach of grass near the pier. I would like more cycle ways and free parking in Southport.
Crosby Village, as everyone knows, is in a sad state. Would like to see that improved at the earliest opportunity. I would like to know what the plans are now from the new firm that bought the property off Sainsbury's. I haven't tried too hard to find out to be honest. I do like the look of the new retirement apartments by Home Bargains - they look well in that location.
Please make sure that the cuts don't mean the end of the open spaces and the other things that help the environment, recycling, keeping the air and water clean and renewable energy. Thank you.
Pride in the place is important as certain areas of Southport i.e. Ocean Plaza by the takeaway businesses is quite dreadful after the weekend litter everywhere. Community and a secure and caring neighbourhood is very important and connections to all areas in Sefton.
Sefton council need to work better with external care providers to negotiate fair rates of pay. This directly affects the quality of the care provided. More should be made of Crosby village. There needs to be tighter controls on gangs in areas like Netherton and Bootle.
I fail to see how you hope to achieve any of the above. Funding is at an all-time low.
What are the plans for up to 2020?

Don't ruin a lovely area by building too many houses. Preserve what's good and unique about my area. Seek to improve what is already here like state school standards.
I want Deaf community to be fully involved in any decision about their well-being and impact on their lives, in their prefer language, British Sign Language.
Communities need to have a broad & balanced education system to ensure they make informed decisions regarding their own health, wealth & well-being.
I want for Sefton to be a place where small local business still thrive & I think we should do everything we can to help that. To be a place where people look out for one another & take pride in their towns, where we keep the feel of small English villages in the countryside & protect our gorgeous landscape with the surrounding fields and ever changing coastline.
Young people need their voices heard.
How is this questionnaire engaging people in a discussion about Sefton 2030? The questions are narrow and bland. The face to face sessions are all during working hours too!
Need to consider Formby and other village centres and encourage retailers by having some free parking or park and ride schemes that work well. Keep rates to a reasonable level and encourage landlords to do the same with rents. Stop any frCking schemes that are proposed for the area.
My fears for south Sefton and that's south of Formby is while Southport districts boast manicured roundabouts with stature works of Art , grass verges and parks a Dictator would be proud of that are regularly maintained using the whole of Sefton's funding Crosby Waterloo Maghull Seaforth Bootle green spaces are left to destruction un-kept and turned to meadow Grass Crosby has two roundabouts the main roundabout for twenty years has been a disgrace it's the gateway to the Great Crosby and the iron men and Blundelsands one of the wealthiest areas but Crosby's left to rot this has to change.
None of the above in fact quite the opposite. Areas in Sefton namely Litherland and Bootle areas are falling apart and are in dire need of investment and regeneration, communities are gone because pubs and other public services are closing and young feral gangs are frightening people. Soon it will be one big council estate with nothing to do. The golf course is also an indictment of this area. I do sympathise with the council and the police and hope they can achieve their objectives for 2030.
How does the above represent meaningful consultation?
I have ticked the two which I feel will encompass the rest.
As Sefton need to make a lot of cost savings I would recommend using your parks better South Park on Baliol Road is huge and currently there is trouble on the park. I know this is controversial but I would sell the land and make money on it for the council and build house or apartments on it. Serious measures are needed to fund the council going forward. I suspect other councils would follow suit be a leader not a follower!
I hope there will be a new building program not forgetting social housing.
Southport hopefully will be out of Sefton making the both better.
It all depends where you live. Money is not spent equally in Sefton.
I believe that the council should make a greater commitment to the environment and act as a national leader in this respect. I would hope to see an increase in the creation of a separate cycling network borough-wide (i.e. as in the Netherlands rather than 10 feet of red tarmac at junctions) where cyclists of all ages can commute/travel without being exposed to road traffic. The green belt should not be built on and brownfield sites should be used for housing or turned in mini-parks/green spaces. Littering and

dog fouling should be heavily penalised. Dangerous chemicals should not be allowed to be used as pesticides within Sefton.

I grew up in Formby and can no longer afford to live there, my husband is the same from Maghull. I would like to think that if my children want to live near to us when they are adults that they are able to make that choice unlike us.

It is disappointing to note the number of empty shops through Formby Village. I believe the introduction of parking charges on village car parks dissuades people from using the local shops and facilities resulting in fewer shoppers visiting the area. Instead people chose to visit the likes of Tesco with free parking.

Disappointing that breastfeeding is no longer supported by Sefton maybe 2030 mothers will have this wonderful service again in line with nice guidance.

As only three items can be chosen in Q6, my comment is that I would like to live in a Sefton that has all the qualities listed as well as excellent public services and a clean environment.

I am very concerned at the cuts to our public services, i.e. fire service, ambulance service, facilities for the disabled. The amount of houses being built on green field sites, when many other alternatives are available. Building on green field sites, destroys the very things we love about Sefton, in that, it destroys the countryside, it increases traffic flows, it increases air and noise pollution, things we should be reducing year on year, but are failing to do so. Sefton can lead the way in this I hope and set the standards so other boroughs can follow. Let Sefton shine.

More support available to help local businesses and new start-ups. This could be done through schools, partnering with local businesses, incentives like reduced rates, short term lets, to encourage take up of empty shops, more support for people to set up new businesses; For example - I was made redundant a few years ago and on attending the job centre in Crosby to sign on, I asked about the possibility of setting up my own business. I was told that until I had been signing of for over 8 weeks this type of support would not be available to me. Luckily I had the motivation to go out and find support from the Women's Organisation in Liverpool, but for others 8 weeks could mean the difference between a life on benefits becoming the norm, loss in confidence and social isolation.

I hope the port brings more job opportunities to Sefton. I hope there no further cuts to services and I hope there are more partnerships with local services. I hope there are safer neighbourhoods and stronger communities

There are many issues that I would like to see addressed to improve the area of Southport at this stage.

Sefton should look to follow the lead of communities in America and main land Europe to have a municipal high speed internet connection. Investing in high speed internet speeds of at least 1gb would attract businesses and residents to the area.

There needs to be improved opportunities for people to walk - whether to walk, to shops or for leisure. It needs to be safer, with less emphasis on cars.

I would like to return to how the council used to cut grass verges, hedges and other green areas in Maghull. Everywhere in Sefton is starting to look awful, even abandoned due to lack of care. There are some weeds growing everywhere, including by the traffic lights and pavements. In some areas it overgrown bushes obstruct the views to get out on the main road, for instance green lane and therefore very dangerous.

The loss of jobs in Bootle will have a large effect on the town centre. Government cut backs mean cut backs in services.

More investment in Bootle required
Any future for Sefton has to be sustainable and that means that not all development is good, especially if it focused just on short term gain. People need to move away from their traditional beliefs - for example golden sands change and move, saltmarsh is good not bad. Southport is not the resort it was or that it is marketed as and needs to embrace change whilst retaining its Victorian character. Developments at the docks may bring jobs and prosperity for some but this should not be to the long term detriment of others (more roads through greenbelt, pollution). Planning is essential to make sure Sefton retains its assets - balancing income generation against the reasons people want to come to live and work here. Once open space is gone it is gone forever. For people to be healthy, mentally and physically, it starts with a good natural and built environment. Sefton should continue to be renowned for its biodiversity, people in harmony with the landscape and the natural world, housing and business solutions that enhance rather than destroy, that embrace new technology and methods to reduce our impact in terms of waste, pollution, loss of species. Would like to see Sefton better connected as well - part of its charm is the 'villagey' nature of its communities but they do seem disconnected from each other and not so welcoming to outsiders. Sefton has extremes of poverty and super-rich, haves and have-nots. The aim is for everyone to be contributing in terms of culture, with a level playing field for access to education, health and recreational opportunities.
Sefton has gone down in the 20 years I have lived here and the costs to be part of Sefton gone up whilst residents receive less, have fewer services and live in towns where all of the shops have closed or been replaced by short term tat shops. Sefton will not be better in 2030 unless these points are addressed. I cannot see the current council addressing any of it.
I don't have any confidence in this administration. I'll be living somewhere else by 2030.
Transport is good in Sefton. Housing in Bootle and Litherland is poor.
Development should be sustainable. There should be a proper effort by Sefton to improve the quality of the environment and access to the countryside. The council should oppose fracking and refuse to cooperate with fracking companies. The local plan is likely to be a complete disaster for the quality of life in Sefton and will cause irreversible damage to the environment. There is no real policy on infrastructure, delivery or flood prevention. The Rimrose valley is likely to be destroyed in order to appease Peel Holdings - Appalling!
'It's a great place to live!' (Year 6 child)
I have concerns about lack of jobs for young people, not enough decent houses, crime and the lack of money to deliver services to the most vulnerable people in our community.
People will take responsibility for their community.
Important to offer practical ways for the communities to adapt to the changing economy, allowing a free voice for all with minimal bureaucratic tape to wade through to make quick and effective changes-solutions that are affordable.
Traffic volume is a huge problem in the area, it needs to be reduced in order to make the roads safer for vehicles and pedestrians as well as reducing pollution. Also there doesn't seem to be any enforcement of the 20mph speed limits and there is an extreme problem with people speeding and going through red lights at pedestrian crossings.
Very badly worded question - should it have said "Sefton in 2030 would be better if...."
Hopefully Sefton council look after our beautiful area and don't make it into a horrible place to live.
People will be encouraged to support local businesses- free parking would be available to ensure

people can access local business without incurring parking charges on top of their shopping bills.

Sefton's investment in the Atkinson has been vital in providing insight and investment in understanding our heritage. Broadening this and being more inclusive to support local businesses could establish Southport as a centre of excellence for arts and culture.

There seems to be a big gulf between south and north Sefton which appears to have widened over the years since the merger of the county boroughs into Merseyside. A very small detail is that in Maghull, Ainsdale, etc. there are more flower beds, hanging baskets, roundabouts with flowers. Maghull library and leisure centre looks great. Netherton would benefit from a similar scheme. When places look nicer and you feel better. There used to be a lot more trees in Bootle, lots of lovely flowers around Bootle Town Hall. There is some regeneration now but it is worrying to see how some areas are losing businesses that would enhance and draw people in. The loss of M&S to the Strand is a huge blow. Marian Square is also sadly changed. How 3 betting shops in such a small area is supposed to enhance the area is puzzling. Lord Street Southport has also greatly changed and no longer seems as attractive. Exercise activities are available but the cost is personally prohibitive. Would like to see more sponsorship of health activities. Maybe if M&S would sponsor some improvement to the Strand that would help with their leaving. Hopefully whatever replaces that unit won't be another budget shop or charity shop which are all necessary but which aren't particular draws to the area as they are widespread. Maybe it could be a health and wellbeing centre, including items such as financial and life skills advice. Personal experience of social and local health services has made me aware of what can be offered now is not what used to be available. In 2030 hope that people will be healthier and feel safe and cared for.

I am expecting that Sefton Council will also provide excellent Health Care to the residents.

We need to value environmental choices. Encouraging and supporting cyclists, allowing more renewable sources of energy to be available to all not just the rich. More tourism in the south of the borough. Bootle and Waterloo are rich in history. I'd like to see this nurtured rather than the domination of Southport. Air pollution needs to be reduced. Peel holdings need to be held accountable for their pollution of our borough.

I think it's important that we make sure people feel happy and supported over the coming years. One concern though, is the proposed road that will run through Rimrose Valley.

Your categories are naïve.

I realise that development needs to take place to allow Sefton to "grow" but I think it's essential that it is done in such a way so as to retain the essence and historic values of Sefton as we know it.

People and businesses tend to be inland focused except when it's a hot sunny day and they want to get to a beach. But a lot of what they do - or don't do - affects the coast and the wonderful coastal landscapes and the nature that lives there and makes it a really special place. If we abuse it we lose it.

I was unable to answer question 6 as I don't feel like any of the statements will be true in 2030. However, I wish they do become true.

The Sefton costal path should be rethought with well-developed recreational and proper eating facilities at regular intervals. This would attract many thousands of tourists and bring in much needed additional funding to the area. It could actually very easily the coastal jewel in the north of England.

I want Sefton to capitalise on its coastal walks, cycle ways, and to make Waterloo a proper visitor destination. I live in Hightown but Waterloo has huge potential to support the Liverpool/Sefton visitor economy which would not only create a lot of jobs but would also create great pride in the southern part of the Borough. This must involve recognising that the southern half of the Borough needs to be

fully linked into the Liverpool tourism offer! Join the Liverpool City-Bike scheme for a start!

I want Sefton Council to abandon the pretence that there is any natural connection between Southport/Formby and the North end of Liverpool. Bootle/Crosby belongs with Liverpool, maybe, but Southport and Formby belong either as a unitary authority or as a part of West Lancs or a new area within Lancashire. Make sure that revenues raised in Southport are spent here, and stop milking us for cash to spend on Bootle.

It is important to feel safe where you live and people feel looked after. I would welcome the opportunity to participate in a closer community.

I would like to see health services improve one of the main ones being CAMHS, waiting for a routine appointment is a long time, they should have something while the young people are waiting like sessions were they can learn different ways to help themselves. Also CAMHS should go up to age 25 as people have to transition to adult services at an important stage of their lives (should follow Birmingham's new way up to 25). There are lots of football fields etc. in Southport but there is no running track, athletics. (Multi sports place) with tennis facilities, outdoor netball etc. all in one place. There should be cheap sports facilities especially for those on low incomes and on benefits as sport may encourage them to get healthy, and be doing something. As gym memberships can be expensive. Should have a dedicated drop in centre for all people suffering with their emotional well-being, somewhere that is 24 hours a day. I would like to see more leisure facilities as it is meant to be a seaside town, so could have things like Neville street dungeons, and maybe a big complex with ice skating rink, trampoline park etc. all in one.

People high up should not get paid as much so like the chief executive of Sefton council she gets paid too much. And the mp more money could go into Sefton then.

The streets are currently permanently festooned with council-sponsored litter, which attracts further dumping of waste.

Crosby village is desperately in need of regeneration. I find myself travelling to Formby in order to find high quality shops.

Hate the fact that Crosby village is so poor in terms of street furniture, buildings, shop choice, expensive parking.

We should adopt the New York broken window initiative (which worked for them) - if you don't keep up proper maintenance in an area (e.g. if you leave a broken window) people will start to treat the area with disrespect and it will end up derelict. We need to bring back pride in our areas and this isn't helped by weeds, litter and broken street lights, pavements etc. Streets should be swept and maintained on a regular basis.

We need to continue to work and engage with our communities to make them safer, stronger and above all better neighbourhoods for people to live.

The above is a nice aim to strive for, but it's highly unlikely those soundbites will be reality without copious amounts of investment. On a Dubai scale.

Health and wellbeing is vitally important as we are living in a more digitally advanced but often isolated and stressful society. We need to find ways to look out for each other more.

I think it's essential to focus on modernisation and innovation in education and health, if people feel well and their children are learning and their potential is being unlocked as much as possible, it creates the tools necessary to further our improvement, in a generational cycle.

The three I have chosen are like a virtuous circle (perhaps triangle). If you are happy, healthy and well, you will be able to look out for people, so people will feel safe.

Sefton has and will continue to face the challenge of declining retail trade. This has an impact on the visitor economy, jobs and therefore the wider social context. Sefton and specifically Southport needs an attractive which will define the region and grow tourism (Crosby and the Beach figures has been a roaring success) What could Southport do differently? Well, Southport did invest in Cycle infrastructure however this has fallen flat. Sefton could build a coastal, raised cycling deck on the dunes running the length of the coast, specifically for cyclists. Such a project would define the region, tourism, trade and wealth would be created. This would be an outstanding, world leading feature at relatively low cost.

Keep the Borough clean and tidy to encourage visitors.

It befits the Council (certainly, in the context of this consultation exercise) to look forward to opportunities for more responsive governance. Representative institutions — by which I mean the Council including the process of Councillor selection, primarily — have changed little, if at all in the past century. It is fitting to go beyond platitudes about innovative, especially digital technology. The Council should actively seek out opportunities to participate in innovation in community input to local government decision-making processes.

We need to concentrate on the community and improving it for all!

I feel that there already housing choices for everyone who are prepared to work for them and not given them on a plate. There are also lots of job opportunities within Sefton again for people who are prepared to work for them. I would want these to continue however the 3 ticked in question 6 are the most important to me.

Younger people need to be encouraged to stay in the borough with better job opportunities and social events.

Bootle has a rich heritage that is slowly being eradicated. All items pertaining to our history are now in the Atkinson, other than those to be found at Bootle Town Hall, and there is much discontent in Bootle regarding this! Whilst being proud to be part of Sefton, we also need to remember Bootle's past. There is no civic pride in Sefton, due to Southport's dislike at being associated with anything south of Ainsdale, and it is important that this attitude is changed for the benefit of all of Sefton. Sefton is slowly being absorbed into the Liverpool Metropolis, and it is important that Sefton acknowledges its close relationship with Liverpool, but that we are a proud borough in our own right.

I would like all of the above but unfortunately with Local Government cuts in services I cannot see how many of the above will be achieved.

For me we need to keep a leisure and culture offer if we are to attract people to live, work and play in Sefton. Without these things people will not live in the area. It has to be a vibrant place for families to feel they can settle and enjoy the area.

Some of Sefton's shopping areas and shopping parades are very lack lustre and need revitalising. Housing facilities need to be more integrated perhaps with own facilities such as greenspace and shopping parades.

I would like to believe the above vision for Sefton, although don't feel very optimistic with the austere measures taken by local councils, cuts, loss of services and damage to third sector.

We hope Sefton remains a good place to live but also hope that there is no north/south divide in the borough.

BUSINESS OF TRUST DISCUSSION IMPORTANT BECAUSE WE LIVE IN A WORLD OF YOUTH

THAT WANT TO ENHANCE KNOWLEGE IDEAS PLAY IT SAFE GO FOR IT!

I'd like to think that by 2030 Sefton will not exist. A new local authority will exist that reflects the true boundaries of Greater Liverpool. This will comprise of most the area we know as Merseyside (apart from Southport) along with Runcorn and several other areas such as Ellesmere Port, Ormskirk and Skelmersdale. We will then have a city region with a population well over 1.5 million governed by one authority, Greater Liverpool. Only then will the area start to punch its weight and claw back some of the ground lost to Manchester over the last 40 years. The dog's dinner of Sefton created in 74 should not have seen the light of day.

All areas stated above require continuous Improvement. For me personally I think education, further education, apprenticeships, and specialist careers advice and employment opportunities for everyone. I feel the council still needs to focus on and support business more. A strong local economy will enable more investment and attract more people to the area.

We need to provide opportunities for our young people not just in work but in play, many voluntary organisations are struggling at the moment but a lack of things to do can only lead to bored, disgruntled kids who will lack drive to build on our Sefton community culture for 2030.

I'd like to see a clean and litter free Sefton where groups of youths have more to do than hang around outside pubs. More skate parks like potters barn. I'd like to spend more time shopping locally than having to travel into town or out of Crosby to Formby. I'd like to see a family friendly Sefton where pubs close at midnight, not 2 or 3am.

We have to develop the area to be business friendly to bring in investment to the area which in time will create more jobs and wealth.

I do not believe any of the above are applicable or achievable.

Sefton compared to when I was growing up is very run down. The Parks and Gardens are run by Volunteers. Lord Street is like a ghetto due to all the empty shops. The roads aren't cleaned and there is litter everywhere. Bootle is also not a safe place to work.

How can you have a vision for Sefton 2030 when Sefton 2016 the roads are very rarely cleaned the road gutters are covered in rubbish? There are weeds growing out of control everywhere. Cyclists cannot ride safely at the side of the road because of all the rubbish. Residents cannot walk or cycle along the coastal paths safely because the sand is very rarely removed. Sefton residents should all ask the Council tax bandings to be reviewed as the cleaning/maintenance of the borough is now that lax it is having an adverse effect on house prices.

I think Sefton needs a bit of investment, especially the Strand, if that goes it will have a negative effect of the whole area. It could be something really good if it wasn't overrun with pound shops.

They need to sort Moor lane shops out in Crosby, it's an absolute dump. If you go to Formby Village it is lovely. Crosby Village is full of Charity shops and cheap discount shops. The rents are to high for local business people to open shops, they charge way too much for parking, it used to be free for half an hour, now they charge 30p, so I don't bother going now. The Strand shopping centre is like something off shameless, loads of shops closed down, it just looks like a deprived area and to be fair Sefton is not a deprived area. If I was visiting Sefton for the shopping I would not come back again.

Bootle isn't currently a great place to work. It can be a grim experience going out in the local area at lunch-time or early evening after work. Very few facilities such as coffee shops, cafes and decent eateries for people working and wanting to socialise with colleagues or business acquaintances in the local area. Not even a dry-cleaning business in local area.

If I tick improved connections you'll probably use this to justify building more roads on green spaces.
NO MORE ROADS, NO MORE CARS!

We need more local business's that aren't run by big corporate companies. We don't need more supermarkets there's too many! The more big supermarkets built the more the smaller local businesses are suffering! We need to look after our local environment. Sefton Lunt Meadows was a fantastic idea to not only preserve nature but to get people out into it, however, it was not very well advertised. Parks, woods, fields etc. can make an area beautiful and bring people together. If you want people to take pride in their community give them something to be proud of.

I would love to see an outdoor swimming pool. One that can be used all year round.

There is going to be too much house building, once greenbelt has gone its gone. It must be preserved.

Trams would be a great source of transportation.

I AM OPTIMISTIC FOR THE FUTURE BUT I THINK CUTS TO PUBLIC FUNDING IS GOING TO BE A PROBLEM FOR THE FORSEEABLE FUTURE.

Great idea!

Imagine Sefton 2030 Sefton Green Party.

The key Vision for any local area should focus on the health, happiness and well-being of its population. The drive for economic growth has been shown to be a flawed method for increasing well-being in that our most deprived communities are in fact being left behind as the gap between the haves and the have nots grows.

The pre-eminent principles of the UK Sustainable Development Strategy are Ensuring a Strong Healthy and Just Society, and Living within Environmental Limits; and the three building principles to achieve the top two are Achieving a Sustainable Economy, Promoting Good Governance, Using Sound Science Responsibility, i.e. it is important to recognise that the first 2 are what we are aiming for and the last three are the supporting means of achieving.

To this end I would suggest the following; 1. The health, happiness and well-being of all the residents of Sefton put the borough within the top quartile for health and life expectancy. 2. All development is sustainable in achieving aim 1. I.e. that regenerates our borough, particularly in Bootle and Central Southport, in a way that promotes healthy and fulfilling lifestyles, in an enhanced and valued environment, through appropriate economic stimulus, not based solely on consumption. 3. We celebrate the distinct communities of Sefton while embracing cultural diversity. 4. Our children and young people have access to high quality education that enables them to achieve their full potential. 5. Sefton plays a positive part in the Liverpool City Region and the North West of England. 6. Good governance is evident by the active and comprehensive engagement of the community in the democratic processes of the area.

In achieving this we have; 1. Promoted and ensured innovative and high quality sustainable development, that champions healthy lifestyles, and resource efficiency, with safety and security. 2. Preserved and enhanced Sefton's natural and built environment. 3. Ensured that quality infrastructure, services and facilities have been provided that are genuinely attractive and accessible to all sectors of the population. 4. Reduced overall reliance on cars for access to employment and services through the provision and/or promotion of innovative spatial and transport options such as car clubs, bike provision, free buses, remote working initiatives. 5. Mitigated and adapted to the effects of Climate Change, and encouraged re-use of resources, land and buildings and reduced Sefton's carbon footprint. 6. Made Sefton a Zero Waste authority. 7. Ensured we provided sustainable and appropriate homes, meeting Sefton's affordable and special housing needs. 8. Promoted an economy that supports sustainable employment in existing and new businesses and in volunteering. Particularly supported the development of the Green Economy and intermediate employment opportunities. 9. Maximised the contribution of the Port as a driver for improvements in the local environment and the quality of life of local communities. 10. Maintained high quality academic and vocational education and training, controlled by local people. 11. Promoted democratic accountability to ensure trust and engagement in our governance.

I have lived in Sefton for 4 years and do not have a car. whilst walking on Preston New Road, I have been told to "get a dog love" by a man with a dog; have been moved physically out of the way by man who was jogging and came up behind me without my realising it, had a dog of dangerous breed, jump over a wall and run around my feet, nearly knocked me over, owner shouting "he's not dangerous". Southport could be a model for other seaside towns around Britain. Wake up! Public spaces are still controlled my men and mad women with dogs. Waiting near the monument in town for a bus has not been a happy experience.....walking in parks and on beaches is still not safe. Dog owners are the worst at breaking laws and men in power do not understand the needs of women. Nobody patrols beaches, parks, roads. By walking and being accessible to the public. Instant fines might help....please do something. New chairs and tables outside cafes and restaurants everywhere....and ash trays...everywhere. Smoking! Confused thinking Health and Wellbeing...do not cater to the lowest possible denominator! Fast food at the front...a great opportunity missed to create a mecca of wonderful eating places...to cater for cheap and nutritious food for the many cultures that visit. Terrible music from the past on the Pier. Wonderful music could be available.

It would be great to see a greater integration between residents and businesses especially in Bootle town centre, where there is little interaction between those who work here and those who live here. Proactive "place creation" with a focus on building up vibrant neighbourhoods will certainly help. Community businesses can play a key bridging role in this process having a "foot in both camps".

I live on Hatton Hill and my commute to and from work each day can be frustrating. The highways need to reduce the congestion. There is a bottle neck at the junction of Hawthorn Rd and Sefton Street. At times the sequence of the lights alters and no right turning filter arrow appears leaving a backlog of traffic up Sefton Road. ALL traffic junctions across Sefton should have filter arrows. Peel holdings should definitely consider building a tunnel from Switch Island to the docks for lorries and wagons. The sheer volume of traffic has increased tenfold over the last few years and the noise pollution is damaging. Please oppose any road through Rimrose Valley and save our greenspace and wildlife.

I am fascinated that this study doesn't actually ask anyone what their vision is for Sefton in anything concrete. There are literally hundreds of people with incredible ideas and many working towards making them happen - across Sefton. E.g. in Bootle - there are plans for new housing projects, micro-brewery, social supermarket, community growing, social enterprise town and much more. Ykids has a vision to open a new community hub in the Klondike/ Orrell, an alternative education centre for young people struggling with school, a social enterprise centre employing young people and generating new businesses, an eco-centre educating young people about our environment and these are just a few of the current plans we have - and we are only one small group - we have created 40 jobs in Bootle and aim to create many more, we are charity but independent and not reliant on council funding (though investment is always welcome) and enjoy a great partnership with our local council. Could we not have a vision document that joined up what the council, the private sector and the community and voluntary sector are planning and share practical answers and vision together? Just maybe we have the missing piece in each other's puzzles. The community sector has the relationships with the community, the private sector has the money and the public sector has the strategic overview and the power to implement it - real transformation will only take place when we work together and acknowledge each other's strengths, and talk to each other. Forgive me but these questions seem really woolly - of course we want all of the above - the question is not do we want them - but how do we achieve them - should we not be asking widely - what can you do to contribute to the vision - what will you bring to the table? Now that would be really exciting, practical and a vision that people can get behind. Money is not the issue - money follows vision and that needs to be clear, defined and SMART.

I would like to see more shops and businesses in Southport in 2030. I find it sad walking around the town at present as there are lots of empty shops.

Disabled people make a valuable contribution towards life in Sefton and their requirements should not be overlooked.

I would like to see by laws that inhibit small business growth removed.

Sefton is currently going through a period of significant change as Liverpool2 and the Super Port facility come online. They are part of the growth plans for the Liverpool City Region Local Enterprise Partnership (LEP), and form one of the LEP's 'transformational policies'. The expansions of these facilities have been targeted as projects that will help to stimulate growth. This stimulation of growth will mean there will be greater levels of investment from businesses and developers to ensure levels of demand are met to allow for continued long-term growth. Liverpool2 and Super Port are long term projects that will encourage long-term investment from other delivery partners, developers and investors. Ultimately this will mean increases in the numbers of homes, the need for additional employment and retail floor space, a demand for job opportunities as well as the need to improve connectivity with the wider area and region. Sefton must ensure it takes a proactive approach to facilitating this growth and capitalise on the opportunities that are made available through the extensive investment that has already taken place. They must recognise the various land assets they have to facilitate the growth, take a proactive approach to understanding the various development opportunities available to them and encourage a joined up way of thinking to ensure a sustainable growth pattern is achieved. It is essential that Sefton does not miss out on the opportunities that are being produced by the Liverpool2 and Super Port projects. There is a real chance that if the opportunities that present themselves now are not seized upon and taken advantage of then Sefton may be left behind the rest of the Liverpool City Region. This is something that cannot happen. Sites and opportunities need to be made available by the Council to capitalise on this unique opportunity. If it doesn't then development and investment opportunities will be missed that will have significant impacts on the future growth of the area. An effective economic and development strategy that encompasses the rapidly evolving picture within the area is a must.

The coastline will be protected and creatively managed with leisure activities included, traffic moved away from the coast and the unique attributes of the area highlighted for visitors.

I do not believe any of the above statements.

Appendix F – What I love about Sefton

Rimrose valley fields, beautiful canal, proximity to coastal park, pine woods, open fields, sand dunes.
It has potential, but needs to be run properly.
The geography of Sefton gives a lot to the area with the coastlines, towns and interior land.
Coast, local environment, good schools.
Friendly place to live and work.
I love the coast and open spaces however I feel that the state of Southport beach is letting us down. It needs the grasses clearing away and restored to a tourist beach again.
The Sefton coast and Rimrose Valley Park because they are green lungs in a densely populated area.
The diversity of activities and facilities in the area.
The beaches and coast.
The beach, the thriving independent businesses, the close-knit community, the wildlife, the housing, the array of activities available and the education.
It's a very diverse area and that's what makes it such an interesting place to work and spend time in.
I don't love Sefton. It has drastically gone downhill in recent years. In my area alone in Crosby we have drug dealers selling drugs on streets opposite a primary school (St William of York) we have scrambler bikes speeding on our streets where children often play. In the past 10years I have seen a policeman walk past my house on the beat on one occasion and there is no more neighbourhood watch. There is now no feeling in our area that we can trust our neighbours. If I could get a job elsewhere I would move out of Sefton. I am a hardworking citizen and have been in full employment since the age of 16 when I got an apprenticeship after leaving school. I also believe the schools to be well under par but you would know that already after reading the recent Ofsted reports on schools in Sefton.
I live in Southport. I love the sea front the parks the marine lake.
I love the coastal setting of Sefton as it offers access to beaches/ coastal walks and promotes healthy lifestyle options. The beaches are looking much cleaner than they did back in the 70's and 80's and we can now be proud that more people want to visit our beaches.
I love visiting the Coast between Crosby and Southport.
I think Sefton as a council need to realise that people don't love "Sefton" as a place. They may love the town they live in but the see those towns a separate entities to the other towns in Sefton.
Lovely beach countryside walks and food.
The people and our beautiful green spaces.
I enjoy the space of living in Southport and being near the coast, yet convenient for Liverpool,

Lancashire and Cumbria and North Wales for work, and leisure.
First of all can I tell you that I work, only one consultation session takes place (and that is at a sporting event) to seek my views and to understand what this is all about. I love the diminishing amount of countryside that we have and I am concerned that big business is taking this away.
On the whole where I live is peaceful quiet and safe. My only overriding Concern is the increase in traffic in recent years. I also have concerns about the expansion of peel ports and the increased volume of traffic this has created. I was horrified to accidentally find out about the proposals to build a road through the Rimrose valley which my road backs onto. I am thoroughly disgusted that the council have not contacted residents to inform them about this.
The beach, Pinewoods and Formby Village street scene.
The Sefton coastline. Beautiful natural area, great views, walks etc.
Coastline, efficient rail line.
Lived here all my life
The green spaces, beach, it is my home area.
Lots of greenery where I live. Good environment.
Unique rural / urban environment, coast, country, seaside resort Good schools Good transport links to motorway, Liverpool.
Great coast, close to Liverpool.
The people of Sefton have a great sense of pride in where they come from and will always speak about the; city, town, village, or street they live in or have lived in with a fondness.
It is a thriving community. People care about what happens in regard to public services, businesses, jobs, health issues, schools, shopping areas and there are lots of people doing excellent work in various voluntary roles throughout Sefton.
I like the shopping opportunities offered in this area particularly Bootle where I reside, I like the green spaces offered for children, local beach area at Crosby, transport links are good.
Quiet, no through traffic. Good local shops, pubs, restaurants. Above all, a good train service.
I live in Waterloo and love the feeling of living in a urban village that's connected, close to my city but not too close. It has its own ecosystem like no other place, good schools, parks, independent shops,, library, cinema, bars and restaurants, places to care for my health and wellbeing but the best is when I walk down to the beach and look out to sea and get a real sense of place and as family how lucky we to live in such a lovely place.
Coastal parks and open spaces.
Our coastline
Reducing speed of drivers including acceleration speeds.
I like that we have easy accesses to open space each & parks, shame road building & pollution creation seems to have a higher priority.

<p>It's potential in terms of its coast for the future. It is a safe place to live with good schools and a lot to offer in terms of some local amenities like restaurants, transport links, libraries, and cinemas.</p>
<p>Amazing beach, lovely parks, local shops and restaurants, good links to the city centre and motorways.</p>
<p>Historically Crosby/Sefton has been a great place to live. However the lack of Council leadership in allowing the centre to decline is leading to increasing numbers of our friends moving away. We are not wishing to join them but could make that decision if things are not turned around quickly.</p>
<p>Transport links. Varied spaces, parks, beaches, urban areas.</p>
<p>It's next door to Liverpool.</p>
<p>I enjoy living in Sefton because of the local small town feel of the place, but that it offers the easy access of being close to "big city" convenience.</p>
<p>Location - handy for the coast, the countryside and big cities.</p>
<p>Close proximity to everything - Southport, Liverpool, Wales, Wirral etc. Cheap prices for most things Good community feeling.</p>
<p>I have lived my whole life in Maghull area. I used to love the fact that it WAS a 'very nice' place to live.</p>
<p>The coastline - although not happy that I now have to pay to park there.</p>
<p>Southport, and that isn't (or at least shouldn't be) Sefton. Living in Litherland for years and seeing it descend into a cesspit of chavs, terrible roads and spitting. I am originally from Manchester and through my professional and personal life I have seen local authorities work together for the good of their people, visitors and businesses. This has been through innovation, determination and putting aside of petty squabbles. It's not just Sefton, all Merseyside authorities are pathetic, unimaginative and short-termist. Stop fight Peel, start working with them via a stakeholder relationship, sort the roads out and stop infighting. You are supposed to serve the people and you cannot do that if you are constantly tattle tailing. Worst local authority I have lived under. I have previously lived under, Stockport, Manchester, Trafford, Tameside, Hammersmith and Fulham, Lancashire, the Highlands & Islands, and now Sefton.</p>

Appendix G – Comments from the Business Survey

There is no mention of the Charitable, Voluntary and Faith Sector which contributes to the Sefton Economy via 1200 organisations.

Ocean plaza was approved and built the wrong way around. There are no cafe bars restaurants overlooking the sea like other coastal towns. It's just a concrete block with no sense of charm. I would also like Southport to invest in its own university so that it can offer good education and become home to students rather than service users.

Bootle has some strong, effective social businesses that have a social impact of many millions - and play a role in hosting and supporting new micro business start-ups in particular. It would be good if this sector was recognised for the added value it can bring especially for those furthest from the labour market, and be knitted into any enterprise culture.

I have put innovative options to Sefton-and have consulted on the Southport town Centre plan-is this another talking shop?

Sadly tourism has had it in Southport I know as I have had most of the attractions but alas they were forced to close through no fault of mine.

The retail centres in Sefton are suffering from the changes in shopping patterns but easy inexpensive access is being denied to customers. Parking charges are definitely having a negative impact on whether a customer chooses to travel to a traditional retail centre. Why could we not have a 1/2 hr free parking instead of losing the 1/2 hr option all together? It really does matter.

Integrated care systems are the core factor inscribed within the 2014 care act. There is a lack of understanding [or is it desire to truly take up the challenge of integrated care systems still prevalent amongst health and local authority.] I have particular concerns about some national areas of concern which are reflected locally mainly in social care for the elderly, chronic mentally ill and children with psychiatric conditions. The clinical care commissioning group have in the last year done some purposeful work with the independent sector towards trying to reduce hospital admissions for the elderly however due to CQC improved inspection processes there has been many loss of beds within the borough due to failed standards and inspections also because of robust fiscal management and austerity programme affecting local authorities there has been a large number of independent sector home closers within the borough. The affect has been a lack of placement in care homes due to reduced bed numbers as hospitals find it increasingly difficult to find placements in the community thereby causing increased pressure towards hospital discharge and placement. The social care system is now becoming an area where lack of purchasing and resources is reducing investment from the independent sector towards new innovative schemes to improve health and social care in the community as organizations cannot sustain a business at a loss. There is now an ongoing problem towards local community health. More needs to be done towards encouraging and attracting business to the Borough. This pertains to all areas. We are 50 years or so past Lord Beveridge and his 5 evils of society. Health Housing Employment Education and Poverty of which there is much in Sefton. As all 5 evils are intricately linked to one another we need a long term plan and investment from both Public and Independent sector to improve all 5.

Sefton needs to be a clean and vibrant place that people want to visit as well as reside. For example Southport looks run down with many shops closed.

Sefton needs to be a good place to work and live. A range of housing, affordable and good quality care provision integrated into the community is as important as purely economic considerations.

We need to encourage more retail businesses to the area, more and more shops are struggling and closing due to high rental increase. This in turn will then encourage more people to the area. Liverpool City Centre has drained all the business and local companies away from the area.

Bureaucracy will be reduced in order to speed things up. Sefton MBC to be more nimble and business focussed whilst maintaining its status as a protector of the community - it's a difficult balance.

Merseyside as a whole still has a legacy culture from Objective One funding for staff training. Sefton 2030 needs to ensure that all businesses understand the value of staff and their continued development, and that investment in staff development is extremely worthwhile even though free or subsidised training is no longer available.

Any initiative that will help promote Sefton as an enterprising and vibrant borough will be of benefit to local businesses and residents.

At this present time Sefton/Southport has an opportunity to become the UK's number one seaside destination. We must all ensure that we do not miss this opportunity because we are unlikely to ever get this chance again.

There will be an environment that will make retail a pleasant shopping experience. There will be incentives to encourage people to work and develop rather than be caught in the benefits system with no desire to escape it. With increasing pressure and financial burdens on small business there will be breaks and incentives to help them progress.

We are a manufacturer based in Southport in Sefton selling directly to 88 countries and even more countries through distributions. So our market is global so Sefton as a market is not our focus even though we have a good customer base in Merseyside. What is required for success is education to see manufacturing as an exciting opportunity for the next generation as this will lead to all the things above as will making Sefton a focal point for start-up business as well as a magnet for business to relocate.

Over The years Sefton has helped me along with my business, Help is a phone call away.

My Co recently had articles written about my work in the Financial Times & the Liverpool Echo, both reported that Liverpool & its councils did little to support local business especially in the heritage sector, this has remained true in the past, and I'd like the future to be different.

Sefton will continue to promote exports from the region.

To seize the opportunities, Sefton needs to make best use of its assets - including the dockland area (stretching between north Liverpool and Crosby), for both industrial and contemporary commercial office space. Why couldn't this area be the next Baltic Triangle?