

Sefton Economic Strategy Action Plan

Strategic Objective	Business growth & investment
Report Date	Oct-Dec 2023
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Mike Mullin
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1	No of outward engagement campaigns targeted at Sefton businesses / No of Sefton businesses targeted	11	4	Green	4 x business security events held including Sefton Economic Forum
2	No of businesses contacting InvestSefton for Information, Advice & Guidance-Triage system(Phone/email/website)	250	143	Green	Individual enquiries handled -overall volume remains constant and high
3	No of businesses receiving 1:1 support (face to face/diagnostic /action plan)	90	15	Green	New UKSPF Business support programme started 1 July and team have been providing support to businesses. This involves intensive face to face support with businesses seeking help with a range of business issues
4	No of businesses attending InvestSefton events/workshops	280	143	Green	Business delegates attending InvestSefton events for this quarter
5	No of new jobs created	50	17	Green	Jobs created figure is solely through the Inward Investment programme as the new UKSPF Business Support Programme & the Town Centre programme has not started official delivery yet
6	No of jobs safeguarded	n/a	n/a	Green	A new KPI for late 2024
7	No of inward Investment enquiries received	6	6	Green	Companies seeking to relocate to Sefton
8	No of investors/developers receiving support	5	2	Green	Includes Business park owners and developers

9	No of large businesses (including Foreign owned) receiving Key Account Management	12	2	Green	Joint activity with Dept of Business & Trade
10	No of enquiries from Sefton residents seeking to start a business/become self-employed	n/a	22	Green	Referrals underway with MEH/Safe Regeneration Partnership
11	No of new business start-ups created	n/a	n/a	Amber	Work has been outsourced to start 1 October. New start up date will be captured in future quarters

Commentary

InvestSefton remains totally focussed on business growth and sustainability although economic recovery remains very much central to this as businesses face increasing economic pressures including cost of living, materials, supply chain and energy costs across a range of sectors. The team is working with other city region support organisations such as the LCR Growth Platform and a range of other public/private sector providers of support.

WWW.investsefton.com continues to receive high volumes of traffic. Single session website visits which have now reached 71,269. The team has also handled 7,420 enquiries since March 2020.

ERDF has been replaced by the Government UK Shared Prosperity Fund. InvestSefton is to receive £782,414 for Place Based Business Support and IRO £98,000 Town Centre business centre funding. The team has also commissioned work for start-ups and business sustainability support in town centres to two providers. Work has now started with 22 business start up enquiries handled this quarter

Events and workshops are at the core of Sefton's one to many approach to businesses providing demand led business topics selected by businesses and cover a wide range of support such as online sales, marketing, business sustainability, cyber security and digital technologies. The events remain popular and attract large numbers of businesses including Sefton Economic Forum and two new network groups-Sefton Huddle (Digital & technology) and Sefton Business, Professional & Finance Group.

Inward Investment has also been secured most notably in Bootle through Mersey Reach and Atlantic Park while the team supports Southport Town Deal and Southport Business Park activities. Other investment and expansion enquiries remain on going and active.

The team is co-ordinating a bi-weekly round-up of Economic Growth & Housing company investment activity as part of the Council's Strategic Growth & Investment programme. This will help track customer journey across teams and the intention is to expand across other services.

The Economic Growth & Housing service is seeking to commission work on inward investment propositions in the borough building on previous work produced for Sefton Economic Strategy.

Strategic Objective	Employment and Opportunities for work
Report Date	Oct-Dec 2023
Previous Status	Green

SES Lead	Suart Barnes
SES Project lead	Claire Maguire
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1	% of expenditure verified for projects which are externally funded.	100%	100%	Green	Final verification for this quarter will be completed in January 2024 when claims have been processed.
2	% of all registered learners are not working (based on individual learning aims)	40.00%	59.50%	Green	This quarter the service has seen a reduction in the total number of learners not working who are accessing the service, but remains above target.
3	% of all registered learners are BAME	12.00%	21.20%	Green	The reduction from Q2 to Q3 is due to the number of ESOL learners finishing the previous academic year to starting the new one.
4	% retention across all Adult Community Learning Courses	90.00%	95.40%	Green	The Service expected to see a variance in from Q2 to Q3 this is due to the previous academic year ending and the new academic year beginning. The service would typically expect to see a proportion of learner fail to return or withdrew from learning in the October half
5	% of clients receiving Information, Advice and Guidance are workless or economically inactive with health issues	50.00%	85.20%	Green	The Single Investment Fund Ways to Work programme has now been implemented and interest has been strong.
6	% of vulnerable people referred into the service from a third party receive targeted support, including subsidised placements	70.00%	82.60%	Green	Third party organisations, both internal and external continue to refer their clients to Sefton@Work to help them in their journey towards employment. The service continues to be successful in engaging with clients with more complex needs.
7	% of clients seeking employability help who move into employment/self-employment or training destinations	30.00%	40.10%	Green	The proportion of clients who are able to move into employment or training outcomes continues to meet targets.

8	Number of young people at risk of becoming NEET receiving early intervention and prevention support	200	283	Green	Following an increase in Jul-Sep, due to the fact that a lot of young people were in transition to post 16 EET, the figure has now reduced considerably and is now back on target.
9	Remain in the best performing quartile for 16-18 NEET when compared to Liverpool City Region and National Statistical Neighbours.	Yes	Yes	Green	
10	Remain in the best performing quartile for 16-18 Not Known when compared to Liverpool City Region and National Statistical Neighbours.	Yes	Yes	Green	

Commentary

Performance across the three service areas for Employment and Access to Work continues to proceed well with targets being met. Contract management processes are in place to oversee all the provision, and these allow for mitigation of any risks of under-achievement. Sefton@work has progressed into the continuation phase using Strategic Investment Fund (SIF) from the LCR-CA. This has provided the “bridge” between the end of European Structural Funds (ESF) and the commencement of UK Shared Prosperity Funding (UKSPF) from April 2023 for the 2023/24 financial year. This has allowed key staffing to be retained and provides a period of transition for the service to shift focus to economically inactive clients which UKSPF will require.

During this time, we have also been undertaking the relocation of the service from its current base on Stanley Road into a unit within the Strand shopping centre, placing it at the heart of the transformation of Bootle Town Centre, with opportunity for co-location with partners who can assist the client journey towards employment such as Citizens Advice. This move will bring improved financial efficiency while also increasing the synergy and alignment for public facing services within Bootle Town centre.

The Adult Community Learning Service continues its delivery of second-chance learning opportunities to adults, based within the Cambridge Road Community learning hub. The learning offer provides a varied and attractive curriculum for adults focusing on health and wellbeing, and basic skills including literacy, numeracy, digital and employability skills, with access to qualifications. Test and Learn activity is also incorporated into the offer which this year focuses on inter-generational family learning, access to green technologies, and ESOL volunteering. The Service is also in receipt of funding from LCR-CA for Multiply, the national numeracy initiative which is used to contract out to voluntary/community sector agencies for informal engagement activity.

The NEET Reduction and Early Intervention Service delivered by Career Connect continues to deliver its targets and in this period has seen the completion of the September Guarantee activities which provides key data to identify relevant cohorts who will go on to receive early intervention support to those deemed at most risk of becoming NEET. The main focus of this contract is to deliver the Council's statutory duties regarding 16- and 17-year-old young people, but also incorporates additional assistance for vulnerable groups which adds value to the work of a number of numerous teams across Childrens Social Care and Education.

The Rate of NEET and Not Known in Sefton across our 16 and 17 year olds is the best in the City Region for this period and is ranked 3rd in the country out of 150 LAs. NEET Care experienced young people who are aged 16 – 18 who reside in Sefton are supported to re-engage in learning or work in addition to those aged between 18 and 24 who are care experienced and have a relevant Education, Health and Care plan.

Strategic Objective	Regenerated places-GSI
Report Date	Oct-Dec 2023
Previous Status	Green

SES Lead	Stuart Barnes
SES Project Lead	Heather Jago
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1 Bootle Town Centre			Green	A range of projects are being delivered to support Bootle town centre . This includes submission of the planning application in October 2023 for the first stage of work to implement the £20M levelling up funded proposals for Bootle Strand repurposing. Phase 1 will include selective demolition, creation of a new town square on Stanley Road, repurposing of the former M&S unit and creation of a new digital tech hub and education centre. A new shop unit has opened within the Strand with further details of the proposals including the next stage of consultation on Bootle Area Action Plan - 'Our Future, Our Bootle' to set out a vision for Bootle for the next 20 years. In addition Salt n Tar meanwhile use and events space hosted a number of events this summer with a music event and comedy weekend and future events are in the planning process following positive feedback from events held to date.
2 Southport Town Centre (Town Deal)			Green	Southport Town Deal programme continues to remain on track with the demolition work due to commence on for the Marine Lake Events Centre following securing planning approval earlier this year and appointment of Keir Construction to undertake enabling and demolition work. The Enterprise Arcade project is in the final stages of contractor appointment with the aim of starting on site on site in the Autumn. Les Transformation de Southport public realm programme is also progressing with contractor appointment for Phase 1 - Kings Street/Market Street and EastBank Street. Finally 'Building a Better Customer Experience' training programme for the hospitality sector is progressing well, with the first cohort of students through Southport College. Southport Townscape Heritage Initiative is progressing well with and has levered in £1m of private sector investment into Southport.
3 Crosby Town Centre			Green	Work is moving forward on the proposed new Crosby village library with the submission of a planning application in September. Sefton Council have confirmed progression of both the existing and new library sites.
4 Ainsdale			Green	Consultants appointed to undertake a feasibility study and develop an updated vision for the coastal gateway in response to feedback from the community. This will look at all assets in the area including The Sands, Toad Hall, Council operating bases and options for their development. Work is also continuing on Ainsdale neighbourhood centre in Sandbrook Way to acquire remaining property interest and bring this site into one single ownership. Market testing is also ongoing for this site to clarify market demand.
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Commentary

Sefton's Growth and Strategic Investment programme continues to develop a series of key projects and initiatives across Sefton to deliver Sefton's economic strategy. This includes development and delivery of a series of key projects and programmes across the borough, the combination of which will help improve Sefton as a place to live, work and visit. The programme aims to maximise the amount of public and private sector being brought into the borough from a range of sources to help aid delivery, including Town Deal, Levelling Up funding and Liverpool City Region Combined Authority.

In addition the project development and delivery seeks to maximise social value outcomes through procurement and ensure equality and inclusion form part of both how and what is delivered.

Strategic Objective	Regenerated places housing
Report Date	Oct-Dec 2023
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Lee Payne
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1	Social Housing Completions	150	159	Green	Target achieved in 22/23 - pipeline looking healthy
2	Net additional dwellings per annum	640	705	Green	Target achieved in 22/23 - pipeline looking healthy
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Commentary

Housing growth targets in the borough were met in 22.23 and the pipeline of potential completions for 23.24 looks positive based on schemes that are onsite and planning consents that are in place. Market conditions remain challenging with the interest rate rises over the past 18 months and high construction inflation. Some larger-scale housebuilders are scaling back delivery nationally and this will undoubtedly affect housing growth in Sefton. The Housing team continues to work closely with colleagues in Planning to facilitate growth, particularly affordable housing in high demand areas, and aspirational housing. Market concerns have provided opportunities in this regard and we have worked successfully with several RPs to purchase over 40 open market sale units on a number of sites in the borough where demand from private purchasers for open market sale has dropped. These properties will be made available as low-cost home ownership products (shared-ownership).

Strategic Objective	Regenerated places planning
Report Date	Oct-Dec 2023
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Ian Loughlin
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Current Status	Status	Progress to date
1	Approval of Social Value (Employment and Skills) from	May-22	Approved	Green	adopted May 2023
2	Net additional dwellings per annum	640	705	Green	Figures for 2022/23. Will updated to 2023/24 figures
3	Floorspace (m2) developed for employment (by type (B1, B2, B8)	increase	26,476m2	Green	Figures for 2022/23. Will updated to 2023/24 figures next time.
4	Number of jobs (full-time equivalent) created on employment sites	increase	n/a	Amber	Figures for 2022/23. Will updated to 2023/24 figures next time.
5	% of qualifying development proposals that are supported by an Employment and Skills Plan	100%	100%	Green	E&S Plans secured on two schemes since April 2023 DC/2023/00588 - Comben House and DC/2022/02039 - North Atlantic Avenue

Commentary

There is no target in Local Plan for amount of employment floorspace development of number of jobs provided. However, reference can be made to previous years for comparison where an increase of previous years should be the aim. The figure for 2021/22 was lower than in previous years (at just 2,500m²). However, data for 2022/23 has shown a tenfold increase

The data of the number of jobs secured on new employment development can be difficult to ascertain and in many cases this information is not provided. However, the Council have recently approved a Social Value (Employment and Skills) from Development SPD which should help secure this data in a timely and consistent manner. The SPD sets out that proposals of a certain scale (i.e. new housing of 30+ homes, certain commercial development of 1,000m² floorspace) must be supported by an Employment and Skills Plan, which will be secured by legal agreement and monitored for implementation.

The target of 640 net additional dwellings is the Local Plan average annual requirement for 2012-2030, although the government's standard methodology figure has 587 homes for Sefton. In recent years the Council have comfortably met its housing delivery target.

Strategic Objective	Regenerated places tourism
Report Date	Oct-Dec 2023
Previous Status	Green

SES Lead	Stuart Barnes
SES Project lead	Mark Catherall
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1 Increase Visitor numbers (both day and staying) by 2% year on year,	5,882,340	7,676,000	Green	2022 Visitor numbers have grown substantially, this was due to a strong offer, increased destination marketing and comprehensive events programme. It should be noted this is still below pre covid levels.
2 Increase Visitor Economy economic impact by 2.5% year on year,	£440m	£594m	Green	Large growth in economic impact due to increase in visitor numbers and continued inflation. It should be
3 Increase Visitor Economy total employment by 2% year	4795	6,111	Green	Large growth in visitor economy employment due to
4 Securing new multi-day business events ready for the Marine Lake Events Centre opening	2023/24 Onwards	tbc	Green	Will commence in 2024
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Commentary

The 2022 visitor economy figures for Sefton shows a strong growth and continued recovery from covid where Southport's visitor economy was adversely impacted. The 2022 figures are still below pre-covid numbers especially visitor numbers and especially staying visitors. 2022 was a strong year for visitor economy in Sefton with a strong events programme, additional destination marketing activity and many people staying in the UK for day and overnight trips. The 2023 figures will be available in July 2024, sector intelligence is highlighting 2023 as a difficult and uncertain time for tourism. The securing of new multi-day business events for the Marine Lake events centre will not commence until 2024.

Sefton Economic Strategy Action Plan

Strategic Objective	SI Equal&Diversity
Report Date	Oct-Dec 2024
Previous Status	Green

SES Lead	Stephen Watson
SES Project lead	Paul McCann
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Current Status	Progress to date
1	Business Support and Investment Team to engage with the Corporate Equality Group, attend regular meetings	Rep to attend all CEG meetings		Green	Next meeting of the CEG is on the 25th January. MM attended the last meeting to talk about the economic strategy and links with EDI
2	Communications and engagement audit, identifying the need for accessible information and engagement	Audit completed		Green	
3	Review Strategy to take account of the socio-economic duty	Strategy review		Green	Adoption of the SED was approved by Cabinet on the 7th September - https://sefton.gov.uk/mysefton-
4	Improve employment rates and business support for minorities and for people from deprived areas	Under review		Green	UKSPF business and employment support activities are underway and being reported under Business Growth & Investment and Employment & Access to work strands
5	Review existing data capture with regard to protected characteristics and work towards addressing any gaps	Data reviewed		Green	
6	Ensure that decisions are backed by robust equality impact analysis	CEG group to review		Green	
7	Engage with the Race Equality Monitoring Group	Rep to attend all REMG meetings		Green	Next meeting of the REMG to be arranged
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Commentary

A Corporate Equality Group (CEG) has been newly established to support the Council with its commitment to integrate Equality and Diversity throughout its services and to help secure its vision of creating stronger, more resilient communities (Sefton Vision 2030). CEG will monitor the council's performance in relation to equality and diversity and KPIS focus on communications and engagement; improving employment rates and business support for people in disadvantaged areas, reviewing equality and diversity data and engaging with the LCR Race Equality Monitoring group.

The Council has produced and launched its Equality, Diversity and Inclusion Strategy 2023-27.

InvestSefton meeting with the LCR's new Director of Race Equality Group in November to discuss business engagement with Black, Asian and Minority Ethnic business groups. Work has also been commissioned to Sefton based MEH/Safe Regeneration to provide business start up support to individuals seeking to become self-employed and/or start their own business. Specific focus areas include town centres and people from disadvantaged areas and special characteristic groups.

Sefton Economic Strategy Action Plan

Strategic Objective	SI sus travel
Report Date	Oct-Dec 2024
Previous Status	Green

SES Lead	Peter Moore
SES Project lead	Lee Davies
Overall Status	Green

	Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Status	Progress to date
1	The development of the Low Carbon Transport Strategy	Summer 2024		Green	Baselining report has been compiled. Work has started to assess the carbon impact of the Capital Programme which should be completed Summer 2024.
2	Maritime Corridor Business Case	Mar-27		Green	Detailed desing progressing
3	Eastern Access Business Case Development	Mar-27		Green	Detailed deisgn progressing
4	Local Cycling and Walking Infrastructure Plan Development	2024		Green	Detailed plans for further engagement, initially planned with Members, are being developed. It is envisaged that these will follow engagement on the LCTS which hopefully should provide some context to the need for an LCWIP.
5	Emobility	2024		Green	The LCRCA have submitted a bid for Local Electrical Vehicular Infrastructure (LEVI) funding

Commentary

Low Carbon Strategy: In response to the Council's climate emergency declaration and an increased focus on active travel measures, work is continuing on the development of Low Carbon Transport Strategy for the borough. Baseline work has been undertaken and a report completed. Plans are currently being refined for member engagement in advance of a wider consultation. The report will provide a quantification of the current transport related carbon position for the Council and a future trajectory for reductions towards Net Zero. Progress is also being made on the development of an Active Travel and E-mobility Strategies for the Borough. WSP have now been engaged to complete an assessment of the Carbon impact of the Capital Programme and to provide advice and instruction on carbon assessment of transport schemes. This work should be completed by late Spring and Early Summer 2024. One of the key elements of the E Mobility Strategy will be defining the Council's approach to On Street Charging. Some further discussion will be held with Cabinet Member and Cabinet colleagues to help inform the Council's Policy to On Street charging which will help inform resident engagement and focus investment. The LCRCAs have submitted a bid for Local Electrical Vehicular Infrastructure (LEVI) funding. If successful, this will enable the Council to roll out new EV infrastructure across Council owned car parks whilst developing proposals for further potential installation. In order to identify potential improvement to the Council's walking and cycling network a local cycling and walking infrastructure plan is being developed. Proposals for stakeholder engagement were presented to the Consultation and Engagement Panel in early November. A number of engagement sessions were held with specific interest groups and some initial plans developed for helping inform the engagement process. Detailed plans for further engagement, initially planned with Members, are being developed. It is envisaged that these will follow engagement on the LCTS which hopefully should provide some context to the need for an LCWIP. Maritime Corridor Business Cases: The detailed design work is now progressing on both schemes and the final details will be included within the Full Business Case submission as requested by the LCRCAs. Part of the Maritime Corridor scheme, Phase 1, will be funded from the Levelling Up Fund, following the success of a transport bid submitted by LCRCAs. The amount of Levelling Up Fund allocated to the MC scheme has been increased following a Baseline review. In order to ensure that sufficient work is expended within the timeframe, there is some pressure to progress the scheme to construction. As such, it is proposed to secure the services of, Balfour Beatty, through the SCAPE framework to complete some Early Contractor Involvement. Balfour's have already completed some feasibility work at no cost to the Council. This has helped define the likely cost and probable construction phasing. Cabinet will be asked to approve Balfour's appointment into the Early Contractor Involvement stage of the scheme which will enable some initial enabling works to be completed and the Target Cost to be established. Some further engagement to ensure that local Members, businesses and residents are sighted on the proposals and have an ability to shape them has been completed. Analysis work has been undertaken of the responses and those relevant to the Phase 1 scheme have been reported to L&R Committee who have approved the changes to the highway. Engagement has also taken place with some key stakeholders, including National Highways (for their works on the A5036) and land owners and discussions held with Planning colleagues over the elements of the scheme for which Planning approval will be required. The re-baselining process has led to a revised total. The agreed allocation is £21.2m (MC). There may be some elements of MC which were included in the Outline Business Case which won't be deliverable under the current programme. These elements are likely to be delivered in CRSTS 2. Southport Eastern Access Business Cases: The detailed design work is now progressing and the final details will be included within the Full Business Case submission as requested by the LCRCAs. It is proposed that the same Procurement Route be adopted for the delivery of the project. The feasibility stage of the project is ongoing. Further engagement with local Members, businesses and residents is nearing completion and feedback is being appraised. In order to scope the necessary mitigation measures within the Norwood Ward, some specific targeted engagement with residents and businesses is required. The details of the process are being agreed with Ward Members. Sustrans will also be completing some school engagement work with schools in the area to help ensure that safer routes to schools are considered in the development of the proposals. The baselining process has resulted in £16.8m being allocated in the current CRSTS programme. As with the MC scheme which were included in the Outline Business Case which won't be deliverable under the current programme. These elements are likely to be delivered in CRSTS 2.

Sefton Economic Strategy Action Plan

Strategic Objective	SI net zero
Report Date	Oct-Dec 2023
Previous Status	Green

SES Lead	Stephan Van Arendesen
SES Project lead	Stephanie Jukes
Overall Status	Green

Key Performance Indicators (Please add more rows if necessary)	Target	Achieved	Status	Progress to date
1 To report on - LCR Combined Authority – net zero/ Climate emergency targets	Plan published summer 2023	N/a	Green	The LCR Combined Authority net zero action plan has been approved July 2023. It is now available https://www.liverpoolcityregion-ca.gov.uk/wp-content/uploads/LCR-PathwaytoNetZero-Report-2022--FINAL-compressed.pdf
2 Deliver business sustainability support to 60 Sefton	60 businesses	Start date Nov 2023	Green	Council has commissioned Groundwork Cheshire, Lancashire & Merseyside to deliver
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Commentary

The Liverpool City Region Combined Authority have set a target of net zero for all parts of the economy to be net zero by 2040. This will require all Sefton businesses to halt the use of gas, diesel, oil and only use energy from renewable resources by 2040.

Details of the actions within this plan will be reported to the next SES meeting. Examples within this Action plan includes (TBC) On transport - Complete Phase 2 of 'State of Freight' investigation into a future zero carbon freight solution, ensuring that this is aligned with our Freeport goals of decarbonisation and good jobs to deliver outcomes including last mile ZE deliveries and reduce trips, scope options for mechanisms to seek to support decarbonisation of freight, and develop a freight strategy and that connects Freeport locations in a net zero manner On buildings - Identify high-opportunity zones as areas for groups of home/business owners to plan retrofits together or create low carbon communal/district energy schemes and smart networks. On Industry - a series of targets around the following;

To effectively transition to net zero, our industrial base will need cost-effective access to clean power, clean hydrogen and effective access to clean power, clean hydrogen and carbon capture and storage technologies alongside efficiency and storage technologies alongside efficiency improvements in process and delivery systems improvements in process and delivery systems.

On Clean Energy - Progress the Phase 3 development activities related to Mersey Tidal (LCR Year 1 action plan review SE6) and commence Phase 4 activity to Consent a UK first of a kind (FOAK) Tidal range scheme.

On Natural Environment - Develop a pipeline and identify potential funding for pilot innovative and sustainable agricultural projects, such as urban farming, greenbelt agroecological farming, carbon capture etc.

Other issues pertinent to business - MEEES Regulations applies to non- domestic rented properties, by 1 /4/23 must have an EPC rating of E as a minimum to be able to be rented, plans for this to increase over time (possible EPC D by 2025, EPC C by 2028 and EPC B by 2030) Investment in green technologies e.g. building retrofit, EV charging, Heat pump installations will help to generate local jobs and training opportunities

InvestSefton has also allocated UKSPF to provide business sustainability support in town centres .Sustainability is high on the agenda for conference buyers and events/exhibition organisers and with this in mind it is critical that as part of the planning process for the Marine Lakeside Events Centre (MLEC) opening 2026 that as a destination Sefton begins to build the sustainability offer. The project will measure the business carbon footprint, design an action plan to reduce and produce a sustainability policy.

Strategic Objective	SI health
Report Date	Jul-Sep 2023
Previous Status	Amber

SES Lead	Margaret Jones
SES Project lead	Helen Armitage
Overall Status	Amber

Italics = no data update from previous quarter report

Key Performance Indicators	Target	Achieved	Status	Progress to date/Comment
1 18.3% <i>Percentage of under 16s in relative poverty, before housing costs (2021/22)</i>	Reduction	Worse	Amber	2.3 percentage point drop from 2020/21. Better than England average (19.9%)
2 14.0% <i>Percentage of employees earning below real living wage (2022)</i>	Reduction	Better	Green	50% drop since 2019, now in line with England average (12.5%)
3 4.5% <i>Percentage of children in workless households (2021)</i>	Reduction	Better	Amber	Sefton's rate is half the national average, but note relative poverty still affects over 1 in 6 under 16s
4 41.6% <i>Percentage of children(FSM) achieving a good level of development at the end of Early Years Foundation Stage (Reception) 2022</i>	Increase	Worse	Red	54% pre-pandemic. Lower than 49% national average in 2022.
5 22.9% <i>Percentage of the population living in the 20% most deprived most unhealthy environments (Access to Healthy Assets and Hazards Index)</i>	Reduction	Same	Amber	This proportion is high (affecting over 63 000 people) but is in line with the national average (22.6%)
6 26.5% <i>Food insecurity (indirect measure) Percentage of population who live in LSOAs scored in the top 20% for risk of food insecurity 2021 nationally on the Food Insecurity Risk Index</i>	Reduction	New indicator	Red	Estimated that over 74 000 people in Sefton live in neighbourhoods of highest food insecurity
7 £ 445.40 <i>Median weekly earnings 2021</i>	Increase	Same	Red	Only 28 LAs in England record lower median earnings than Sefton in 2021. Significantly worse than England.
8 63.6 years <i>Healthy life expectancy at birth (2018-20)</i>	Increase	Same	Amber	Similar to England (63.9 years), but obscures large health inequalities that impact those of working age
9 13.0 years <i>Gap in life expectancy at birth (2018-20)</i>	Reduction	Increase	Red	Second largest gap in England. Average life expectancy at birth in the most deprived section of Sefton's male population is estimated to be 70.5 years (vs 84.1 years in the most affluent)

Commentary

The indicators above are drawn from the Public Health Performance Framework (8 and 9) and the Child Poverty Accountability and Progress Framework (1-7). It is important to note that indicators that reflect population status and inequalities in outcomes such as median income, child poverty, school readiness, and spatial measures of deprivation are highly correlated with population health outcomes and inequalities. During Quarter two there were no published updates to these indicators from open access data sources. At the start of this period a successful, largescale event was held to stimulate development and implementation of actions to improve children's prospects in education, training and employment. A conference summary has been shared with attendees. This period also saw the launch of 'We're Here', which is a long-term promotion of different sources of advice and support for mental health and wellbeing. Feedback from members of the public has reflected genuine appreciation from people in need. The process of recommissioning Sefton's Living Well Sefton integrated health and wellbeing service continues, which includes a social prescribing offer supporting people who are struggling with welfare, debt and other cost of living concerns. Quarter two also saw the launch of a parallel service for children and young People - 'Happy 'n' Healthy', and finalisation of a pilot of a community-led childhood respiratory support service. An anticipated outcome of both of these services is an increase in parents' ability to maintain and participate in employment and training secondary to reduced childcare responsibilities. Unfortunately, there have been delays which have prevented the publication and dissemination of academic insight work into the experiences of parents and children who currently experience poverty in Sefton. This throws an important light on the many trade-offs between work, caring, benefits and health behaviours that families have to make, and the final report will be available for SES leads to study and learn from shortly. Looking ahead, the introduction of the socio-economic duty and shared learning events have presented the opportunity for possible joint working with Salford Council on suggested actions from the Childhood Poverty Strategy such as poverty-proofing checklist with broad applicability to a range of organisations and services. Planning is also underway for the next Child Poverty Conference Event on the theme of Places in January 2024, as well as microsite to host and share best practice and foster collaboration. Upcoming professional development opportunities will support new policy development for example on Health Impact Assessment.

Strategic Objective	SI digital	SES Lead	Andrea Watts
Report Date	Jul-Sep 2023	SES Project lead	Helen Spreadbury
Previous Status	Green	Overall Status	Green

	Key Performance Indicators	Target	Achieved	Status	Progress to date
1	Infrastructure			Green	Infrastructure board well underway overseeing a wide range of work and activities to completion
2	Training & Skills			Green	This board has now closed as it has delivered the aims within the Digital strategy published in 2021
3	Digital Inclusion			Green	Digital inclusion strategy published; programme of meetings and activity in place and underway
4	Business Forum			Green	Sefton Huddle continues to meet 3 times per year in various locations across the Borough (Feb, June and Nov). Next meeting will be held on 22nd February at The Atkinson with a talk and Q&A on the new Southport Enterprise Arcade initiative
5	New Ways of working			Green	DW platform built in the cloud and deployment commenced across Children's Services and Adults Social Care lead review and refresh of infrastructure in place to support this project now completed Cloud migration project completed, and project closed
6	Technology enabled care			Green	Wide range of activity underway including TECS E-learning module roll out; Care Home Improvement grants & various initiatives supported
7	Customer			Green	Website redesign and upgrade completed, further work in progress to upgrade the software to the latest version, web board now in place to oversee developments Legacy front office system decommissioned and the new Customer Experience platform implemented including self service forms. Work ongoing to build new forms and business processes within this software to replace the legacy e-forms solution.
8	Smart Cities			Amber	Sefton bid successful to test out the Cyber guidance for Smart Cities with the DSITHC, project now completed. Cybersecurity 101 presentation to H&PP SMT positively received, presentation to Digital Infrastructure Board on 24/01/24
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Commentary

Sefton's Digital strategy work is now complete with boards and sub-groups having delivered a raft of activity and projects -A similar dashboard for Sefton's digital strategy has been updated and reported. Key highlights include:

- An Infrastructure board was established, with membership of key officers across the authority including ITS (providers of backhaul network) regularly providing updates to board and subgroups set up to explore opportunities across the growth agenda; this board also received regular presentations from LCR
- Training & skills has been a key feature of the digital strategy and is fully aligned with the council's economic objectives; InvestSefton and Sefton@work continue to promote business & employment opportunities and the council; Evaluation of IDEA training tool completed and now available to all staff with comms underway
- Digital Inclusion strategy completed and published and the action plan developed to track strategy implementation; Digital Inclusion Task Force established; programme of meetings in place; A refresh of devices and software within libraries completed

Significant work completed in libraries including a tablet loan scheme and the provision of digital meeting rooms and digital newspapers; Digital Participation Survey due to launch first quarter of 2024

- InvestSefton hosted two cyber security workshops in September with the NW Cyber Resilience Centre (CRC). Over 30 businesses attended each workshop, and feedback was positive. An estimated 60 Sefton businesses (waiting to be confirmed) went on to sign up for the Merseyside Cyber Resilience programme. The CRC have committed to attend other events being held by InvestSefton throughout 2024, including Huddle meetings as the DCT sector is a good conduit to other businesses who need support in this area.
- Mini digital survey undertaken with businesses who attended the workshops. 23 responses received in relation to 9 common business software packages, and their training/skills needs. Some key findings were: 65% use business planning tools and 47% require training; 61% use financial management tools, 43% require training; 70% use IT and digital marketing tools, 81% requiring training
- Windows 10 upgrades completed and ongoing maintenance schedule in place; Deployment of cloud telephony completed, and project closed; ICT Client represented and involved with ICB digital forums, Sefton group now established to move this forward; M365 upgrade complete and monthly updates automated; RPA approach agreed, recruitment underway however no candidates found from first advert, on hold due to recruitment freeze; Amber risk for New Ways of working due to lack information regarding regional ICS strategy for digital and associated funding , however strategic group now in place to work up the detail for Sefton
- TECS e-learning module - Development of CSC version of the TEC e-learning during Sept to go live to CSC staff teams from Nov 23. As at end Aug 98 staff have completed ASC TEC elearning training; Capital Programme Shared Care Settings Improvement Grants – R4 of this Grants Programme launched on 08/01/24 ; CiC Care Builder Pilot – slippage due to connectivity in each property but expected to go live Feb 2024; Vitalerter Remote monitoring pilot – launched end Sept 24.

Digital Transformation Funding Programme – Yr 1 targets met and Y2 underway; TECS web page development - ongoing in line with whole overhaul of Sefton Council website; Telecare service will switch over to ELMS system by end Jan 24. – all data and equipment required for switch has been completed/ordered; Automated telephony pilot proposal is with procurement for progression - will be progressed end Feb 24;TEC information and Guidance currently being reviewed and updated for staff and general public.

- All 28 legacy processes have been transferred from FrontOffice to CXP and are fully live; The legacy FrontOffice application has now been decommissioned; New CXP developments are in scoping/early development including Data Breach Notification and ECF forms

Website: Umbraco upgrade (to v10) is now in UAT with projected go-live of end of February 2024; Scoping and development of phase 1 of Active Sefton standalone site in progress, comms team leading with Service; Web project board reviewing new requests for web design and web development

- Discovery session completed with Intel; Review of current activity in Sefton underway; Report to ELT - agreed next steps in the development and delivery of workstream; Discussion at Digital Infrastructure Board re: potential exploitation of LCR Connect/working with LCR re the implementation of a toolkit for the deployment of commercial KIT on council assets to support 5G