



Sefton Strategic Recovery Plan-Economy

November 2020

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Foreword

This document is the first step of our economic recovery plan for the Borough of Sefton, its purpose is to provide leadership and highlight opportunity, and to Corral our many stakeholders into collective and collaborative action locally. This comes only months after approving the Sefton Economic Strategy Action Plan which followed lengthy consultation. Our plan before COVID-19 was to develop and build on a range of exciting projects to tackle head-on long-standing economic issues that have held back growth in in our communities, town centres and business sectors. These issues mean that the pandemic's impact is even more keenly felt in the borough and we have had to revisit and rethink our plans to grow our economy.

It is our belief that the opportunities discussed in the Sefton Economic Strategy Plan (December 2019) still exist and our vision for 'economic growth that works for all Sefton residents' still remains valid, particularly around our three key themes that link the economic and inclusive growth challenges for the borough- Places, Productivity and People. Key to this moving forward is to also ensure that addressing health, inequality and climate emergency continues to underpin our work as we begin the recovery process.

This plan is also intended to help join up and help steer the work of our partners and stakeholders as we begin to re-build our economy. Sefton's economic growth ambitions will not happen in isolation and we will continue to work closely with our Liverpool City Region neighbours, the Combined Authority, Growth Platform/Local Enterprise Partnership and other partners to help nurture growth and new investment in what continue to be challenging

times for our residents, communities and businesses. We will also use it to demonstrate to Government the scale of the task and the evidence of tangible projects and programmes which can make a very real difference at the local level to our communities.

This work is already aligned with the Liverpool City Region's Economic Recovery Plan-Building Back Better but much more is needed for Sefton. This is why we are aligning this plan with Sefton's existing Growth Programme and focus on capital investment and asks for support in town centres, and Strategically Important Business and visitor destination Locations.

Sefton's Recovery plan retains its focus on the Core Purpose of the Council as place-leaders, facilitators and deliverers .Future recovery will be focussed on key themes, these need to be Big, Brave and Local to ensure that we leave no stone unturned in our plans to secure new funding and investment to deliver the first raft of projects set out in this Plan. Like the Sefton Economic Strategy, the intention is to make this Recovery Plan a working document and we will be reviewing its progress and performance at key stages, enabling us to share its findings and update on progress.



The key message underpinning our Recovery Plan is one of aspiration and building confidence in our communities, residents and businesses. We would be delighted to hear from you if you have any comments on our projects and activities. For further information please contact Stuart Barnes (Head of Economic Growth & Housing) at stuart.barnes@sefton.gov.uk

Councillor Ian Maher - Leader of Sefton Council

Sefton: Recovery Rethought

Sefton is an attractive borough to live, work and visit. Partly because of this there is a significant focus on sectors involved in culture, leisure, lifestyle and meeting the needs of residents, and visitors which has left it particularly exposed to the COVID 19 pandemic, with nearly 24,000 people's jobs at risk in the associated sectors. Compared with other Liverpool City Region Authorities the risks to employment are higher, spatially focussed and immediate. This means that the impacts are felt most profoundly by

- Town centres and other key leisure/retail areas
- Younger people (as a higher proportion are employed in hospitality & leisure)
- Lower skilled and lower paid (because of the employment opportunities in the industries affected)
- Female members of the workforce

Sefton is not unusual in recording the highest levels of employment in retail, health, education and food & beverage service. This is common with most Local Authority areas –but the scale of the employment that these sectors employ is relevant and generally over-looked in most economic analysis.

As a result, the impact of Covid-19 has been significant and could be devastating for Sefton. Southport alone, as the major destination in the Borough, has the potential to suffer a £300 million economic impact, putting over 3,000 visitor economy related jobs in the sector at risk. As a service led sector, the majority of visitor economy businesses are reliant on volume and visitor spend to survive. While many have temporarily

closed or generated revenues through alternative streams such as online sales and virtual experiences since March, ongoing restrictions to demand (driven by both consumer preference and physical distancing) will be the main determinant of success or failure, whilst all major conferences and events have been cancelled for 2020. The highly seasonal nature of demand in Southport means that it is particularly vulnerable as the Visitor Economy will be slow to recover and long-term support will be required to aid a full recovery into 2021. We are greatly concerned about a “year of three winters”.

In addition to the problems that all retail and leisure destinations are facing, Bootle town centre is also being impacted by the relocation of HMRC, which will see c2,500 jobs lost to the town centre and close to 340,000 sq ft of floorspace being vacated in 2021. As Government considers departmental relocations it is vital that Bootle is considered as a priority opportunity.



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Across Sefton 4,000 people are employed in residential care facilities – twice the national average for comparably sized areas. First and foremost, this sector is critical to the very fabric of society and performs a vital role in providing care for some of society’s most vulnerable but the economic impact on this sector as result of COVID 19 cannot be ignored.

The initial and most concerning economic impact of Covid-19 is not related to ‘GVA’, it is the human cost of mass redundancies and the ensuing problems of unemployment.

The impact on employment - May 2020

- The JSA claimant count is now 52.0% higher than it was 12 months ago
- From March to May 2020 Sefton saw a 92.5% in its claimant rate – the highest increase in Liverpool City Region (LCR)
- At 12.2% it is disproportionately affecting 18-24-year olds in Sefton when compared with LCR (10.6%)
- Over 27,700 employees have been furloughed, nearly 22% of the borough’s workforce

Without significant intervention Sefton risks an explosion in worklessness and a potential mismatch between any new jobs created and the skillsets of those affected by a fundamental shift in the economy.

In addition, Sefton ‘exports’ a lot of its talent, with a net outflow of 18,686 workers in to jobs outside the borough. This includes close to 45% of those in the more highly paid jobs (Managers, Directors and Senior Officials and Professional Occupations). Sefton has also seen outward migration of its youngest and best educated residents, with the retention of these being a key factor in recovery. Having a workforce with the right skills aligned with the ‘new economy’ is vital.

Prior to Covid-19, some of Sefton’s communities were already disadvantaged in terms of skills and earnings potential. Wider issues within the community such as the prevalence of chronic ill-health have affected our potential workforce for decades, impacting upon business growth and inward investment. For many of these residents, some of whom are long-term economically inactive, attempts to re-engage into the employment market in the current crisis will prove even more problematic as competition for fewer jobs alongside others who have more marketable skills and recent work history intensifies.



A Borough for Everyone

Sefton has recently finalised its 'Sefton Economic Strategy Action Plan' and an Inward Investment Plan, to prioritise the sectoral strengths and growth areas within the borough and consider how it can benefit from its position within the wider City Region. It has a defined Growth Programme for investment focussed on its assets, with a range of projects that can deliver significant economic benefits and a broadening programme of engaged investment with the private sector.

This strategy work provides a clear focus on Sefton's areas of opportunity and build on its position as a great place to live, to relax and enjoy time to increasingly become a great place to invest, locate your business and work.

Sefton has a defined Growth Programme for investment focussed on its assets, and a broadening programme of engaged investment with the private sector. The Growth Programme alone could deliver investment over £165m, supporting construction and permanent job creation as well as wider environmental, economic and social benefits through social value capture and community wealth benefits.

The Council's Growth Programme aims to prioritise delivery on key growth projects particularly those which can assist economic recovery and optimise use of public assets to help deliver benefits to the local community both in its town centres, coastal gateways and key employment sites. It will look to maximise access to key public and private sector partners to support and assist in this delivery.

Sefton's response has been to focus on the immediate issues affecting its economy, directing resources to mitigate the initial impacts of public health measures by:

- Engaging with business to identify the issues affecting them
- Delivering Government funded business grants programmes (£47m to over 4,000 businesses)
- Implement town centre Re-Opening High Street Safely Plans
- Employment and Training support for Sefton residents
- Devising a range of community learning responses to meet the needs of furloughed employees
- Planning for longer term recovery, building on the council's Growth Programme and Sefton Economic Strategy.



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Whilst we are still managing the response to Covid-19, focus is now turning to recovery as well, and how the economy in Sefton can be rebooted and rethought. We face the perils of one of the deepest recessions in history, the potential for a hard Brexit following this in January 2021 and fundamental changes to the local, national and global economy much of which is not yet apparent. Sefton's priority remains its people, ensuring that they have the opportunity for employment that allows them to live healthy and fulfilled lives.

Liverpool City Region still aspires to be **a globally competitive, environmentally responsible and socially inclusive economy**. Sefton must think and act locally, whilst at the same time look beyond its boundaries to find its place in the world. It's fit with Liverpool City Region and the success of its wider recovery plan will have a key role in shaping Sefton's future. Local needs require local delivery, big problems require big ideas and partnerships. Sefton will need to work with others across the public and private sectors to bring in the funding and investment required to bring about real recovery and real change.

The Recovery plan retains a focus on the Core Purpose of the Council – *As place-leaders we will facilitate and enable happy, safe and resilient communities* and contributes greatly to the Strategic Outcome – *Sefton People will contribute to and benefit from, economic growth*. To achieve this, we support the need to drive longer term productivity growth, creating a culture of innovation and application of technology, regardless of sector

Future recovery will be focussed on key themes, these need to be Big, Brave and Local (see next page):

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Big Ideas, Delivered Locally	No One Left Behind	Re-Visit	Live Life Well in Sefton	Connecting it Up
Revitalised and Vibrant town centres, Place Leadership, Promotion and Stakeholder Partnerships. Focus for investment, attractive to businesses and visitors, drivers of growth	Transitional Training for New Careers. Support people back in to employment and to upskill where automation is impacting on employment.	Specialist and focussed support for VE Businesses. Building resilience, encouraging and enabling digitisation (e.g. e-commerce)	Improve Health and Well Being for All.	Digital Infrastructure and Access – Capitalise on unique digital connectivity, building local and regional network and support businesses and residents to utilise their capacity
Thriving Independent Businesses, ensuring identity of place and uniqueness is maintained. Rooting businesses in their communities.	Collaboration with Business for Training and Careers Pathways	Programme of Events, Activities and Cultural Adventures	Live Life Outdoors, healthy transport options for both leisure and utility purposes and improved access to open spaces, countryside and Coast, working and living opportunities providing a more sustainable commute	Cycle Ways – enhanced cycle network of high-quality cycle routes connecting people with employment sites, local centres and opportunities for leisure and recreation.
Creativity and Innovation in Everything, Digitally Enabled and Driven by Technology.	Digital Skills for All – ensuring Sefton residents have the skills to lead prosperous lives and achieve aspirations. Supporting the creation of a talent pipeline for high value/high productivity business	Develop and generate new investment in attractions, leisure facilities and accommodation	New and Improved Homes: Housing Retrofit, town centre living and Homes for Young People	Transport connectivity – Better connections by all transport modes to the City Region and beyond, improving public transport connections and improving access to wider markets for employers/ employees and visitors
Economic Growth Embedded in Communities, supporting CVS, and focussing benefit and value in the locations where businesses are based	Stimulus Package for New Jobs and Apprenticeships	Build the conference and exhibition market to increase business visits, expanding midweek visitor numbers and supporting the growth of key sectors.	Vital and Vibrant town centres, culturally rich and diverse, focus for communities, creative and social enrichment.	Low emission transport strategy – Reduce air pollution and carbon from the transport system through support for active travel, public transport and low emission vehicles
Build a More Resilient Business and Enterprise Ecosystem	Education, Training, Information and Guidance for Young People	Extend the Visitor Season and Re-engage Communities	Community asset development and ownership to drive social value.	Build an electric vehicle charging network, use pub car parks and explore a residential network

A Borough for Everyone

Aligning with the Growth Programme and the recovery themes, Sefton will focus capital investment and asks for support in town centres, strategically Important Business and visitor destination Locations.

Southport is currently bidding for Town Deal funding, and there is a unique opportunity to align this with other LCR and government initiatives supporting a reborn and strengthened Visitor Economy whilst also diversifying the economic base to build economic resilience through a focus on digital and technology driven business growth and investment to capitalise on the towns unique global digital connectivity. A new development to create a Digital and Creative Hub by Baltic Creative is an immediate priority. We envisage that a successful bid of up to £50m would be the catalyst for more than £200m of investment in the town.

Initially Southport needs an extension and expansion of Government initiatives to increase business survival rates through extended restrictions on the tourism sector. As we move in to 2021, we will be targeting:

- Support for the development and implementation of major destination events
- Dedicated destination marketing funding to attract regional and national markets over the medium term
- Support for business tourism including new subvention model to attract regional and national conferences
- Major redevelopment of the Southport Theatre & Convention Centre
- Development of Southport Waterfront to include all weather attractions to reduce seasonality

- The repurposing of Southport Market into a food and drink destination
- Investment support for the development of Southport Business Park to help to diversify the town's economy and make it more robust

Formby will build on its location as a great place to live by diversifying its housing offer, adding an increasing dynamic to providing opportunities to start and grow business with the provision of Creative/Innovation Space and the development of a new Business Park to the north of the exiting industrial estate. Already home to one of the fastest growing tech businesses in the city region this is a unique opportunity to harness the talent and entrepreneurial atmosphere of the town.

Crosby improvements will be made to town centre access and transport, with new developments including a new Library (also including Community Health and Wellbeing Hub), residential development, innovation and co-working space and a focus on Digital and Tech business, and new leisure and infrastructure investment supporting the coastal gateway.



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Maghull's world class assets in Mental Health will see the development of a Mental Health Innovation Campus acting as a centre of excellence with key health partners. It's superb connectivity will also see the development of new residential and employment areas on land to the East of the town. Alongside the existing facilities, this proposition is already under way and builds on the commitment to investment within the wider site by MerseyCare in the form of the medium secure facility recently completed, and the planning permission granted for a low secure unit. Infrastructure in the form of a new station and M58 junction will support this alongside the significant expansion of residential and commercial developments.

Bootle – Sefton Council's acquisition of The Strand shopping centre means that it is uniquely placed to bring about comprehensive regeneration of the town. The council will acquire and assemble sites to help deliver the restructuring, rebranding reinventing and repurposing of Bootle town

centre including the wider office accommodation and government hub, residential development and educational campus. The Council will seek to work with key Bootle town centre stakeholders to help develop and deliver a revitalised and reinvigorated town centre which meets the needs of those working and living in the area. It will explore innovative approaches to develop new and meaningful uses to aid its transition and also opportunities to build on key sector strengths and opportunities identified within the economic strategy and recovery plans.

Sefton's Coast is a unique placed to live life outside for LCR residents, promoting healthy lifestyles. Sefton Council will continue to manage and improve the environment. Sefton Council has brought forward an innovative scheme for a hospitality Joint Venture Company, to develop a financially viable and sustainable offer whilst ensuring the provision of high-quality visitor amenities at key locations across the borough. The



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first scheme is the launch of a new restaurant, wedding and events venue and bistro hotel at the Lakeside in Crosby Coastal Park, which is a key coastal gateway for visitors to the borough heading for Crosby beach and the Anthony Gormley permanent beach located statue exhibit, 'Another Place'.

The Port of Liverpool – There is a need to address the social and environmental impacts, as well as the economic opportunities, that derive from the anticipated growth in traffic coming through the Port of Liverpool. These impacts would be exacerbated by the prospect of Freeport status given the ongoing consultation process. We believe that there are significant opportunities to explore innovative solutions and technologies that will not only support the growth in clean traffic through the port but will also alleviate the current and future effects of port traffic on the region and its residents. Sefton Council has worked with partners to progress evaluation of some of these concepts and is enthused by the opportunity to garner support with further project development.

Santander – Build on the significant Investment committed by Santander in developing their Operation Hub in Bootle. Support reskilling of existing employees and building a talent pipeline from within local communities to meet the long -term needs of the business. Explore with Santander and partners the scope to develop out the second phase of the scheme, considering the focus on FinTech and other digital business, providing everything from accelerator and incubation space to move on space, through to the creation of a University partnered Fintech campus, accommodation and leisure uses

Sefton's recovery will be **Digitally Enabled**, and we support the development of the L51 Datacentre scheme on Bridle Road, leveraging this investment to attract and grow tech and data intensive business to the area. This could build in to Sefton's digital infrastructure, rolling out hyper speed connectivity utilising the borough's unique global digital technology. Develop local digital hubs and access points, including an investment by Baltic Creative in Southport, to provide widespread community access. Put digital, the application of technology and creativity at the centre of our business ecosystem.

The development and opportunity to develop a digital corridor through Sefton facilitated and heightened by extracting benefits from the multiple landing of trans-Atlantic cables on the Sefton Coast. The natural route and associated footprint and infrastructure offer prospects for enhanced and future proofed digital connectivity. The route taken from the north of Sefton naturally through to Liverpool and beyond facilitates drop off points for digital hubs and centres. From these digital incubation and growth can be supported building on capacity that meets all requirements. Ability to influence the route enhances the offering picking up public sector



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buildings and known planned commercial opportunities. Sefton can be the best of digital communities.

The needs and demands of “Digital are captured within Sefton’s Digital Strategy which has been developed in the context of our partnership 2030 vision of Sefton as a borough connected by people, supported by technology and the Council’s Core Purpose. Working with our partners the Council will develop approaches that will see our communities and businesses benefit from new digital technologies that keep people informed and connected.

This Plan outlines our vision to become a place connected by people, supported by technology, with connected communities that thrive; with support for local people and businesses that are empowered to take advantage of the opportunities afforded by digital technology.

Education, Training and People will drive growth and ensure prosperity for the borough. Sefton Council will work collaboratively with communities, businesses, educators and training providers to ensure that it grows its workforce with the right skills, from those furthest away from the labour market to those most recently displaced and providing choice for those we need to retain.

Drive and promote Social Value through procurement, both as a Council and through shared values with our partners and investors. Provide and encourage the use of a toolkit to help private business ensure long term prosperity for their communities.

Supporting and Enabling Business Start-Up and Growth through delivery

of the Local Growth Hub/Business Growth Programme - Repurposed Government and European funded business support designed to help people and businesses through dedicated, easily accessible advice and guidance. This builds on already impressive business engagement activity and includes business sustainability, accessing Covid19 Government support and help for those seeking to start or grow their business. Focused activity on emerging areas of need and transition to higher value economy.

Attracting and supporting new inward investment through delivery of both Liverpool City Region and Sefton based activities including targeting businesses in high productive sectors. This follows the completion of Sefton’s Inward Investment strategy in November 2019, which still remains valid providing a refreshed approach to place marketing and investment. This work will build on the sector strengths of the borough (Maritime; Visitor economy; Health & life sciences; Digital; Financial, business and professional services) and build on impressive work already started on a range on investment projects across Sefton. Work will also focus on targeting Sefton’s larger companies and employers including and high growth businesses in conjunction with the LCR Growth Platform

Ways to Work Employment Programme – Essential support to continue and expand the high performing Ways to Work employment support programme within Sefton. This is currently funded through European Social Fund but is also a key ask within the LCR People Focused Recovery Plan. Moving forward, the offer will be expanded to include resource for redundancy support and to continue with Sefton’s successful Wage subsidy approach with employers, stimulating the creation of

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jobs with training for residents aged over 16, particularly those facing complex barriers. This will build on the well -connected and established employment intermediary offer in Sefton that can work with investors to help them negotiate the local labour market and offer a wide range of free services for recruiting and selecting the staff they need. The project can assist incoming investors to negotiate the local provider system to help them get the training they need when they need it. Where there are financial incentives for local recruitment, we can align investors with these and by doing so can improve their competitiveness and productivity.

Homes fit for Living Sefton Council has reviewed its housing pipeline to consider sites that could be delivered in a relatively short time period. Seven initial priority sites have been identified, that could deliver a total of circa 760 new homes and would require public funding support of £19.5m. Sefton Council will seek to drive population growth in town centres. For example, there is opportunity



to pursue mixed use developments, and explore redevelopment options for the canal frontage adjacent to Bootle Strand which has potential for significant residential as part of a mixed-use scheme. A similar approach could be considered at various sites or buildings which form part of the Town Deal project in Southport town centre.

Sandway Homes was established as a wholly owned housing development company to accelerate the delivery of high -quality mixed tenure housing on land owned by the council across the borough. The company will ensure that the right kind of housing is developed as quickly as possible

where it is needed. These new homes will have exemplar design standards and include affordable rent and shared ownership properties to meet the needs of its population and in particular to provide housing for younger people who may otherwise leave the borough. The first Phase of development, to deliver 148 houses on 3 council owned sites is due to start on site in August this year. The objective is for the company to deliver more than 500 new quality homes by 2024, making a significant contribution to the wider Sefton Vision target of delivering 11,000 new homes between 2017 and 2030. And this will complement the wider private sector housing offer and any opportunities for further public sector/council housing.

A Housing Retrofit development programme will address improving existing housing which have poor energy performance in the most deprived and hard to reach areas of the borough, delivering cost effective and energy efficient housing, helping to transform deprived neighbourhoods, and improving livelihoods of residents. In Bootle in particular we have high concentrations of pre-1919 terraced housing, with a high level of community deprivation. High proportions of the housing stock is owned by social landlords and private landlords. A retrofit programme in this area could support the Councils Housing Selective Licensing scheme.

First Steps on the Journey

Sefton Council continues to develop its recovery plan, working closely with its communities, businesses and investors; this will be ongoing as the full ramifications of the Covid-19 Pandemic and its economic and social issues become clearer. The bedrock for this work will continue to be Sefton's Economic Strategy Action Plan and Growth and Strategic Investment Programme, linked back to the Local Industrial Strategy and national Industrial Strategy.

Sefton's immediate priorities for projects deliverable in the short term (start on site 0-12 months) that will contribute directly to the economic recovery of the borough and the longer-term strategic priorities set out in the documents above are shown in the table overleaf.

Sefton will continue to work up both capital and revenue projects as part of its ongoing plans for recovery. These will form part of a wider 'Blue Print for Recovery' from embryonic ideas through to fully cased 'shovel ready' projects.

Sefton will continue to engage with partners and the Liverpool City Region Combined Authority to deliver its Economic Recovery Plan and key projects.

Some of our more developed projects are shown on pages 14-16.

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Project	Description	Investment Value
Southport Theatre and Convention Centre	A new, first-class centre replacing the existing buildings and delivering a complementary asset to the City Region's, and the town's, cultural and conferencing offers. This will support year-round visitor numbers to Southport, adding in excess of £20m per annum to the local economy, and provide a catalyst for the transformation of the waterfront area of the town. Timescales are vital on this project given the centre's importance to the town's economy, so design work is ongoing for this important project, aiming to be ready to start on site in 2021.	£75m
Southport Visitor Attractions	Southport Waterfront area overlooking the Marine Lake and extending along Southport's Promenade is a key leisure and visitor attraction for Southport town centre. It includes a number of key seaside town attractions and functions including leisure, commercial and recreational facilities alongside significant areas of high quality public open space and recreational areas. These include Southport Pier, Marine Lake water sport activities, Southport Pier, hotel and conference facilities and Pleasureland theme park. Southport waterfront is the central and key attraction for visitors people visiting Southport town centre and further development and investment in this area is proposed to support recovery and grow Southport's visitor economy and tourism strategy. Development of an all year round visitor/tourism attraction involving a significant leisure theme park investment at Pleasureland plus a leisure sector and visitor economy sector training academy is being explored and pre-development work is underway in partnership with LCR Combined Authority.	£40m++
Southport Market	Southport Market is located within the town centre on King Street, this project has been identified following a comprehensive review of the current Southport Market operation. The project will deliver a revitalised market hall with a shift in focus to more food and drink while still retaining a flexible space to hold markets and other temporary events to meet the changing consumer demands building on and maximising the value of the previous investment in 2012. The project should then enable further development within an enhanced Market Quarter that will attract creative and culture industries. This project will be on site in 2020 with completion early 2021	£1.4m
The Strand Shopping Centre/Bootle town centre Regeneration	Progressing Sefton Council's long-term plans for the repurposing and regeneration of the Strand Shopping Centre forms a key component of the Bootle town centre regeneration strategy. Following completion of the first phase of site assembly and acquisition of land adjacent to the canal, the Council is progressing proposals for exploring interim, 'meanwhile' uses and soft market testing to inform a phased repurposing programme. This seeks to transform the entire centre and integrate it better into the surrounding community to ensure its longer-term economic, social and environmental sustainability. Proposals to open up the canal waterfront, improving the quality of public open space, introducing new uses and facilities including new food and drink as well as leisure opportunities are being explored. The redevelopment of this critical community asset will be the catalyst for the transformation of Bootle town centre by introducing new uses, facilities and services with a vibrancy that supports residents and businesses in the area.	£40m+

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Project	Description	Investment Value
Crosby Village Centre, Renew, Revitalise.	Implement Crosby Investment Strategy, to provide a New Library as a key anchor for an innovative facility, which will also provide GP/Community Health services and residential accommodation. The proposals will deliver a new statement building combining complementary uses. Modifications to the local road network and two of the Council owned car parks. Highway improvements will include improved pedestrian crossing facilities that will serve the new development site. The existing car parks will be modified to improve capacity, pedestrian accessibility and facilities for cyclists, electric vehicles and disabled users.	c. £16m
L51 Data Centre	The L51 Campus is part of the regeneration of a former HSBC data centre site Netherton. The campus regeneration is made up of a number of buildings that will deliver 100,000 sq ft of new datacentres, 50,000 sq ft of refurbished office/innovation and industrial space targeting robotics and high-tech manufacturing uses. Enabling investment to support technology led business and innovation, aligned with and a key component of Liverpool City Region investment in its digital infrastructure, connected to the regional, national and international fibre network. It will directly attract inward investment from international technology businesses. This is a key demand driver for LCRCA's digital infrastructure enablement proposals. There is further opportunity for ongoing business growth focussed on 'tech' linked to the innovation space as part of a longer-term project. The investment will catalyse ongoing investment in the area, including a potential digital cluster with Santander.	£70m
Southport Town Deal	In October 2020 Sefton Council, in conjunction with Southport Town Deal Board, will submit a £50m bid as part of the Governments £3.6bn Towns Deal Fund. Since November 2019 conversations have taken place with local residents and businesses to discuss how that money might be spent if the bid is successful. This feedback has helped to shape a number of 'Big Ideas' that will feed into the Southport Town Investment Plan. These Big Ideas, themed on 'made to live well' aim to encourage more people to visit and stay in Southport, provide better opportunities for local businesses to grow, and ensure residents have every opportunity to make the best of Southport. The intention is to use this funding as a platform to bring about long term and significant change in the town, leveraging further significant amounts in public and private sector investment.	£50m

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Project	Description	Investment Value
A59 Northway junction improvements	Series of junction improvements on the LCR Key Route Network (KRN) along the A59 Northway to improve capacity, accessibility and safety, reduce congestion and provide facilities for pedestrians and cyclists	£5.7m
Formby Bypass/Altcar Road junction - Phase 2	Traffic signal upgrade - to provide accessibility and safety improvements, particularly for pedestrians and cyclists	£0.223m
Scarisbrick Avenue improvements	Replacement of the pavements along Scarisbrick Avenue to provide a new high, quality surface as part of the Townscape Heritage Initiative (THI) project to improve the frontages and street environment	£0.95m
Marine Drive major maintenance scheme	Due to the differential settlement that it has experienced, Marine Drive is in a poor condition and will continue to deteriorate. Investment is needed to repair and re-profile the route. This scheme will re-profile the road surface over a length of 1.3 km, and resurface the carriageway and footway to improve conditions for pedestrians and cyclists and provide resilience for the future	£1.2m

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