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# SEFTON

## Frequently Asked Questions

**Sefton 2030 is a partnership between Sefton Council and The Sovini Group to deliver 1,000 new affordable homes for rent and low-cost home ownership across the borough by 2030.**

These FAQs aim to answer some of the most common questions residents have raised about Sefton 2030, including what it means for local communities and how people can get involved.

These FAQs focus on the overall plans for Sefton2030. As individual sites progress, more detailed information will be shared through the planning process and on the [Sefton 2030 website](#).

*We will continue to update this page as the partnership progresses and as new information becomes available.*

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## About Sefton 2030

### What is Sefton 2030?

Sefton 2030 is a partnership between Sefton Council and [The Sovini Group](#) to deliver 1,000 new affordable homes for social and affordable rent and low-cost home ownership across Sefton by 2030.

The partnership aims to help meet local housing needs by providing high-quality homes for local people.

Homes will be delivered on a range of sites, over several years, as proposals are developed and progressed through planning.

### Who are The Sovini Group?

The Sovini Group is based in Sefton and delivers affordable housing and community services through its housing association, [One Vision Housing](#).

One Vision Housing was set up in 2006 to manage homes that were previously owned by the Council. It has since grown into The Sovini Group, which remains focused on supporting residents and communities across Sefton.

The Group provides a range of services, including building new homes, construction, property maintenance, and housing management. Any surplus they make is reinvested into local communities.

One Vision Housing is a registered provider of social housing and is regulated by the [Regulator of Social Housing](#).

Through the Sefton 2030 partnership, The Sovini Group will work with Sefton Council to design and deliver new homes that meet local housing needs.

## Why is Sefton Council working with The Sovini Group?

The Sovini Group is based in Sefton and includes its housing association, One Vision Housing. Together, they bring experience in building new homes, construction and managing housing.

As a not-for-profit organisation, any surplus they make is reinvested into local communities, supporting housing, training and community initiatives.

By working in partnership, Sefton Council and The Sovini Group can combine local knowledge, expertise and investment to help deliver new affordable homes for people in Sefton.

## What stage is Sefton 2030 at now?

Sefton 2030 is a long-term housing partnership that will deliver homes across multiple sites over the coming years.

An initial phase comprising of 10 council-owned sites has been identified, and work is underway to develop housing proposals for these locations. Each site will need to go through the [planning and development process](#), where proposals are reviewed, and residents have the opportunity to provide their comments and views.

As sites move forward, further information will be shared with residents and local communities. You can also [sign up to receive updates](#) as plans progress.

## Where will the new homes be built?

The new homes will be built on a range of sites across the borough, including both council-owned land and privately owned sites.

Several locations have already been identified and are being explored for future proposals. Many of these are previously used sites, such as former schools, depots and other developed land (often called “brownfield” sites).

Initial sites being explored include locations such as the former St Raymonds Primary School site in Netherton, the former Bootle High School site, the former Dale Acre School site, the former Rawson Road School site in Seaforth, the Kings Centre in Bootle, and the Back Forest Road depot in Southport, along with a number of smaller sites including former garage sites.

These sites were [approved in November 2025](#) as potential opportunities to explore as part of Sefton 2030. Detailed plans will be developed for each site before any final decisions are made.

All proposals will go through the planning process, where details such as the type of homes, layout and design will be carefully considered.

We will continue to share updates as plans for each site develop.

## How many homes will be built on each site?

The number of homes on each site will depend on the size and nature of the land, and the outcome of the planning process.

As proposals for individual sites are developed, detailed plans will be prepared showing the number of homes, layout, design and access arrangements. These proposals will be shared as part of the planning process, when residents will be able to view the plans and provide feedback.

## The homes being delivered

### What types of homes will be built?

Sefton 2030 will provide a mix of affordable homes that meet local needs.

This may include:

- family homes
- smaller homes for individuals or couples
- homes designed to be accessible or adaptable
- homes suitable for older residents

The exact mix of homes will vary depending on the site, local housing demand and planning permission.

### What does “affordable housing” mean?

Affordable housing means homes that cost less than renting or buying on the open market, to help people who may otherwise struggle to afford housing locally.

Within Sefton 2030, this may include a range of options such as:

- **Social rent** – homes rented at lower rents for people with the greatest housing need, for example, people who do not currently have suitable housing.
- **Affordable rent** – Homes are let at below normal market rent levels. The rent is based on local market prices and can be set at up to 80% of the typical market rent.
- **Shared ownership** – a scheme where buyers purchase a share of a home and pay rent on the remaining share.

- **Rent to buy** – homes rented at a reduced rate, typically at affordable rent level for a period of time to help people save towards buying the property.

Different developments may include different types of affordable housing depending on local need and the specific site.

## Who will be able to live in the new homes and how will they be allocated?

Who can live in the new homes depends on the type of housing available.

Homes for rent will be advertised and allocated through [Property Pool Plus](#), the choice-based lettings scheme used across Sefton and neighbouring areas.

People looking for social or affordable housing can register with the scheme and apply for homes, with priority given based on housing need, for example those without suitable housing.

You can find out more at:

<https://www.propertypoolplus.org.uk/>

Affordable home ownership options, such as shared ownership or rent to buy, will be marketed through [One Vision Housing](#), part of The Sovini Group.

Applicants can view available homes and express interest in properties that match their circumstances and eligibility.

## Will local people get priority for these homes?

People who live in Sefton, work in the borough, or have strong local connections will receive priority for homes in Sefton through [Property Pool Plus](#), depending on their housing need and circumstances.

This approach is consistent with the way social and affordable housing is allocated across Sefton and neighbouring areas.

## Local Services and Communities

### Why are new homes being built in Sefton?

Like many areas across the country, Sefton faces growing demand for housing, including demand for affordable homes for local residents and families. The Council's [Local Plan](#) identifies the need for thousands of additional homes across the borough to help meet the needs of current and future residents.

Sefton 2030 aims to address this by delivering new affordable homes for local people and increasing the supply of housing across the borough.

This forms part of the Council's wider work to ensure Sefton has the range of homes needed for families, older residents and people at different stages of life.

Sefton 2030 is about making sure local people can access suitable, affordable homes and supporting stronger communities across Sefton.

## How will local services be considered?

When housing developments are proposed, the potential impact on local services is carefully considered as part of the planning process.

This may include consideration of:

- roads and transport
- school capacity
- local health services
- drainage and utilities
- green spaces and community facilities

Where necessary, developers may be required to contribute towards improvements or local services as part of the planning process.

These assessments help ensure that housing proposals are considered alongside the capacity of local services and facilities.

## How will traffic and roads be affected?

As part of the planning process, developments must include assessments of how the new homes could affect local roads and traffic.

Where impacts are identified, improvements may be required. These could include measures such as junction improvements, pedestrian crossings, or safer walking and cycling routes.

## Will there be enough school places and health services?

Local providers are consulted as part of the planning process when new housing developments are proposed.

This includes organisations responsible for services such as schools and healthcare providers. Assessments are carried out to understand how new homes could affect local services.

Where additional demand is identified, developers may be required to provide financial contributions towards improvements or additional capacity through planning agreements.

## How will flooding and drainage be managed?

All developments must show how flood risk will be managed.

Developments are required to include drainage systems designed to manage rainwater and reduce flood risk. Plans must show how water will be managed on each site without increasing risk to surrounding areas.

## How will wildlife and natural habitats be protected?

Surveys are carried out to understand any potential impacts on wildlife or habitats.

Where necessary, developments may include measures such as:

- protecting existing trees or habitats
- creating landscaped green areas to separate homes from sensitive habitats
- planting new trees
- introducing new habitat areas such as ponds or wildflower areas

## Will Sefton 2030 include development on green belt land?

The sites being explored through Sefton 2030 are on previously used land (often referred to as brownfield land), such as former school sites, depots and other developed land.

Some of these sites may include some areas of open space within them, for example, former school playing fields. These areas are sometimes described as greenfield land, but they form part of sites that have been previously used and developed.

Green belt land is different. It is a specific planning status that protects land from development, and there are strict planning rules that apply. Sefton 2030 is not proposing development on any green belt land.

All sites and proposals will still need to go through the [planning process](#) in line with Sefton's [Local Plan](#) and [national planning policy](#), where details such as layout, design and the use of land within each site will be carefully considered.

## How will local communities be involved in decisions about new housing?

Local communities will have opportunities to comment on proposals as individual sites move forward.

When planning applications are submitted, residents will be able to view the proposals and provide feedback as part of the formal planning consultation process. This may include online consultations, public notices and opportunities to submit comments.

All feedback received through the planning process is considered by Sefton Council when planning decisions are made.

## What disruption can residents expect during construction?

There may be some disruption while homes are being built, such as increased traffic, noise or construction activity.

Developers are required to manage this carefully and minimise disruption where possible, for example by controlling working hours, managing site access and keeping local residents informed.

More information will be shared with nearby residents before construction begins on individual sites.

## Delivery and benefits

### What are the benefits of Sefton 2030 for local residents?

Sefton 2030 aims to deliver a range of benefits for local people and communities across the borough.

These include:

- more affordable homes for local residents
- better use of previously developed or underused land
- new jobs, apprenticeships and training opportunities
- homes designed to be more energy efficient, helping reduce energy costs
- using local businesses and suppliers where possible to support the local economy
- building homes using more sustainable, lower carbon methods where possible
- investment in local communities and neighbourhoods

As individual sites progress, more details will be shared about the specific benefits for each area.

### How will the Council and The Sovini Group ensure homes are of high quality?

All homes delivered through Sefton 2030 will meet required planning and building standards, and wherever possible will go beyond these, helping ensure homes are comfortable, efficient to run and suitable for modern living.

The Sovini Group is a regulated social housing provider and is responsible for building and managing homes to a high standard.

Sefton Council will continue to work closely with partners to make sure new homes are well designed, sustainable and suitable for local communities.

### Will local jobs and apprenticeships be created?

Housing developments can create opportunities for local employment, apprenticeships and training.

Sefton Council and The Sovini Group aim to maximise these opportunities for local people and businesses wherever possible as sites progress.

The Sovini Group works with a range of contractors and suppliers, and development activity can support employment, skills and training opportunities in the local area.

Information about careers with The Sovini Group can be found at:  
<https://sovini.co.uk/careers/>

## How long will the homes take to build?

Sefton 2030 is a long-term project running until 2030.

Individual sites will progress at different times depending on planning approvals, site preparation and construction requirements.

More detailed timelines will be shared as individual developments move forward.

## How is the partnership managed and monitored?

Sefton Council and The Sovini Group work together through a formal partnership agreement, which was signed in January 2026.

Progress is regularly reviewed by Sefton Council and The Sovini Group to ensure quality and compliance with relevant standards.

The Sovini Group is also a registered provider of social housing regulated by the Regulator of Social Housing, which oversees how housing providers deliver and manage affordable homes.

## Engagement and contact

### How can residents share feedback and ask questions?

Residents can share their views during the planning process when proposals for specific sites are consulted on.

Residents can also [sign up to receive updates](#) about Sefton 2030 through the website.

Once development begins, queries about construction or site activity can be directed to:

The Sovini Group  
<https://sefton2030.com/contact-us>

or

Sefton Council Planning Enforcement Team  
<https://sefton.gov.uk/planning-building-control/planning-enforcement/>

### How will residents be kept updated?

We will keep residents updated through:

- the [Sefton 2030 website](#)

- Sefton Council communications
- updates relating to individual development sites

As specific sites progress, residents and local communities will receive more detailed information about proposals and opportunities to comment where appropriate.

You can also sign up for updates and newsletters through the Sefton 2030 website to receive information about new developments and project progress. Sign up here: [Join Our Newsletter](#)

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