

Report from the consultation about the Draft Sefton Economic Strategy 2022 – 2023

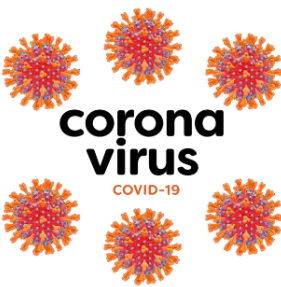


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Why was there a consultation about the Sefton Economic Strategy?



An Economic Strategy is a plan that looks at the business and employment need of an area. It sets out what the Council will do to meet these needs.



Sefton Council has a Sefton Economic Strategy but work on this changed because of the COVID-19 pandemic.

Now that we are recovering from the pandemic, we needed to look again at the Economic Plan for Sefton to make sure:

- The information was correct and important for Sefton.
- Whether the four themes are the correct themes.



IMPORTANT FACTS

We collected lots of information to help develop the plan called **Important Facts**, like:

- How many people are in work?
- How many people do not work?
- How many people work as managers?
- How many people have an NVQ4 qualification or above?
- How much people get paid a week?
- How many people are on benefits?



We thought that the four main themes for the Sefton Economic Strategy were:



- **Employment** and opportunities for work
- **Business Growth** and Investment
- **Social inclusion** and access for all - where individuals and groups can take part in the area where they live.
- **Regenerated places** - to improve the places where people live.



We wanted to know what people thought about the four main themes and to get feedback on any other ideas they might have for themes.

When did the consultation happen?



The consultation started on the 20th July 2022 and ended on the 17th August 2022.

How people shared their ideas:



- We had both paper and electronic questionnaires, including an easy read version
- People were able to fill them in themselves or get help to fill it in
- There were events for people to tell us what they think both in person and virtually





- People could email or write to tell us their feedback
- The questionnaire was also sent to 2,600 Sefton businesses and put on the website.

What we are doing with what you tell us

We have put all the things people have told us into this report and will help tell us how to plan services in the future.



This report will show you how many people answered questions.

It will also include some of the comments people made when answering the questionnaire and the feedback from the consultation events.



Not all the comments will be in this report.

Lots of people said the same things.

Others will be unique ideas and suggestions.

All the comments are available for you to see if you would like.

This information will help the Council to see if the ideas it had are correct and if there is anything that they may have missed.



This report has brought together information from the different ways people shared their ideas with us.

In total there were 192 responses to the questionnaire. Not everyone may have completed all the questions.

The number in the boxes below tells us how many people responded to each question.

1. Those who filled in the questionnaire were:



53	A local business in Sefton
3	A developer or investor in Sefton
11	An organisation
116	A member of the public who lives in Sefton
3	A member of the public who does not live in Sefton, but visits the borough
10	Other

2. We asked - On a scale of 1-5, with 1 being low and 5 being high, please tell us how important you feel the following themes identified for the Sefton Economic Strategy are?

How important? Low High

	Key issue	1	2	3	4	5
	Employment and opportunities for work	0	5	15	40	130
	Business growth and investment	3	3	20	40	125
	Social inclusion and access for all	9	15	22	44	130
	Regenerated places	5	9	25	50	101

3. We asked for any comments you on the proposed four themes and the important facts.



There were 80 comments. Some of the things people said are:

Helping businesses to grow is the starting point for success and more support for smaller businesses.

Helping businesses to maintain and grow their businesses over a longer period.

Lack of affordable office space and land.

More opportunities for training and reskilling people.

Advice and guidance for younger and older people.



For town centres to be more attractive, green, and accessible for people to live, visit and work.

Some residents felt Transport needs to be more flexible and better to meet the needs of the changing population; but we also need to understand more about how people with mobility issues access public transport or amenities as they are unable to walk or cycle due to limited health.

Feedback from focus groups included disability access be given more consideration when developing new premises as the needs of disabled people are often overlooked.



Concern about how Sefton will adapt and manage the impacts of a population that is getting older.




Businesses at our Economic Forum told us they would like more support on digital inclusion to help them grow and increase their productivity.

Key Issues – Employment and opportunities for work

4. We asked - On a scale of 1-5, with 1 being low and 5 being high, please tell us how important these key issues are for Sefton.

How important? Low High

	Key issue	1	2	3	4	5
	Provide advice and support for people who are not in work and who need help to get long-term work.	7	14	22	54	94
	Deliver a range of development pathways to better connect Sefton's young people with local employment opportunities and make a successful change to working as an adult.	5	5	19	44	118



 <p>jobcentreplus Work Coach</p>	<p>Provide support for people with disabilities or poor health to reach their full potential in learning and work.</p>	4	11	30	50	95
	<p>Develop new partnerships with employers to deliver better quality careers and improve opportunities for Sefton residents, prioritising the most vulnerable such as care leavers.</p>	4	12	26	54	95
 <p>Training Room</p>	<p>Deliver accessible learning for residents of all ages to gain the skills required by our employers and move into work or get better jobs with more pay</p>	5	11	25	53	97

Key Issues – Business growth and investment

5. We asked - On a scale of 1-5, with 1 being low and 5 being high, please tell us how important these key issues are for Sefton.

How important? Low High

	Key issue	1	2	3	4	5
	Support for people wanting to start their own business	3	7	41	57	83
	Provide more support for businesses of any size seeking to grow and create new jobs	4	5	20	60	102
	Develop land and business buildings to provide more jobs for people	12	18	48	46	66
	More support on keeping existing companies and helping them to grow in Sefton	3	8	18	59	103

	<p>Support for businesses based in Sefton's town centre's</p>	6	9	40	45	91
	<p>Tell people about Sefton to seek and attract more businesses to be based in Sefton</p>	7	7	29	52	95
	<p>Support Sefton businesses who want to get local opportunities from large public sector (for example, council, health, education) contracts</p>	7	11	23	58	92

Key Issues – Social inclusion and access for all

6. We asked - On a scale of 1-5, with 1 being low and 5 being high, please tell us how important these key issues are for Sefton.

How important? Low High

	Key issue	1	2	3	4	5
	Make sure the benefits of digital inclusion impact across all Sefton's communities and businesses	6	14	52	55	64
	Make sure equality and diversity is included in all our activities	15	18	34	47	75
	Supporting long-term improvements in health and wellbeing through both plans and delivery of economic development projects	7	12	34	42	95




Key Issues – Regenerated places




7. We asked - On a scale of 1-5, with 1 being low and 5 being high, please tell us how important these key issues are for Sefton?





How important?

Low

High

	Key issue	1	2	3	4	5
	Provide a mix of different housing types including housing that people can afford	8	9	28	41	104
	Carry out housing regeneration in less popular parts of the borough where our oldest houses are	8	14	31	52	83
	Providing town centres with a different range of services to support the business and residential communities around them. e.g., health & social care	6	16	38	44	86

	<p>Have good outdoor spaces in our town centres which support health and wellbeing for different age groups (Younger/Older People) and support different needs.</p>	10	10	23	53	92
	<p>Encourage people to live in town centres to help create different communities and support the local area to manage and recover from any economic challenges</p>	11	18	61	46	55
	<p>Using vacant shops and offices for other allowable uses</p>	4	9	24	49	103

	<p>Moving away from car travel and encouraging active travel throughout the borough (for example, cycling and walking)</p>	33	23	37	43	54
	<p>Developing a shared vision to tackle climate change for all who work and live in Sefton, including our most vulnerable residents</p>	26	18	42	39	65
	<p>Encourage and celebrate local cultural, heritage and local identity</p>	12	17	42	52	67
	<p>Telling people about Sefton's excellent places visitors can visit in Sefton and the great attractions and events that can improve to the</p>	10	12	31	46	91

	Borough's economy and make it a great place to work, live and do business					
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8. We asked if there were any other key issues that could be an area of focus for Sefton?

There were 87 comments. Some of the things people said were:

“Keep climate change objectives at the heart of everything in this plan” (business)

“Leisure and business opportunities should support the climate change initiative and environmental damage should not be caused by removing green space to replace with plastic and concrete” (business)

“Parks - not many councils have so many decent, large public parks as Sefton does.

So underused and wasted. I think there is a general feeling that some parks are no-go areas due to gangs of teenagers.” (resident)

“Business rates - small companies are now starting to have to find funds to pay back any loans borrowed during pandemic. Most firms sales are lower than previous years, and at the same time, unusually high cost increases (petrol, electric, gas, wages, National insurance payments, supplier costs, etc” (business)

“Construction-We need to get schools and universities to get courses organised around tool skills” (resident)





BUSINESS SUPPORT

We asked businesses and organisations to complete the following questions about business support.

9. Is there any other issue or support you feel Sefton Council can help your business/organisation with?



35	Yes
52	No
98	Does not apply to me

10. If businesses answered YES, they were asked to tell us about the support required.



10	Business planning
22	Growing your business
11	Sales and marketing
9	Starting a business
7	Product or service development
8	Market research
8	Accessing different businesses outside the UK



12

Improving access to local businesses and how they make and sell their products

18

Skills & recruitment



9

Energy management

6

Carbon reduction

Other support mentioned:

Other comments included support for:

- Energy costs
- Affordable premises
- Access to hot desk facilities
- Transport links

11. We asked - Number of people who work for you (If this applies to them)



Full-

27
responses

time
Part-time

25
responses

**12. We asked businesses about their business location?
(If this applies to them)**



Working from home

10

Commercial Premises

24

KEEPING INFORMED AND INVOLVED

13. We asked – do you want to be kept informed about the Sefton Economic Strategy?



Yes

96

No

92

14. We asked - Would you or your organisation like to contribute towards the development and delivery of the Sefton Economic Strategy?



Yes

50

No

131

Some Questions About You



We asked if people who completed the questionnaire to consider answering the equality monitoring questions below.

These questions are optional, and they did not have to answer them.

Filling in this form will help us make sure we are reaching everyone in Sefton.

Not everyone completed these questions.

17. How old are you?



Under 18	4	18 - 29	11
30 - 39	14	40 - 49	31
50 - 59	43	60 - 69	40
70 - 79	9	80 - 84	1
85+	0	Prefer not to say	4

18. Are you:



Male

81



Female

70



Prefer not to say

6

People are planning to, started to or have changed their sex are protected by the Equalities Law Act.

19. Are you planning to, started to or have changed your sex? This is called gender reassignment.



1

Yes

169

No



Prefer not to say

8

**20. If you answered Yes to question 19.
Do you currently live as the sex you were given when
you were born?**



15

Yes

3

No



Prefer not to say

12

**21. If you do not live as the sex you were given at birth,
are you?**



Transgender

1



Non-binary

0

I identify
differently

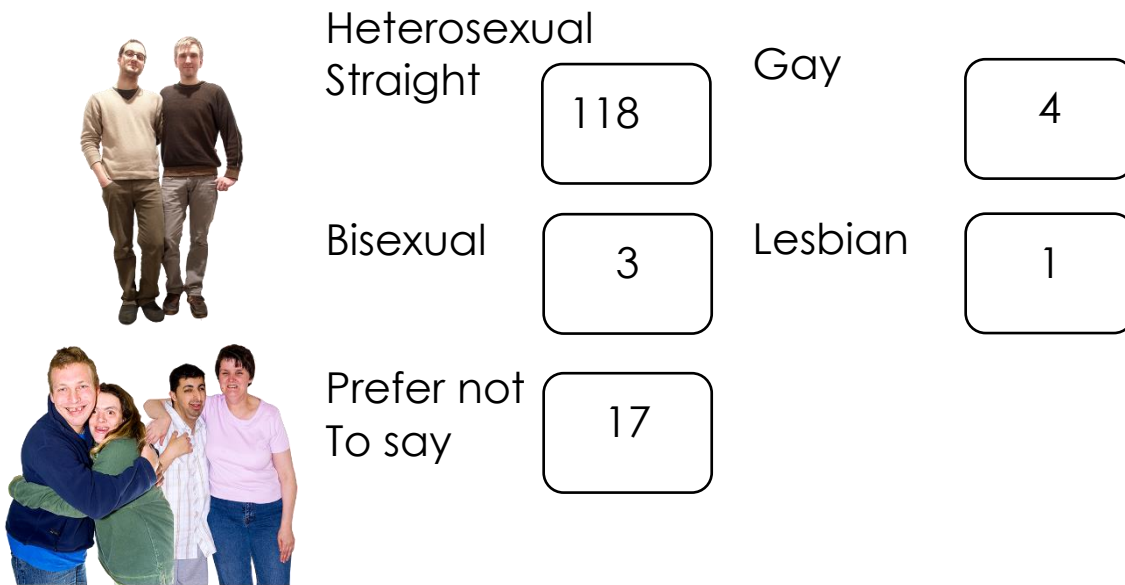
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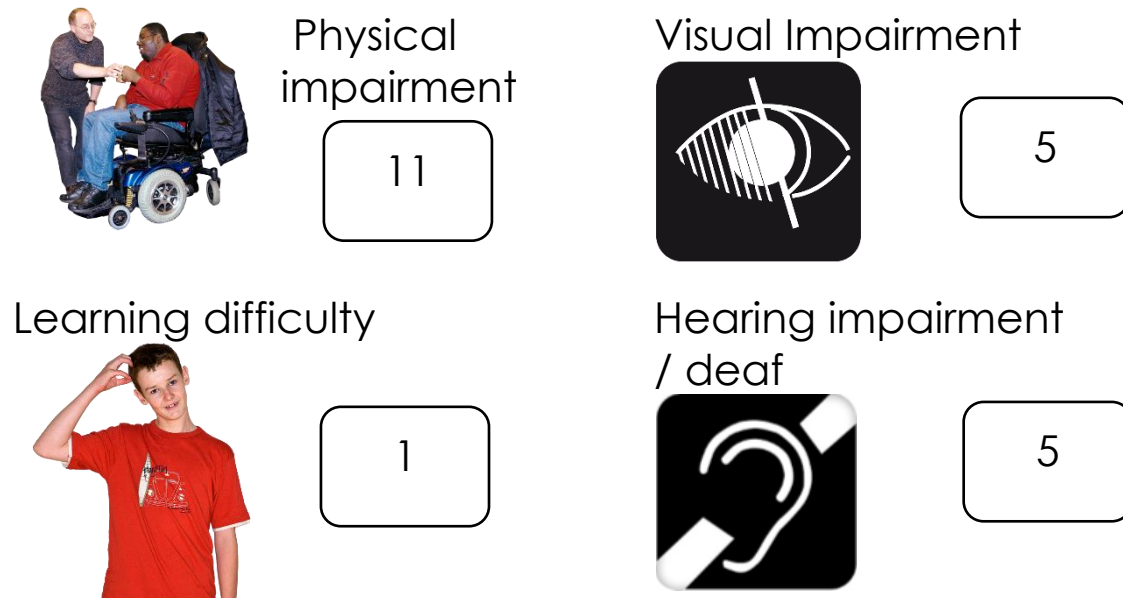
Prefer not to say

13

22. Relationships - How would you describe your sexual orientation?



23. Disability - Do you have any of the following?



Learning disability



0

Long-term illness that affects you daily life



20

Autism / Asperger's



4

Dementia



0

Mental Health condition



9

Prefer not to say



19

If you have Cancer, diabetes, or HIV this is seen as a disability under the Equalities Law.
Or you have selected any of the boxes in question 23.

24. Do you think of yourself as disabled?



14

Yes

78

No



15

Prefer not to say

25. What is your religion or belief?

No religion or belief

65

Christian



88

Hindu



0

Muslim



1

Jewish



0

Sikh



0

Other:

Catholic Atheist

Humanist

Pagan

Spiritual

Prefer not to say



16

26. Race and ethnicity - do you identify as

Prefer not to say



8

White



English

Welsh

Scottish

Northern Irish

British

130

Irish

1

Gypsy or Irish Traveller

Roma

Polish

Portuguese

Latvian

Other white background

Mixed/Multiple ethnic groups



White and Black Caribbean

White and Black African

White and Asian

Other mixed ethnic background

Asian or Asian British



Indian

Pakistani

Bangladeshi

Chinese

Other Asian Background

Black / African / Caribbean / Black British



African

0

Caribbean

0

Other ethnic
background

0

Other Ethnic Group

Arab

1

Other Ethnic background

