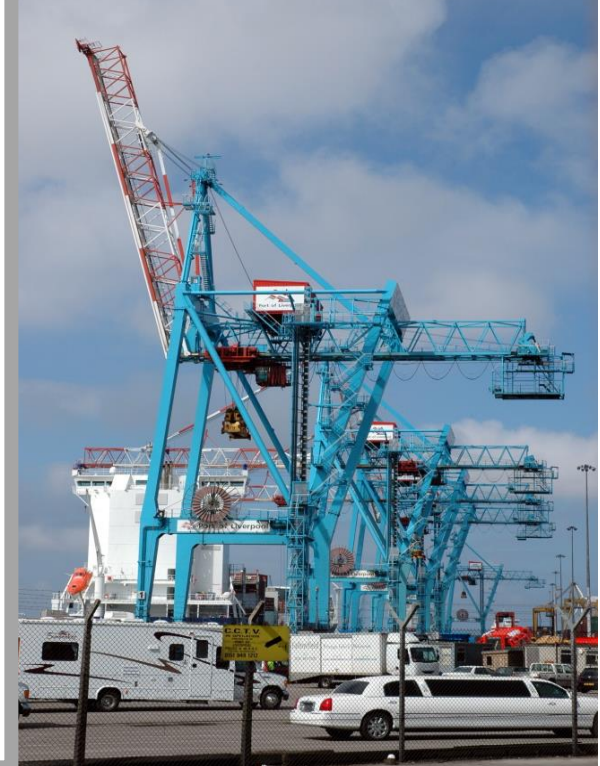


## Sefton's Economic Strategy

# Sixth Performance Monitoring Report

April 2015 – September 2015



# Sefton's Economic Strategy

## Sixth Performance Monitoring Report

**April 2015 – September 2015**

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## 1. Introduction

Welcome to the Sixth Monitoring Report on the state of Sefton's economy, and the delivery of Sefton's Economic Strategy.

Trends in the national economy continue to be broadly positive, with steady (if modest) growth rates, private sector job growth, and the recovery of exports and Foreign Direct Investment.

The Liverpool City Region has participated in the wider recovery, with high rates of private sector job growth to replace the loss of public sector employment. Institutional investors are taking a second look at the local property market and cranes are returning to the city skyline. A huge amount of work has gone into preparing for devolution, and the Devolution Agreement for Liverpool City Region announced in the Spending Review 2015 opens a new chapter in the city region's fortunes. But it remains the case that the broad north/south divide continues to determine the pace of recovery across the UK, and a combination of welfare cuts and the decline in real wages is holding back demand and therefore risks stalling growth.

Sefton, as will become apparent in the report, has done well in terms of its overall resilience and dynamism. The business population is growing and there are more entrepreneurs and self-employed. Employment growth is strong in the last year, and the claimant count of the unemployed is at a record low level. This success masks other issues, however, including three years of falling real levels of take home pay for residents, and the emergence of a new tier of "low pay/no pay" workers struggling to get by on irregular and insecure work.

Looking ahead, the Council is preparing a major exercise to develop a Vision for Sefton to energise its residents, workers, investors and visitors. A key element of this work will be to develop a persuasive narrative for Sefton's pursuit of jobs and prosperity. Therefore in 2016 a review of the 2012 Economic Strategy will be taken forward as input to this wider transformational plan.

I invite you to read this document, and join the conversation. You can contact me at [mark.long@sefton.gov.uk](mailto:mark.long@sefton.gov.uk),

Many thanks,

**Mark Long**

Head of Investment & Employment



## 2. Sefton and the UK Compared

### We are better than the UK average for:

Employment  
 Unemployment  
 JSA claimant rate  
 JSA claimant rate young people  
 NEET Population  
 Working age population with no qualifications

### We are average for:

Business Stock per 1,000 population  
 Business births  
 Business deaths  
 Self Employment  
 Worklessness Rate  
 Gross Domestic Household Income

### We are lower than the UK average for:

GVA per head  
 Average Earnings  
 Long term unemployment  
 Long term unemployment for young people  
 Private sector employment  
 Working age population educated to NVQ Level 4+  
 Sefton jobs

N.B. Source data can be found in Appendix A

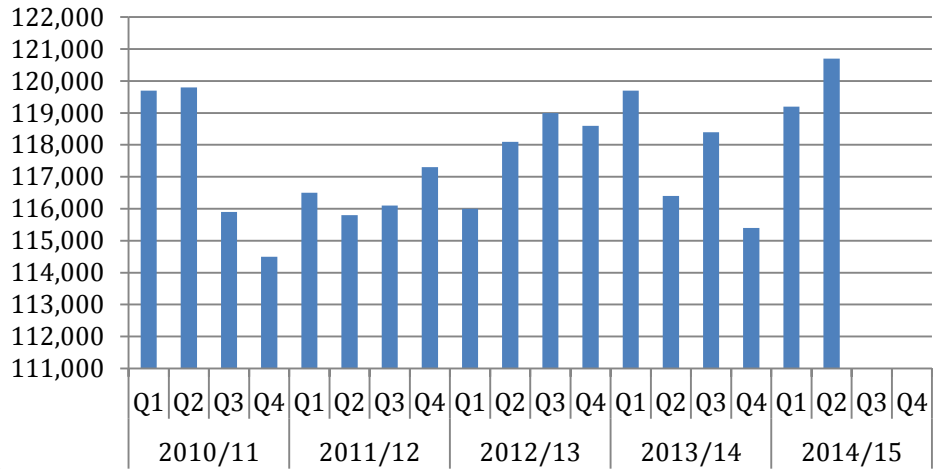


### 3. Sefton's Economic Performance



## The Economy

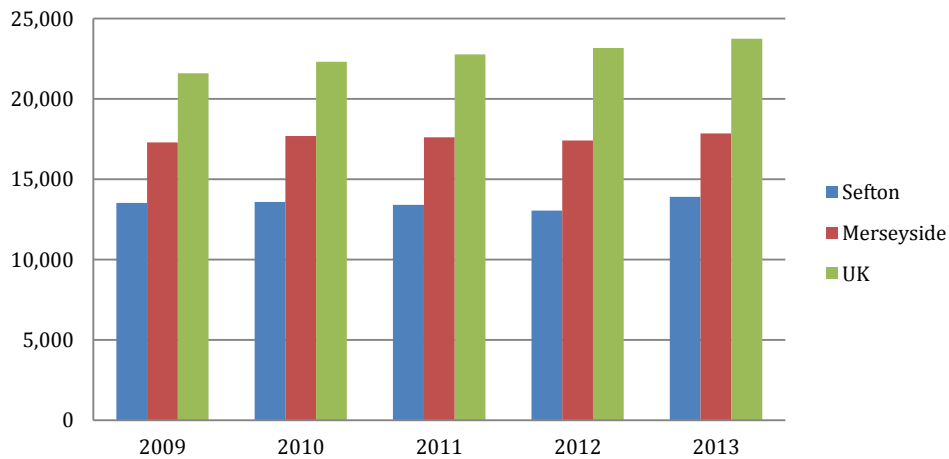
**Sefton Residents in Employment**  
(Annual Population Survey)



There are 120,700 Sefton **residents in employment**.

The numbers rose significantly in the last reported quarter and have reached their highest level since 2009.

**GVA per Head 2009 - 2013**  
(Office for National Statistics)



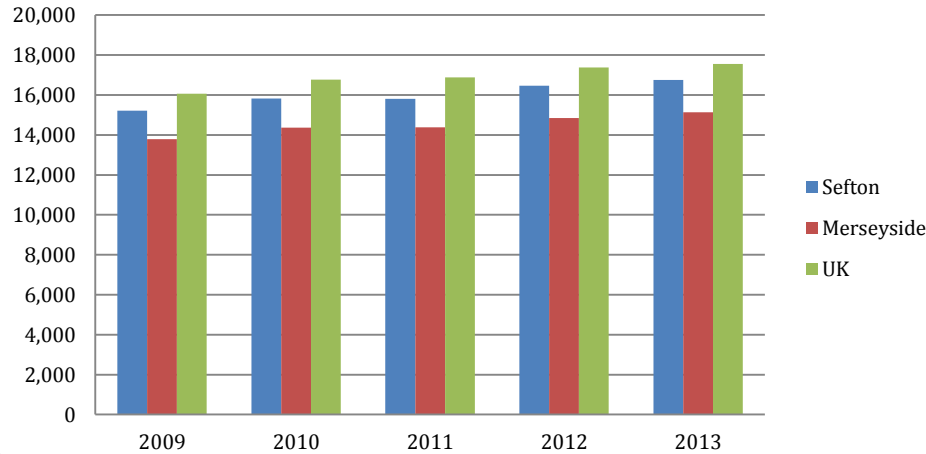
Sefton's **GVA** (the difference between the cost of producing goods and selling them) has risen to £13,899; despite this it remains significantly lower than for Merseyside and the UK

Sefton's businesses are predominantly in the Service sector, which generally speaking does not respond as well to capital investment and automation as does Manufacturing. This makes for lower growth in productivity.



### Gross Disposable Household Income 2009 - 2013

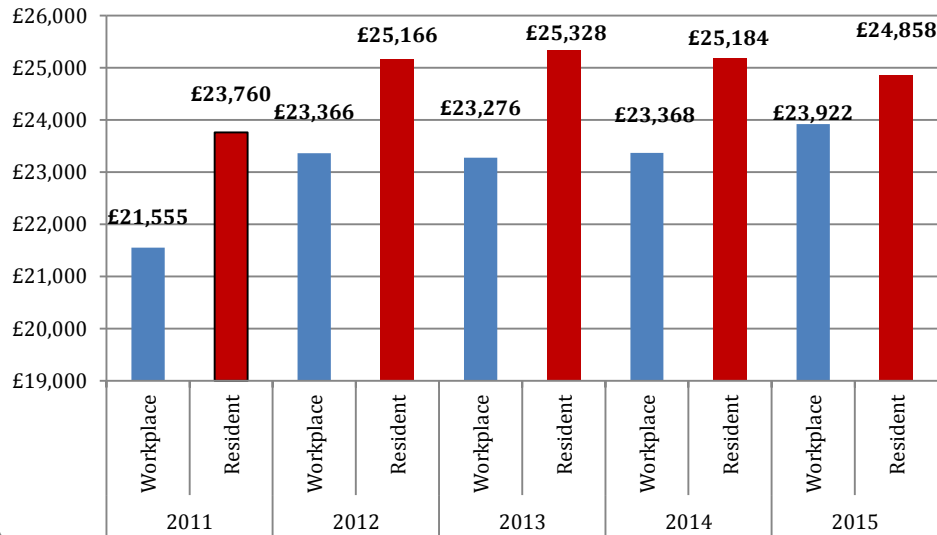
(Office for National Statistics)



**Gross Disposable Household Income** (the amount of money left after payment of tax, NI, pension and mortgage costs) has risen again, now £16,757. The Sefton figure remains 9.6% higher than that for Merseyside, but 4.5% lower than for the UK, the gap closed slightly in 2013.

### Average Earnings in Sefton

(ASHE)



The **average wages** paid by Sefton businesses rose by 2.4% in 2015. Average full time wages paid in Sefton are currently £23,922.

Although a higher % increase than Merseyside and the UK, they are still 7.3% lower than for Merseyside and 15.6% lower than the UK.

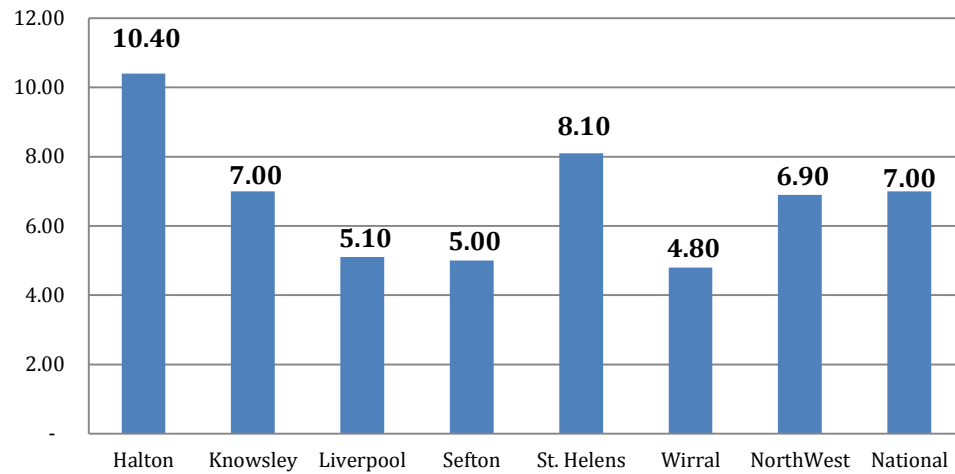
Resident's wages in Sefton are higher than work place wages, as many residents commute outside the borough for work.

Following a 1.3% fall in the **wages of residents** the gap between workplace and resident wages has now closed to 3.9%. At £24,858 Sefton's average residents wage is at its lowest level for 3 years. This fall was the largest in Merseyside, where overall the average wage rose by 1.6%. The UK also saw its annual wage grow by 1.6%, and Sefton's residents wage is currently 11.2% lower than for the UK as a whole.



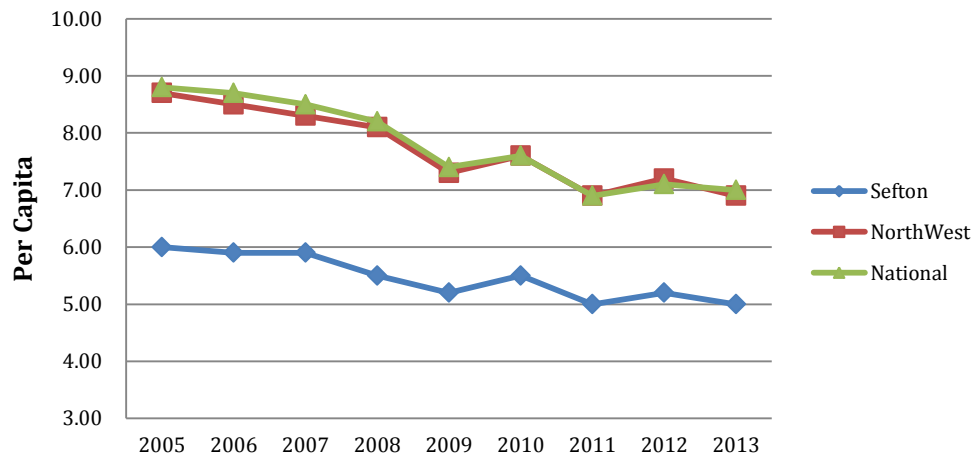


**Overall CO<sub>2</sub> Emissions Per Capita 2013**  
(DECC)



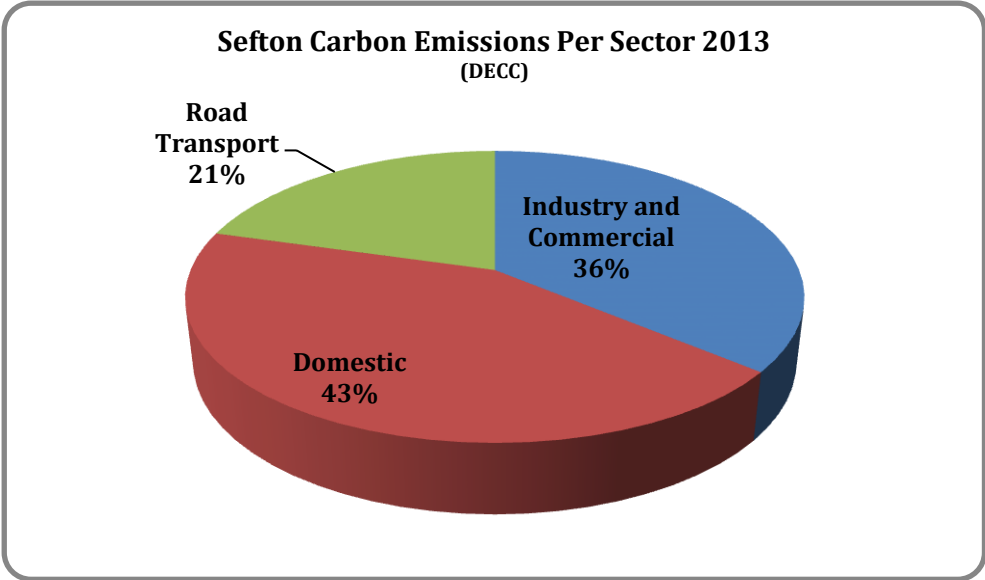
Sefton's **carbon dioxide emissions** fell back to 5.0 in 2013, and the borough continues to have the second lowest in the LCR and is lower than both the North West and Nationally.

**Carbon Emission Trends 2005 - 2013**  
(DECC)

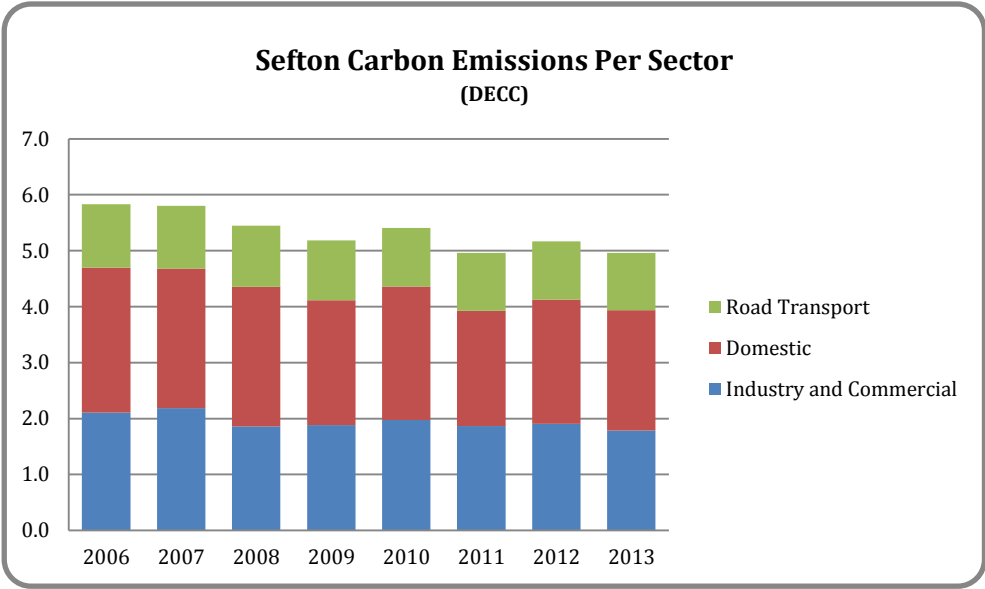


Sefton continues to perform strongly against both the North West and National achievements in **carbon reduction**.



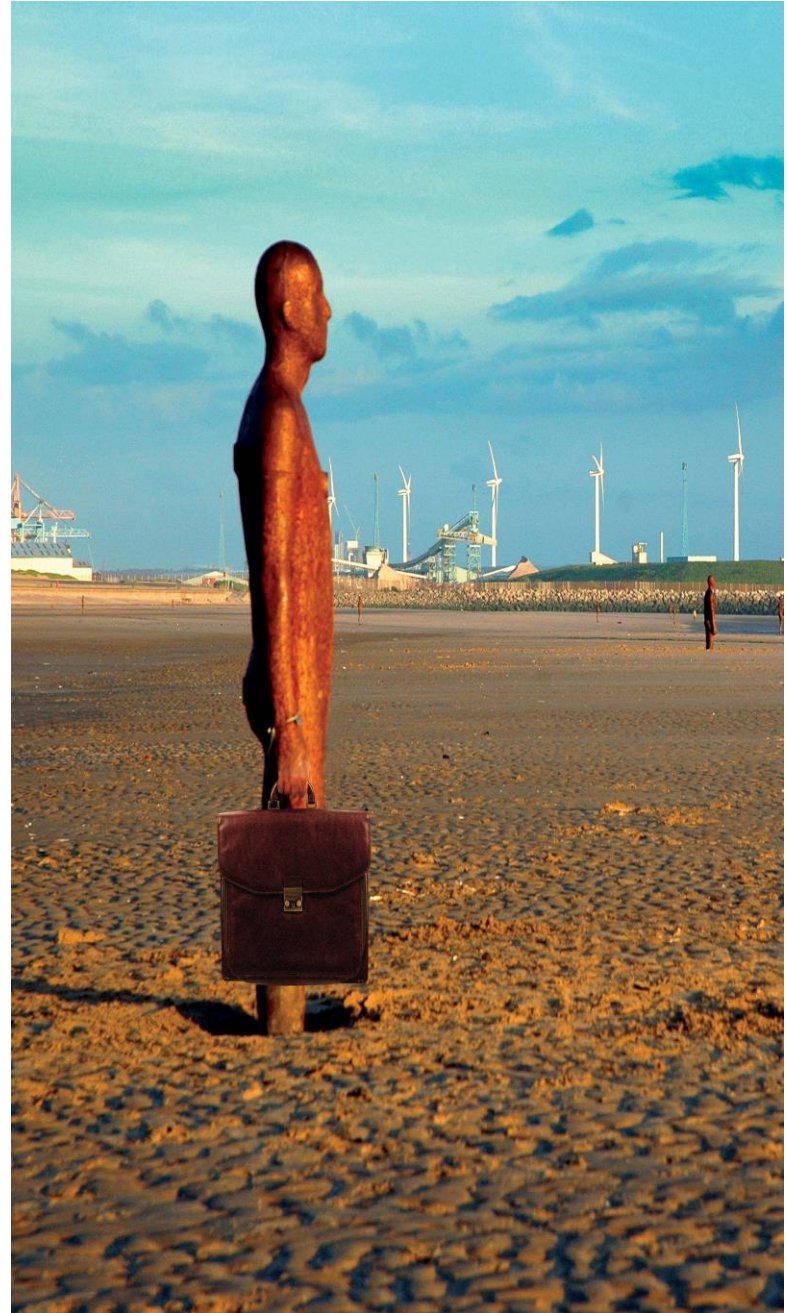


**Domestic emissions** make up the largest proportion of carbon emissions in Sefton.

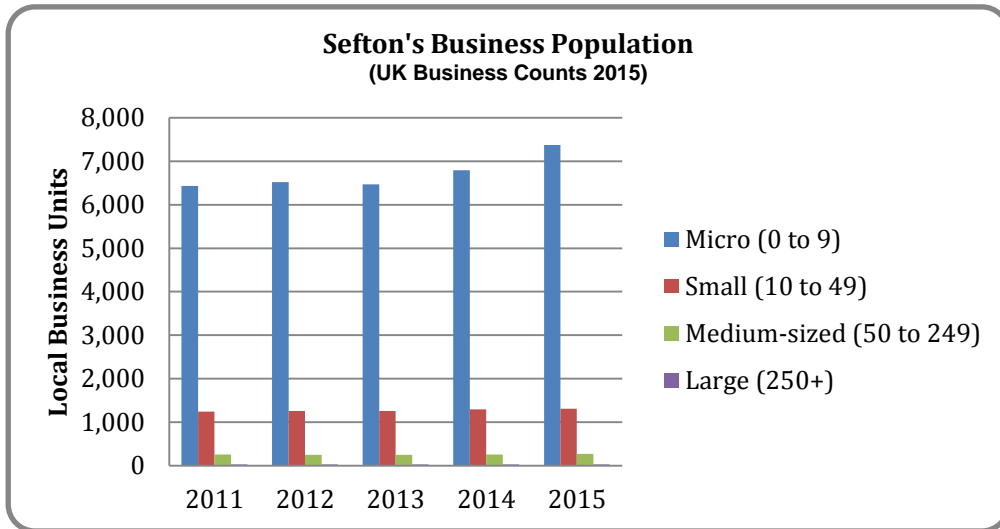


Sefton's **domestic and road transport emissions** remained unchanged in 2013, whilst those emissions for **industrial and commercial** fell slightly.





## Businesses

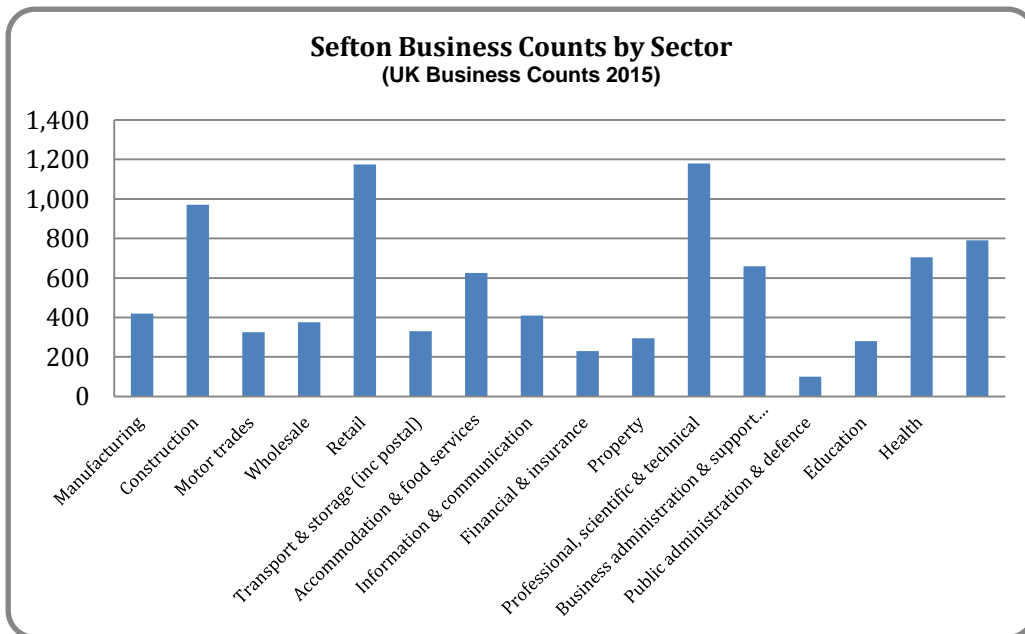


In 2015, Sefton had approximately 8,985 **local business units**; this was an increase of over 500 on the previous year.

However, 75% of this increase was due to the new way in which businesses are counted. Businesses which only pay PAYE are now included in the count\*\*. The actual increase of new businesses was around 130.

Businesses in Sefton remain predominantly small, with almost 97% employing less than 50 people.

There are very few larger employers in the borough.



Sefton's **largest industry sector** is now professional, scientific and technical, which has almost 1,200 business units in the borough.

Retail businesses also make up a large proportion of the business population.

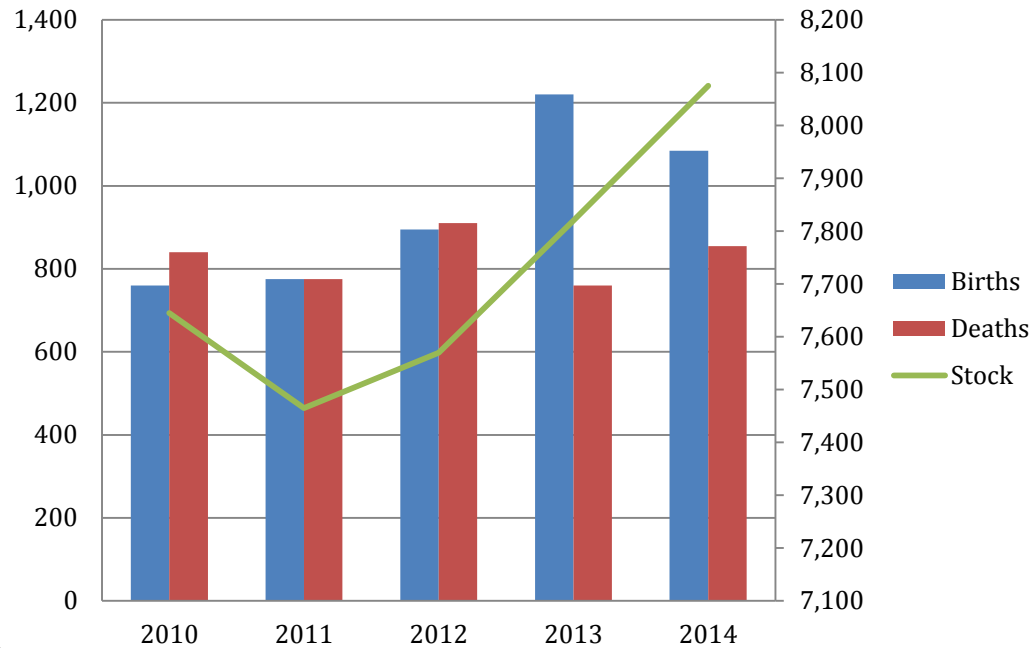
The wholesale and retail sectors experienced a reduction in the number of business during 2015.

Public administration organisations are few but tend to employ large numbers of people.

\*\*\*The coverage of the 2015 UK Business publication has been extended to include a population of solely PAYE based businesses. The introduction of these businesses is not a result of new PAYE births onto the IDBR. These businesses have been operating for a number of years, but due to the risk of duplication have been held outside of the UK Business population.



**Business Demography of Sefton 2010 - 2014**



Sefton's **business stock** is now at its highest level since 2004. However, the rate of recovery remains slower than for the City Region and UK.

Overall Sefton experienced a 3.3% rise in its active business stock in 2014; this is in addition to the 3.3% increase in 2013.

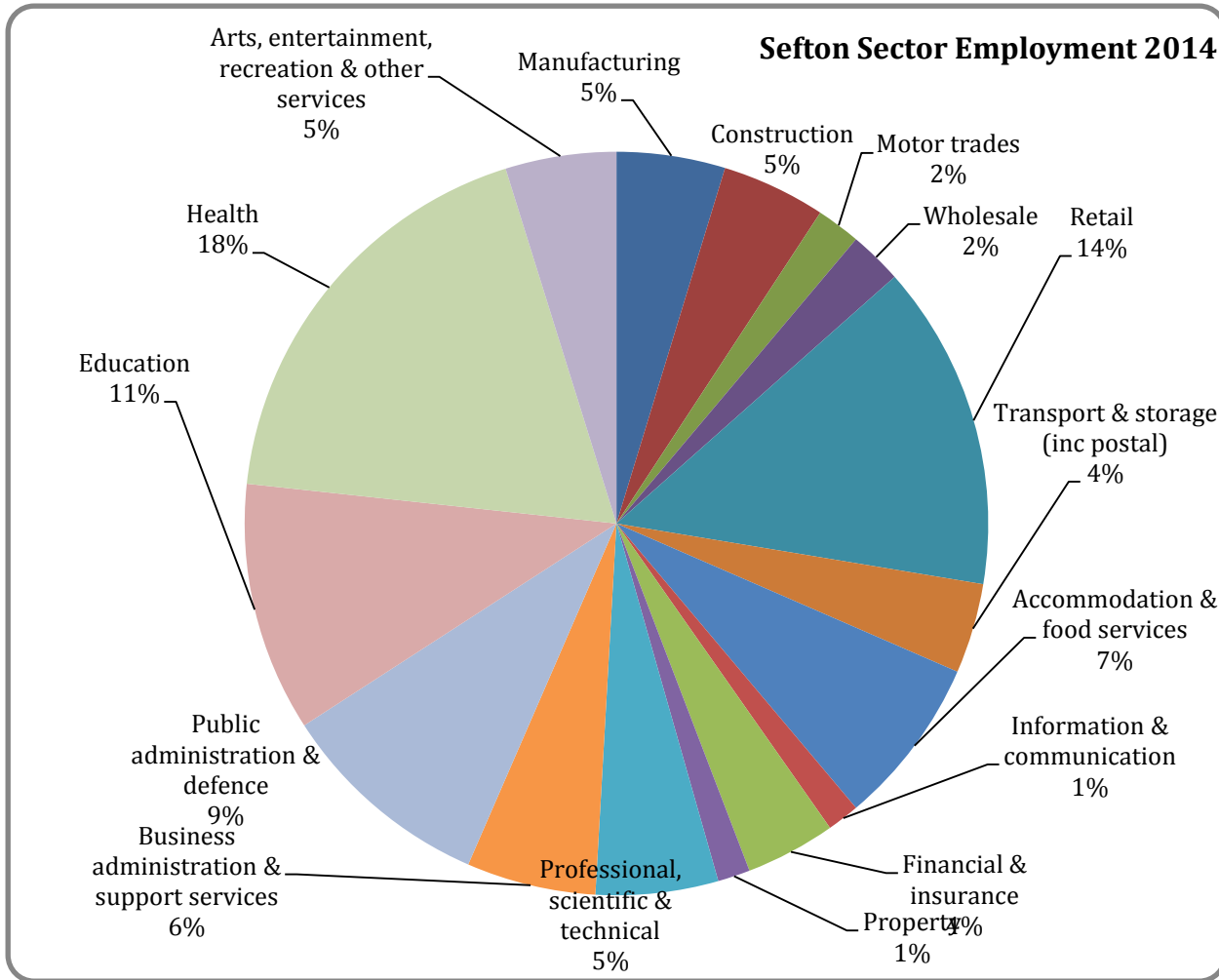
There were 1,085 new **business births** in 2014. This was an 11.1% fall on the 2013 figure. But despite this fall, births are higher than they were during the economic downturn.

The number of **business deaths** in Sefton grew by 10.3% in 2014. All areas in the LCR saw the number of business deaths increase in 2014.

Sefton's business death rate is lower than that for the LCR, but higher than the North West and the UK.

N.B. Business Demography data is only released annually and will always be 18 months in arrears.





In 2014 there were approximately 89,400 people employed at a workplace in Sefton.

Despite losing approximately 900 jobs in 2014, the **Health sector** continues to have the largest proportion of jobs in Sefton at 18.4% (16,400). Over 46% (7,600) of Health sector employment is based in the north of the borough.

The **Retail sector** accounts for 14.1% (12,600) of jobs in Sefton, with an increase of approximately 400 employment jobs in 2014. Again the largest proportion of jobs (43%) is in the north of the borough.

Employment in **Public administration** accounts for 9.3% (9,700) of the employment in Sefton. 84% of which, is in the south of the borough.

In 2014, the **Public administration & defence sector** lost close to 1,300 jobs. This sector has been particularly hard hit since the start of the economic downturn and has been subjected to large government funding cuts.

The **Health, Property, Wholesale and Finance & Insurance sectors** also experienced losses in 2014. The biggest increase in 2014 was in the **Accommodation & food services sector**, but these increases should be treated with caution as many of the jobs in this sector are temporary or seasonal.

Overall, since 2010, employment in this sector has actually fallen by 19.5% losing approximately 1,600 jobs. Employment jobs in the **Arts, entertainment and recreation sector** rose by 14.2% in 2014. The **Professional, scientific & technical sector** continues to grow, increasing by 9.5% in 2014, and by almost 23% since 2010. **Business administration** has grown steadily since 2011 and now has approximately 1,400 more jobs since 2010.



**Public & Private Sector Employment 2014**  
(BRES)

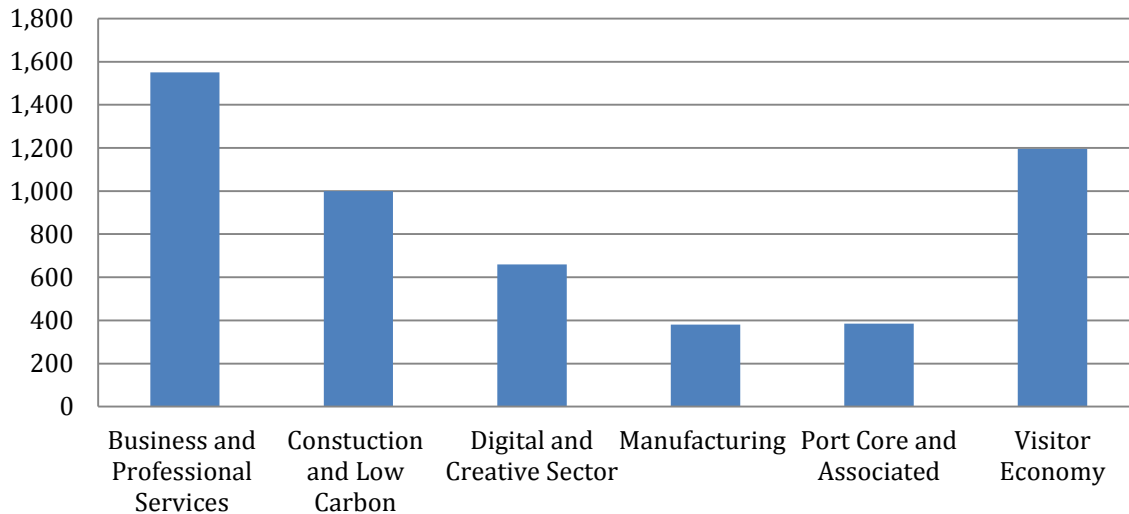


**Public sector employment** in Sefton fell by 10.0% in 2014.

Over the same period there was an increase of 3.5% in the number of private sector jobs in Sefton, however, the private sector is not growing quickly enough to counteract the high public sector losses.

Despite changes in employment numbers, Sefton continues to have a much higher level of **public sector, health and education employment** than the UK as a whole. In 2014, 23.7% of jobs in Sefton were in the public sector, compared with 22.0% in the LCR and 17.6% the UK.

**Business Units in Sefton's Key Sectors**  
(UK Business Counts 2015)

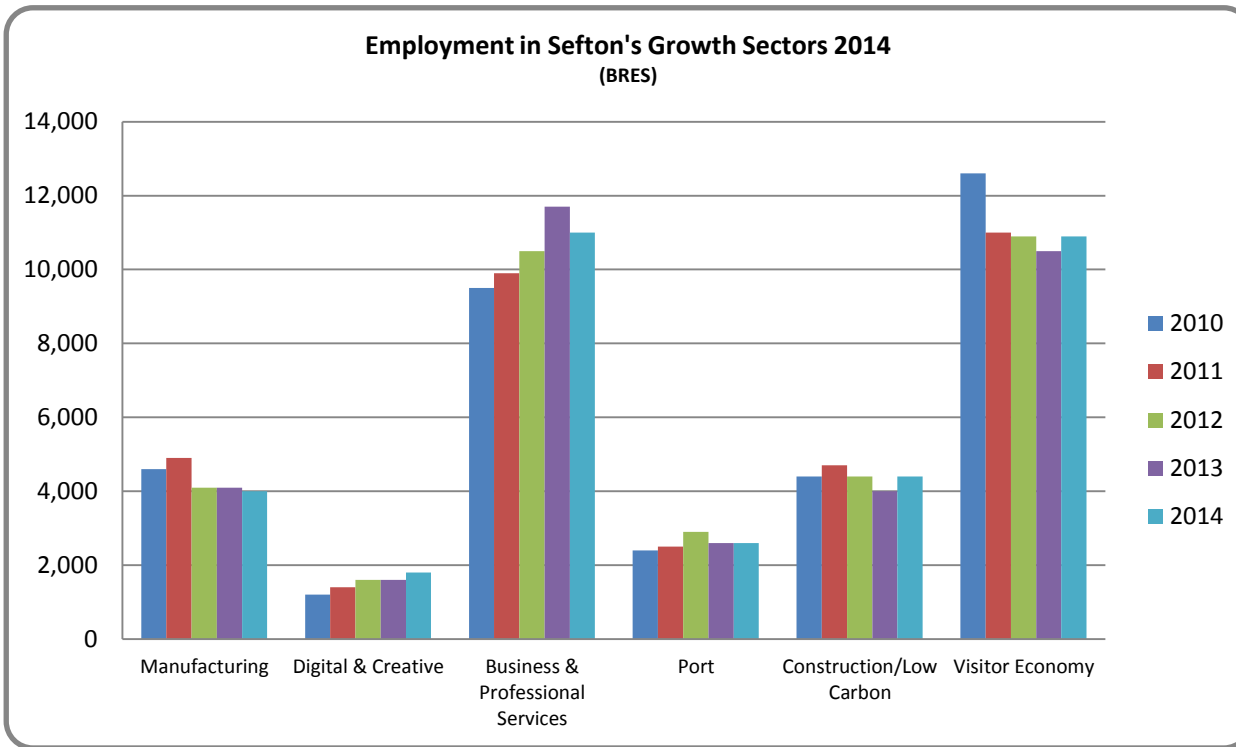


In 2014 there were 4,700 **business units** within Sefton's key sectors.

The number of businesses within these sectors has increased by around 300 in the last 12 months. As explained earlier around 75% of this increase is likely to be due to a change in methodology. The actual annual increase is thought to be around 75 businesses, but these figures do now show a truer picture of Sefton's business community.

Business and Professional Services has seen the biggest increase in business numbers in the last 12 months.





Approximately 34,800 (39%) of Sefton's workforce is employed in the City Region's four **Growth Sectors** (Knowledge Economy, Super Port, Construction/Low Carbon and the Visitor Economy) or in supporting sectors manufacturing and construction. The graph shows Sefton's performance in these sectors over the past 5 years.

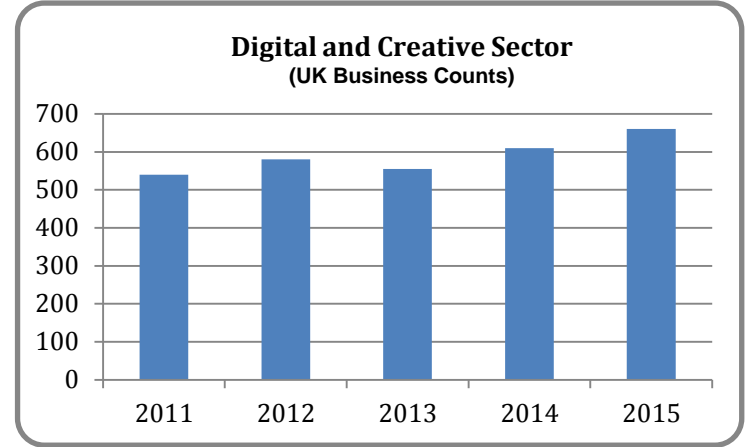
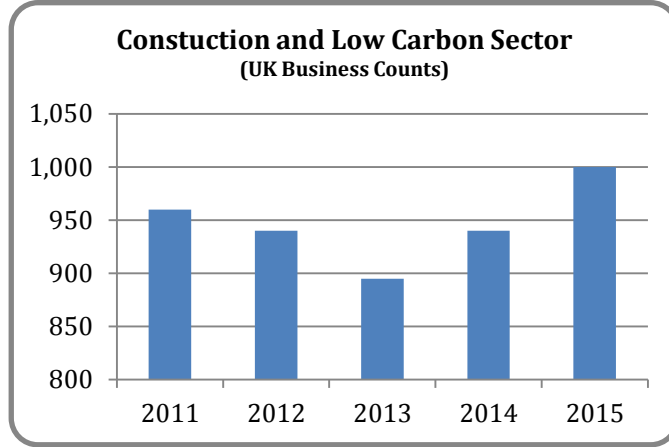
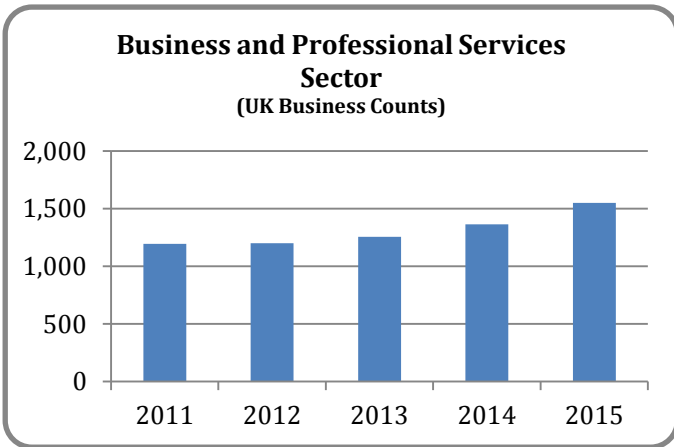
In 2014 the Digital and Creative sector experienced the biggest employment growth, up by 13.4%, whilst the Construction & Low Carbon sector grew by 7.7%.

However the Business and Professional Services and Manufacturing both experienced losses in 2014, down by 6% and 2% respectively.

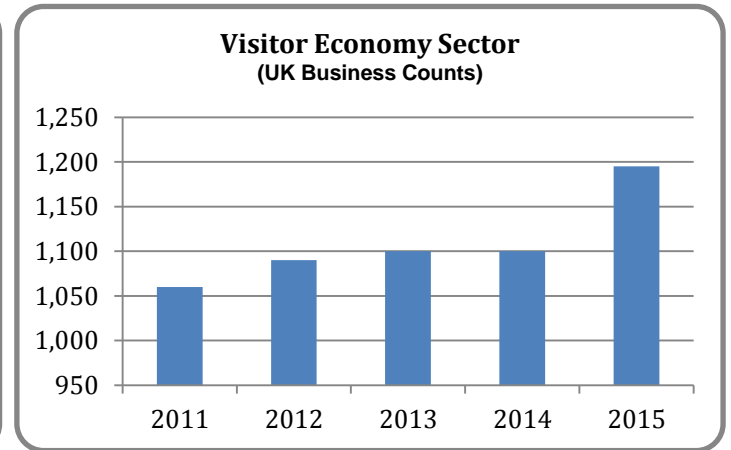
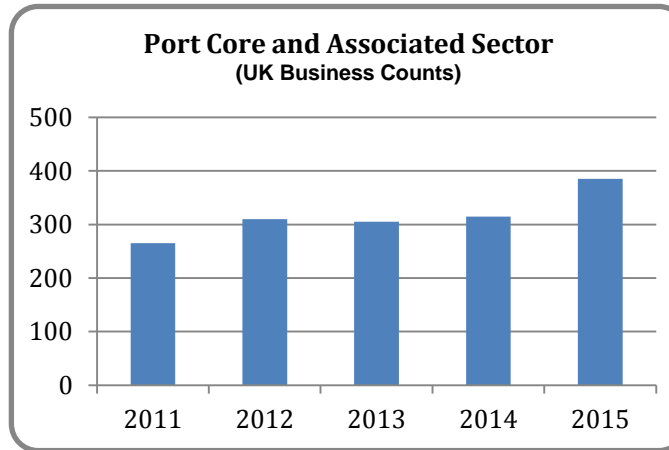
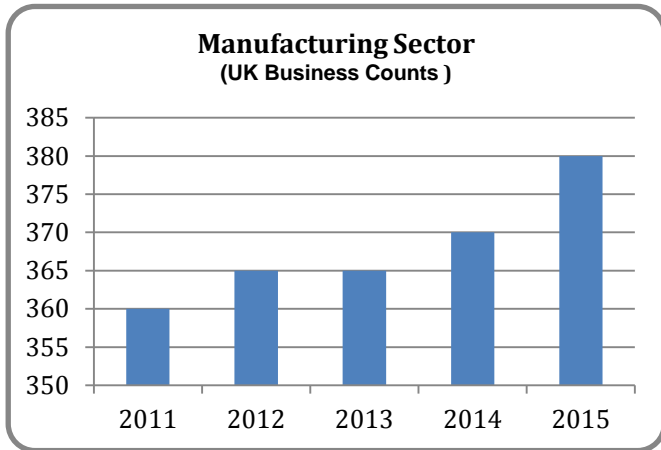




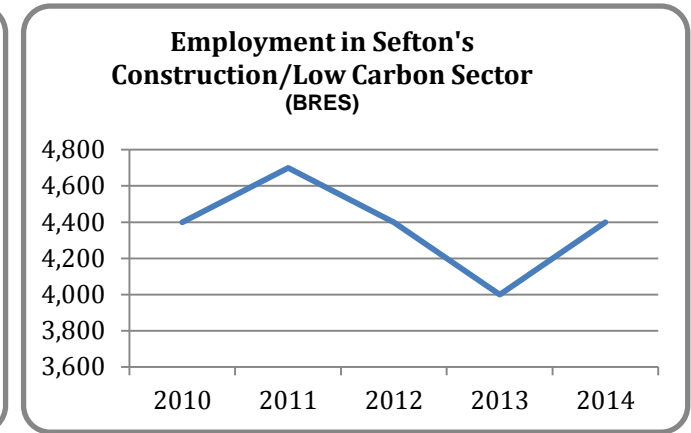
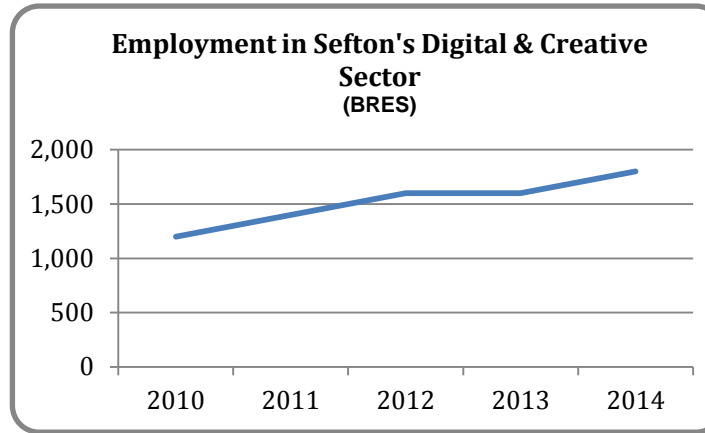
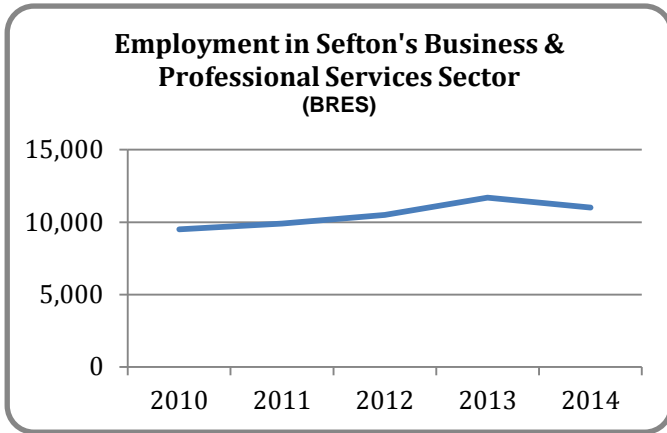
### Business Units in Sefton's Key Sectors



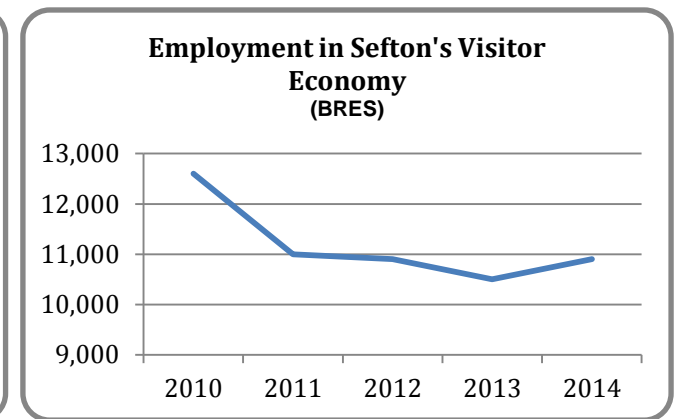
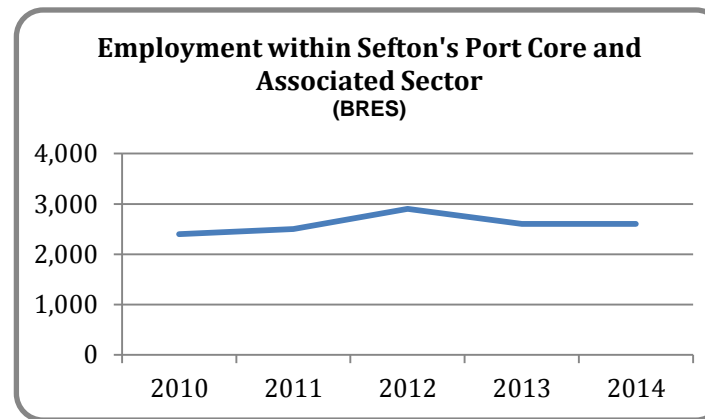
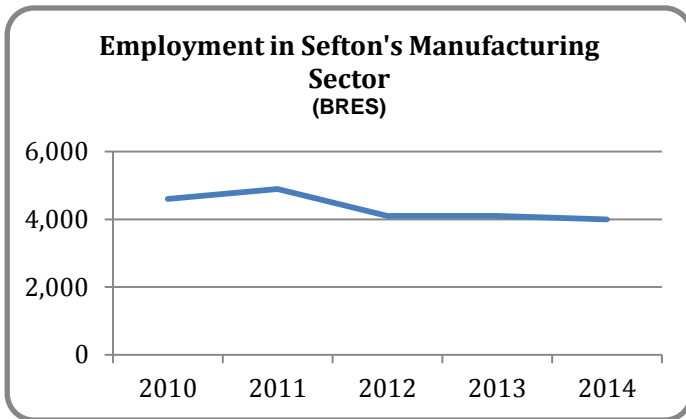
The number of **business units** within Sefton's key sectors continued to grow in 2015. All key sectors have experienced some growth ranging from 22.2% in the Port Core and Associated Sector, to 4.2% in the Construction and Low Carbon Sector. Some of this growth will be attributed to the new data collection methodology used by the Office For National Statistics.

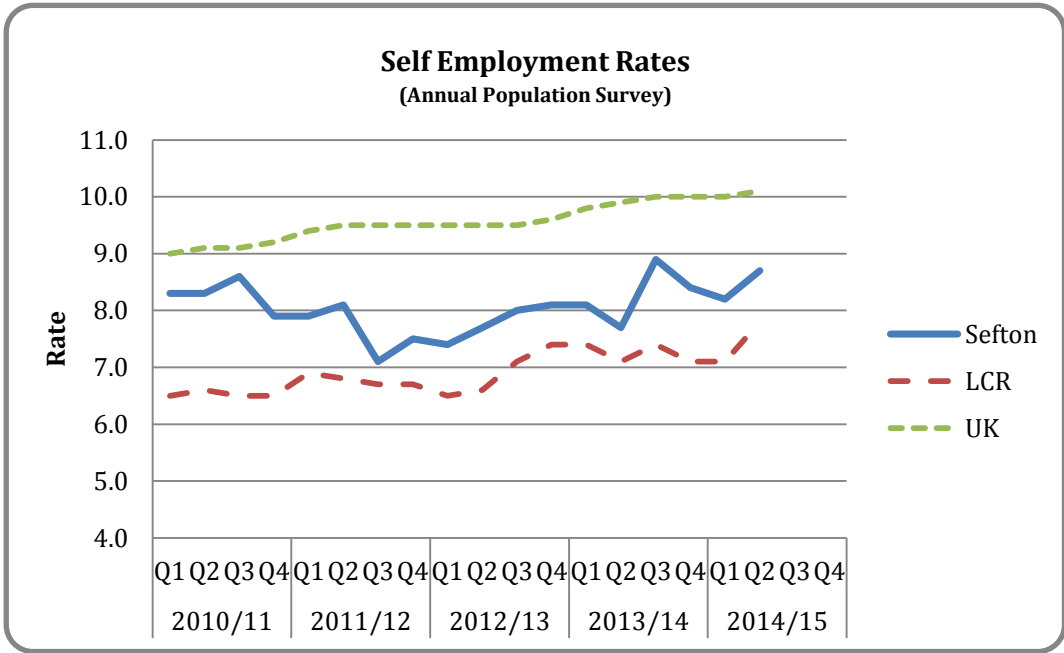


**Employment in Sefton's Key Sectors**



The latest employment data is from 2014, showed an increase in the employment levels in 4 of the 6 key sectors. The biggest growth was in the Digital & Creative sector which has steadily increased over the last 4 years. The Business & Professional Services sector saw the biggest fall in employment numbers during 2014.

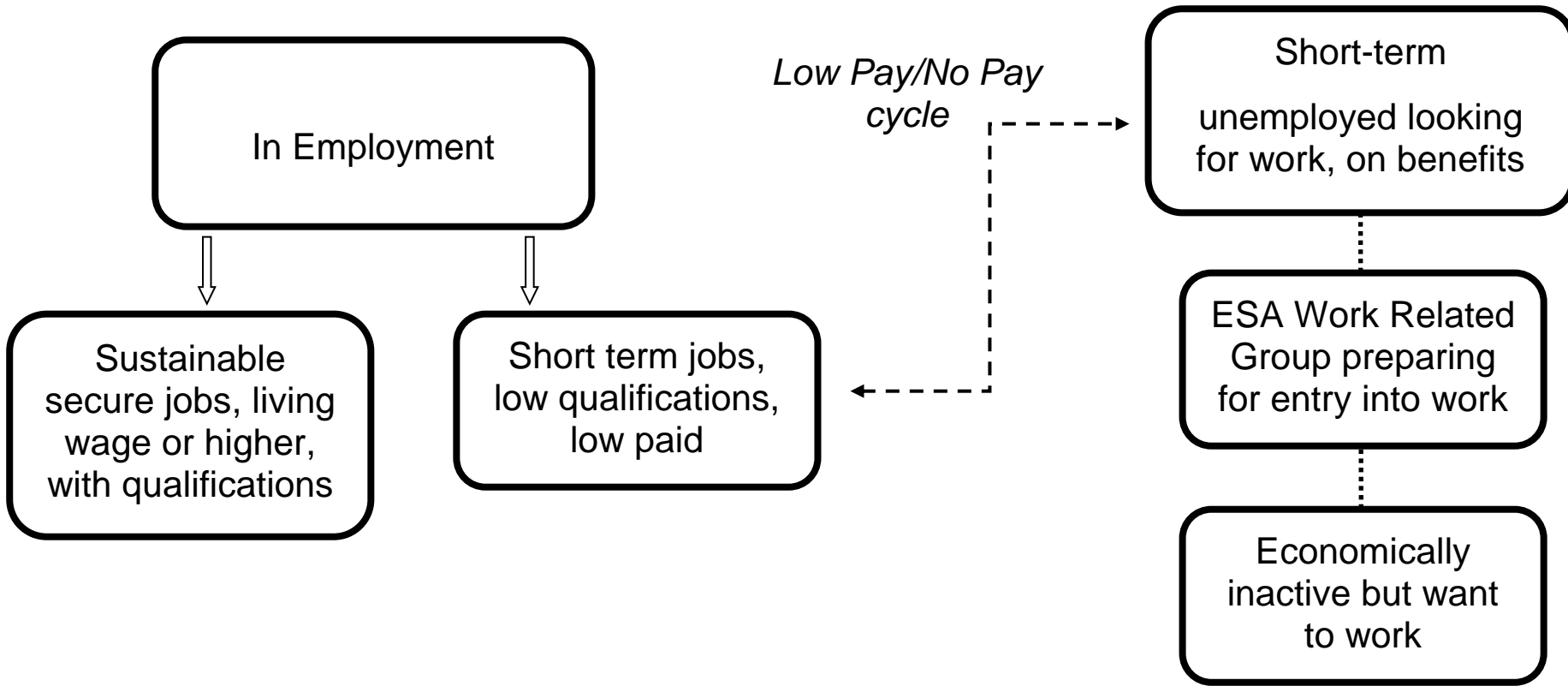




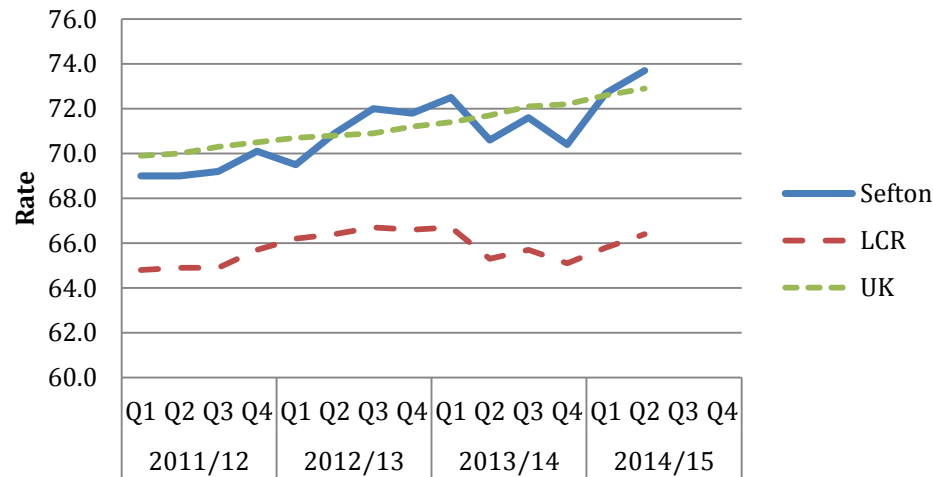
Sefton's **self-employment rate** rose by 0.5% in the last reported quarter, rising to 8.7% of the working age population. It remains higher than the LCR and continues to close the gap with the UK, now down to 1.4%.



# The Labour Market



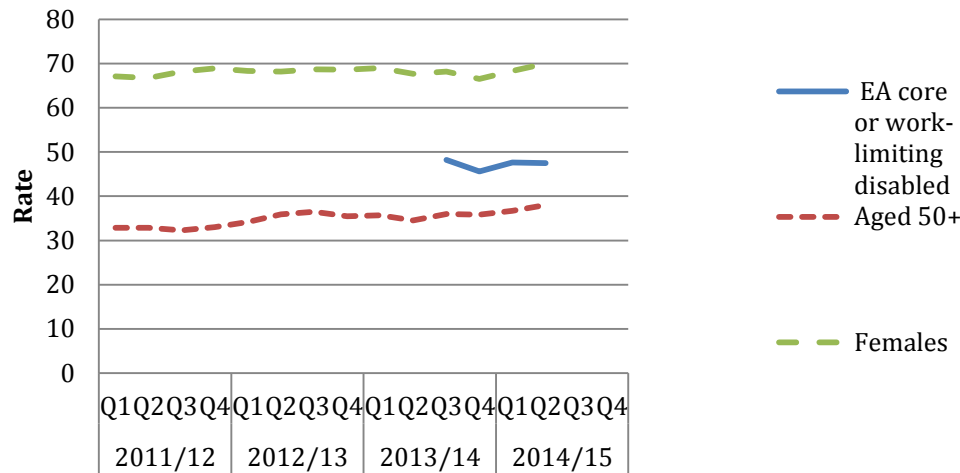
### Employment Rates (Annual Population Survey)



Sefton’s overall **employment rate** rose by over 3% in the last 6 months to 73.7%. The rate is now higher than that for the UK, and 7.3% higher than the rate for the LCR.

With business figures indicating that there has been no growth in the number of jobs in Sefton, it can be surmised that many people continue to find employment outside the borough.

### Employment Rates for Equalities Groups (Annual Population Survey)



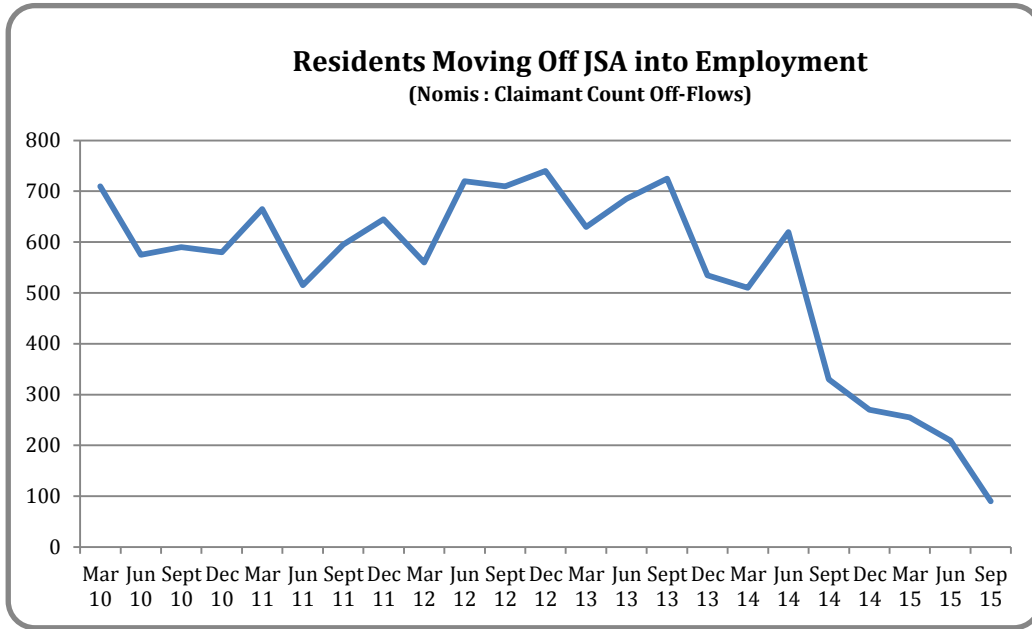
**Employment rates** for those who are at risk of being disadvantaged vary in the borough.

The **female** employment rate in Sefton is at its highest recorded level and currently stands at 70%. The rate is now 7.3% higher than the LCR, and 2.1% higher than the UK.

The employment rate for **older residents** (aged 50+) has also continued to improve, now standing at 38.0%. This is 5% higher than for the LCR and has closed the gap with the UK to 2.4%.

Four quarters of data is now available showing the employment rates of **residents living with a disability**. The rate is currently 47.5%; this is 10% higher than for the LCR and just 1% lower than the UK.

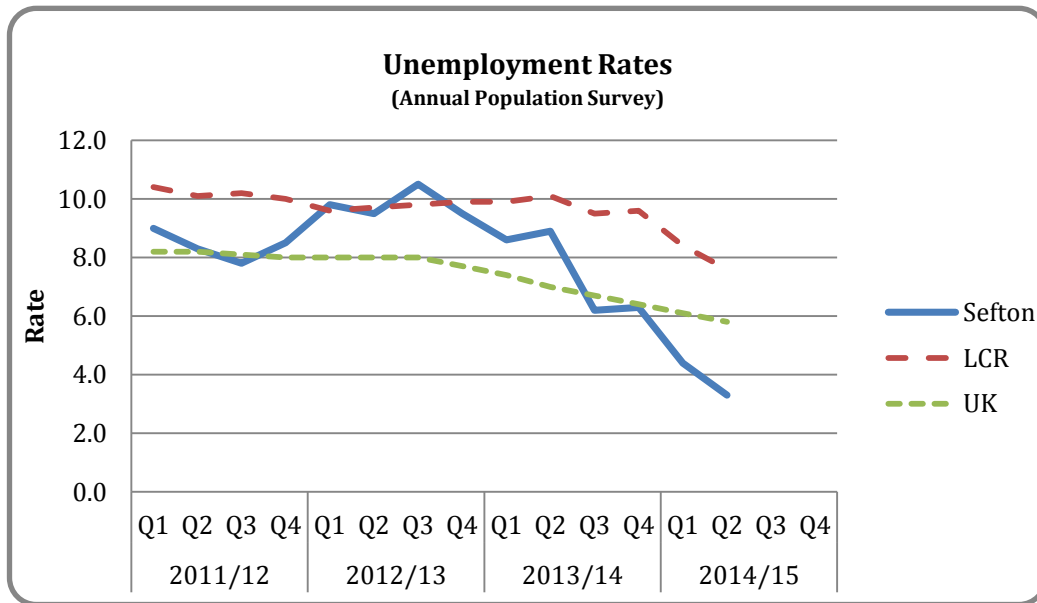




The DWP provides us with information on the number of former claimants who **move off benefits and into employment** each month.

The number of residents, known to have moved into employment has continued to fall in Sefton over the last 12 months.

This fall may be due to the declining numbers of JSA claimants as new claimants are moved onto Universal Credit, and also the fact that over 40% of claimants moving off JSA do not complete leavers forms and their destination is unknown.

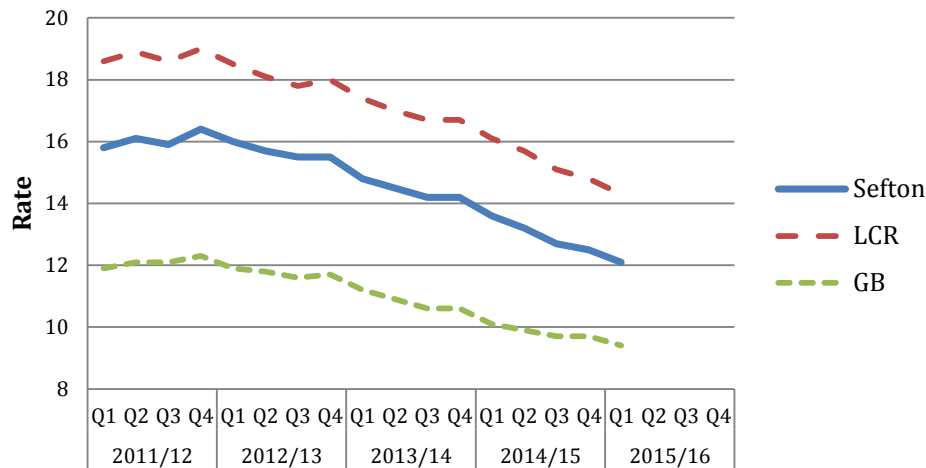


Overall **unemployment** in Sefton has fallen dramatically over the last year, with the latest rate now recorded at 3.3%. The rate is now 4.3% lower than that for the LCR, and 2.5% lower than for the UK as a whole.

After reaching a high of 10,800 in 2010/11 the number of unemployed residents now stands at 4,100.

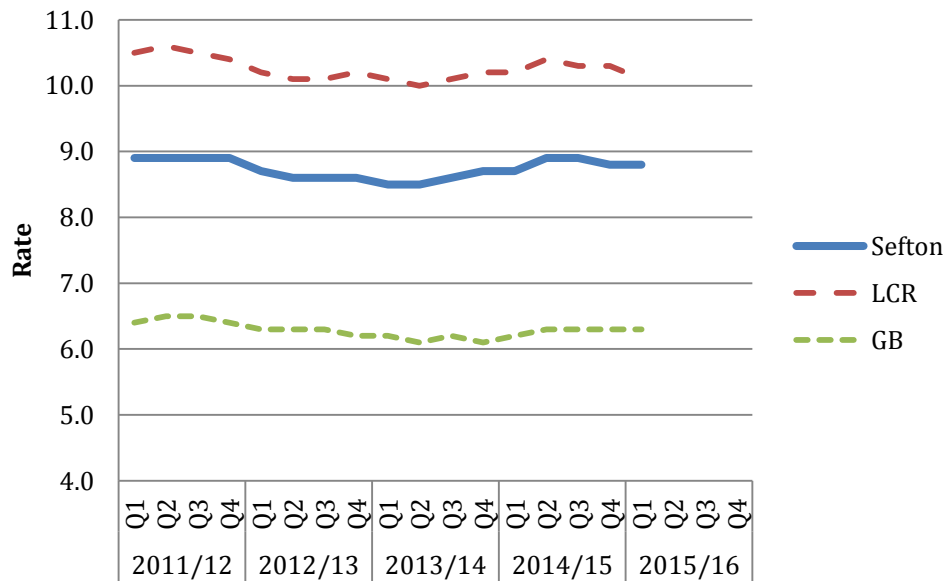


**Out of Work Benefit Rate (DWP)**



The **Out of Work Benefit** rate in Sefton continues its steady fall. Rates reached a peak of 16.4% in mid 2009/10 and currently stand at 12.1%. Sefton's rate is 2.2% below the rate for the LCR, and the gap between Sefton and Great Britain continues to narrow, reducing to 2.7%.

**ESA/IB Claimant Rate (DWP)**



In Sefton over 72% of out of work benefit claimants are in receipt of **Employment Support Allowance/Incapacity Benefit (ESA/IB)**.

When being assessed for ESA claimants will fall into three categories:

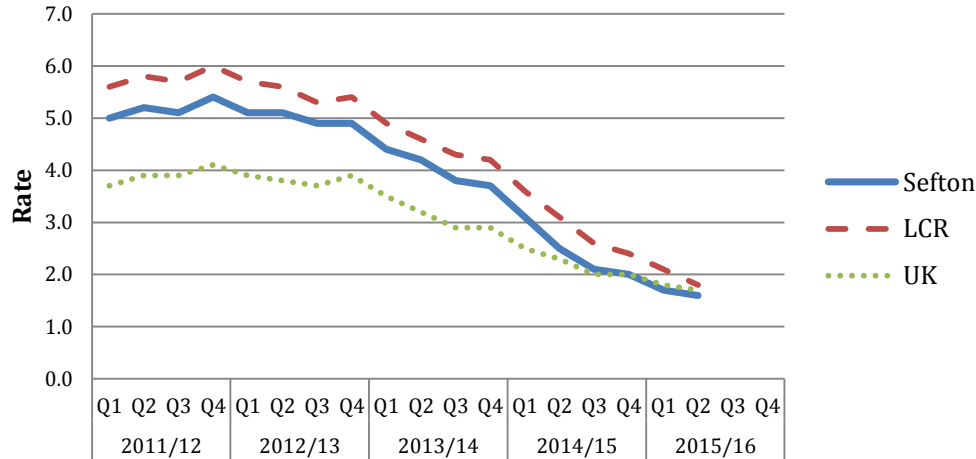
- Those considered fit for work immediately and moved to JSA
- Those requiring additional support to enable them to prepare for work
- Those classified as being unfit for work.

Claimants requiring additional support and placed in the Work-Related group represent approximately 19.4% of all ESA claimants, and continues to fall.

ESA claimant numbers fell slightly across Sefton, the LCR and UK in the first quarter of 2015/16.



**JSA Claimant Rates**  
(Nomis - Claimant Count)

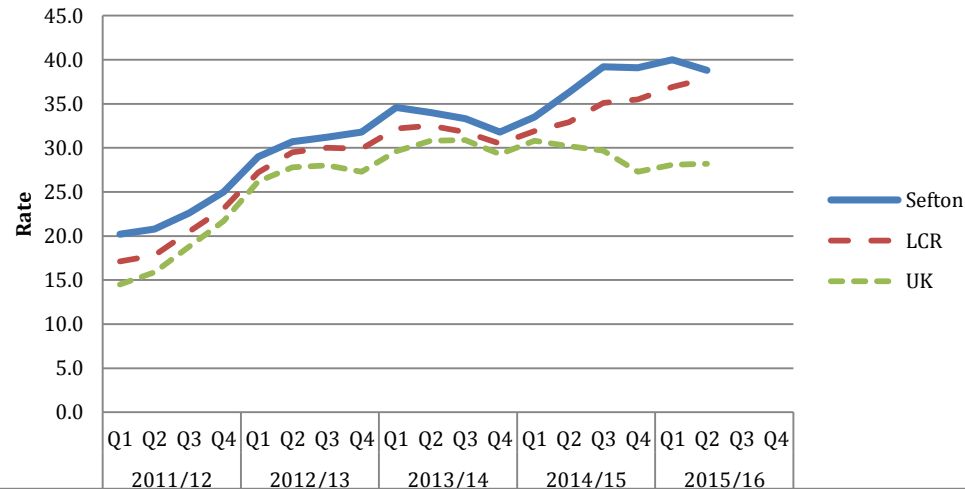


The **JSA claimant rate** in Sefton continues to fall. The rate in Sefton is currently 1.6%, 0.2% lower than for the City Region, and 0.1% lower rate for the UK as a whole.

With the implementation of **Universal Credit** the on-flow to JSA has slowed with new claimants being diverted onto the new benefit regime.

It should be noted that 71.1% (2,379) of Sefton’s Universal Credit claimants are classed as “Not in Employment”, and are not included in the figures for JSA.

**Long Term Unemployment - All Ages**  
(Nomis - Claimant Count)



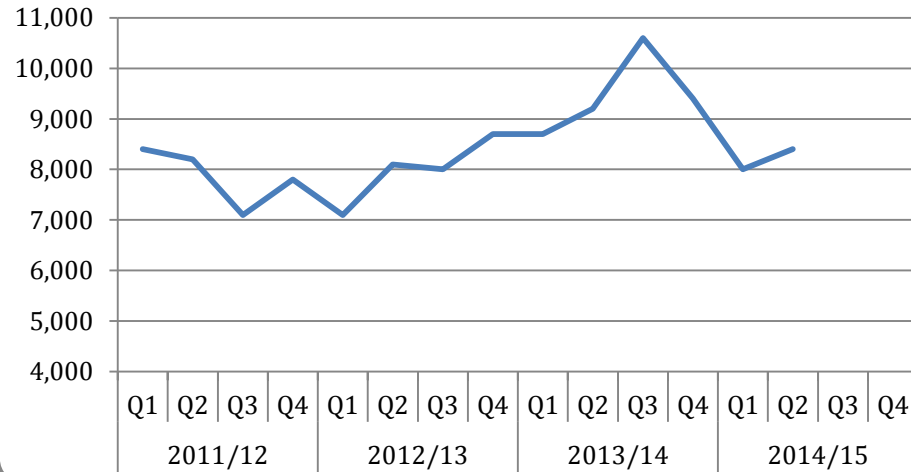
**New claimants** tend to have more success accessing employment, rather than those out of work for 12 months or more.

**Long term unemployment** has started to improve in Sefton but still remains high at 38.8%. The rate is currently 1% higher than the City Region (37.9%) and more than 10% higher than the UK (28.2%).





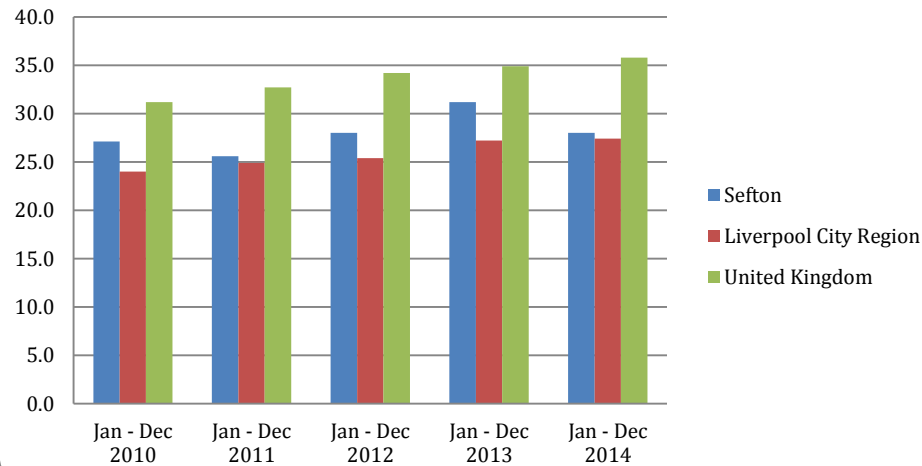
**Economically Inactive Who Want a Job**  
(Annual Population Survey)



The number of ‘**encouraged workers**’ who are classed as economically inactive but wish to move into work, grew in the last reported quarter to 8,400. This is well below the level reached in the middle of 2013/14.

The prevalence of low paid jobs or zero hours contracts may be continuing to deter claimants from wanting to enter the work place.

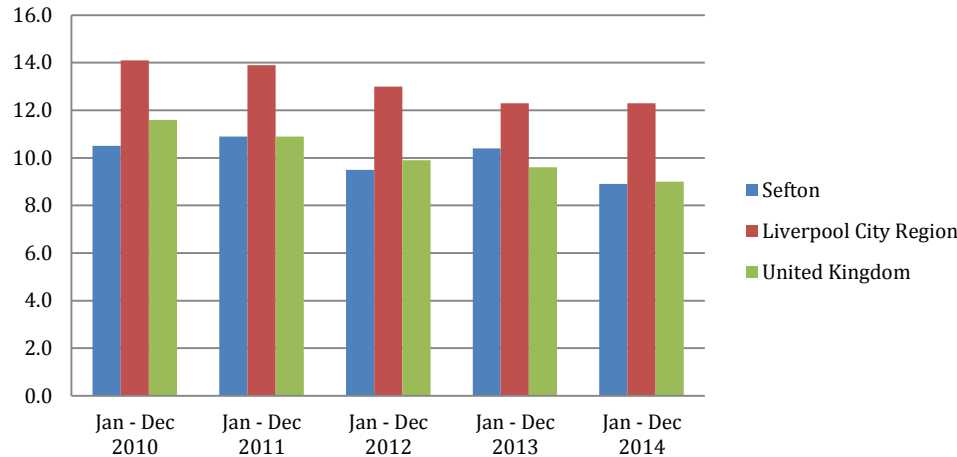
**Residents Qualified to NVQ 4+**  
(Annual Population Survey)



In 2014, 28.0% of Sefton’s working age population were **qualified to NVQ Level 4+**, an increase of 3.2% points since 2011. The rate is now just 0.6% points higher than for the Liverpool City Region, but the gap with the UK has widened to 7.8%.

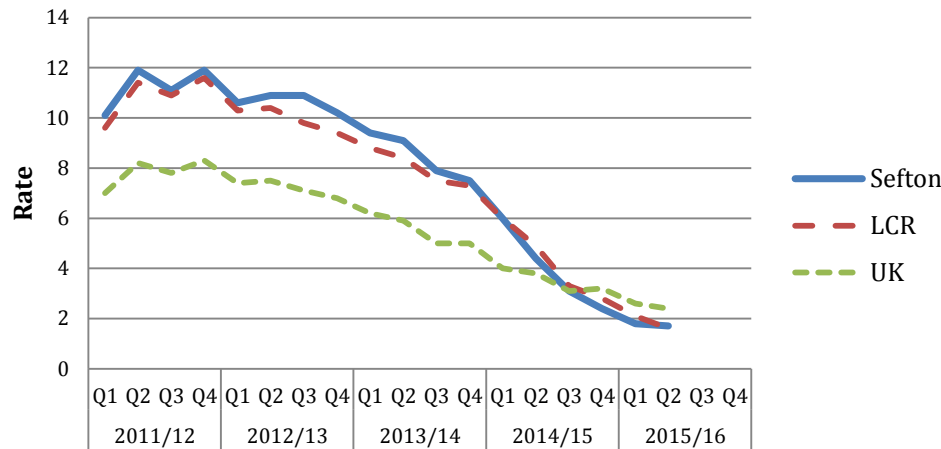


### Residents with No Qualifications (Annual Population Survey)



The percentage of Sefton’s working age population with **no qualifications** improved in 2014 and now stands at 8.9%. With this improvement the rate is 3.4% lower than the City Region and in line with the UK.

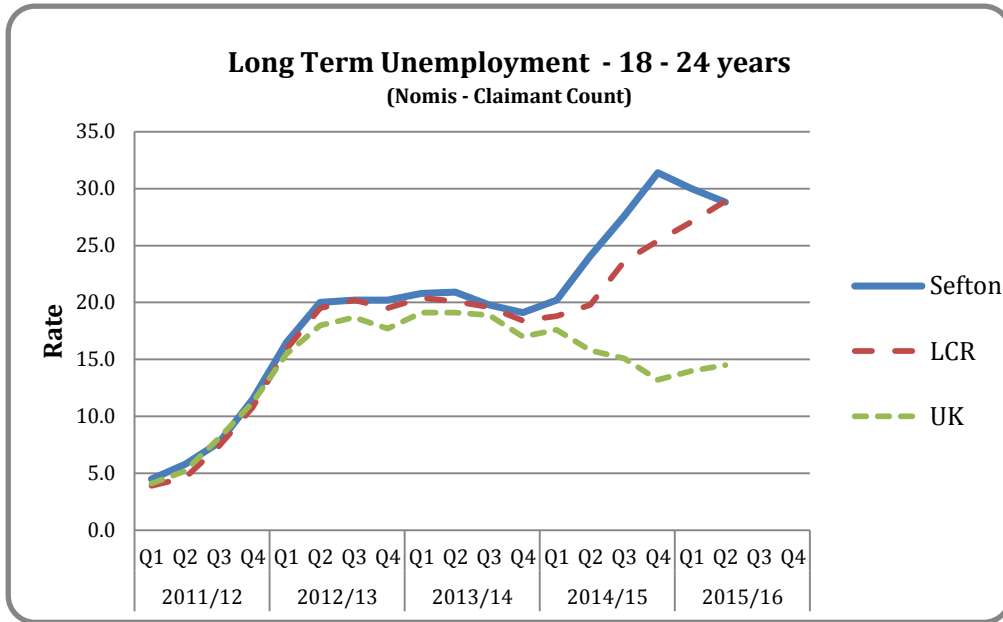
### JSA Claimant Rates for 18 - 24 year olds (Nomis - Claimant Count)



The **youth claimant rate**, at 1.7%, is now just above the overall claimant rate for Sefton. The rate is now 0.7% lower than for the UK. 0.1%, and just 0.1% higher than for the LCR

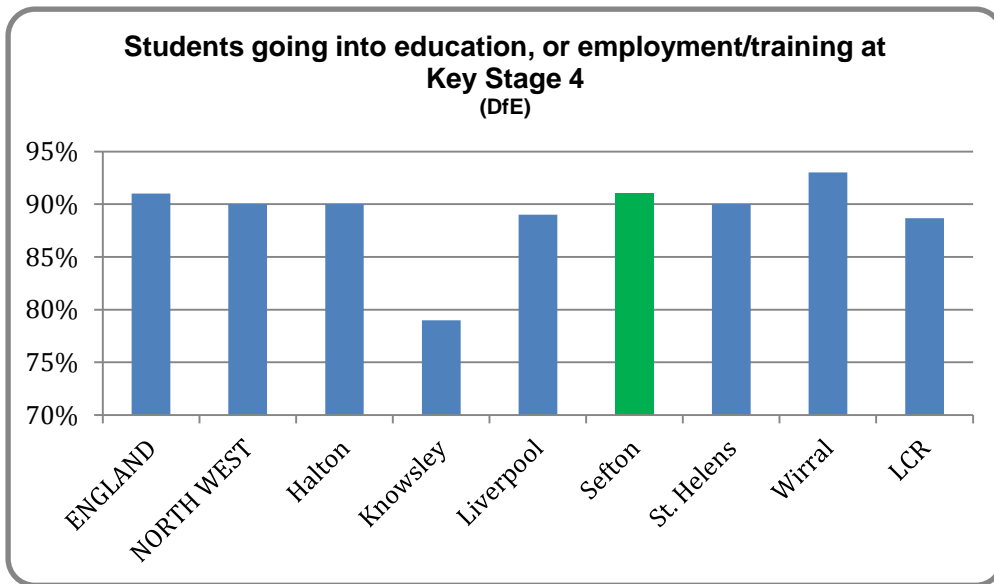
The number of **young claimants** continues to fall, but concerns remain, with over half of Universal Credit Claimants being aged 16-24 and not included in these figures. There are currently over 1,000 young people “not in employment” claiming Universal Credit, in addition to those claiming JSA.





The **long term (1 year +) youth unemployment** rate has now started to show signs of improvement.

However, 28.8% of young claimants have still been in receipt of JSA for more than 12 months. The performance gap with the LCR has narrowed to just 1%, however it still remains almost twice the rate for the country as a whole.

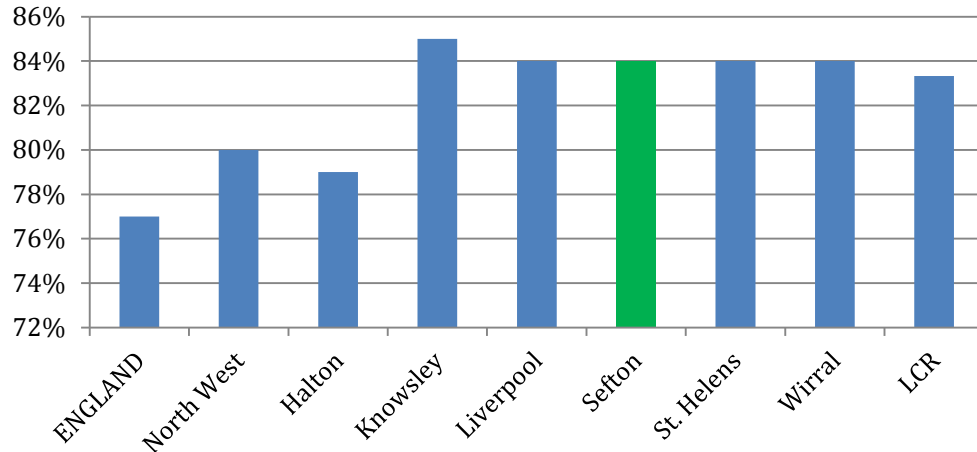


The Department of Education has recently released figures for the **Destination of School Leavers** at Key Stage 4 and Key Stage 5, for 2011/12. Sustained participation is based on attendance at two terms, October – March.

Sefton continues to perform strongly at the end of Key Stage 4 with 91% of students moving into sustained education or employment and training. 89% remain within the education system. Sefton is still the highest performing borough in the City Region and also outperforms both the North West and England.

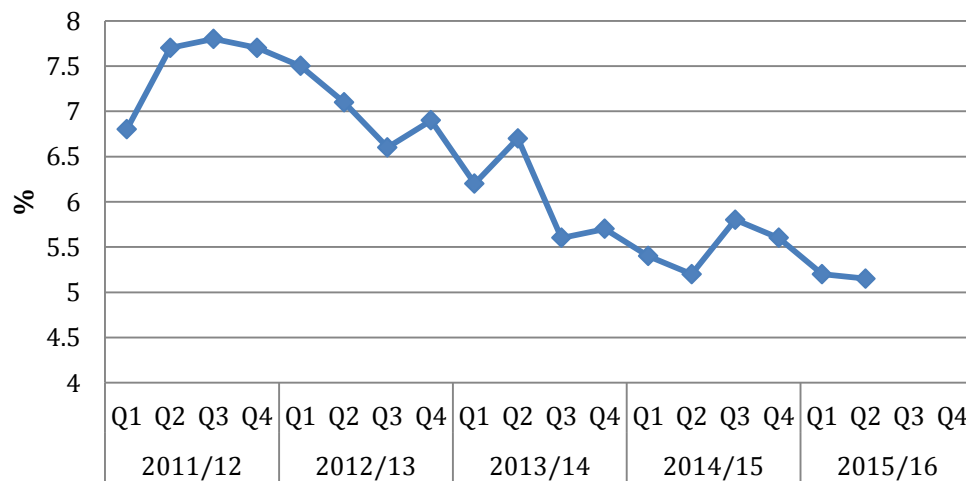


**Students going into education, or employment/training at Key Stage 5 (DfE)**



At the end of Key Stage 5, 84% of young people from Sefton **continue with their education or move into employment/training**, with 72% of those continuing wholly within the education system. Sefton performs well other local authority areas, and is much better than the UK and North West. 58% of Sefton’s young people move onto to UK Higher Educational Institutes.

**Sefton NEET Cohort (Connexions)**



The **NEET (Not in Education, Employment or Training)** figure for Sefton currently stands at 5.2%.

Sefton continues to perform strongly with figures continuing to fall.



# Strategy Monitoring Report

investsefton

SOUTHPORT  
ENGLAND'S CLASSIC RESORT

REECH  
Renewables & Energy Efficiency  
in Community Housing

sefton@Work  
working for you



## 5. Strategy Monitoring Report

### Objective 1 More new starts to replenish the business population

#### What are the challenges?

The Liverpool City Region has a deficit in its business base and a requirement to stimulate new enterprise when compared to national averages. Although the LCR business base has grown by 8.6% over past decade inherent structural weaknesses still result in a low business base and a further 18,500 businesses are required just to match the UK business density rate.

Sefton's business stock has now returned to the size it was at the beginning of the economic downturn. However, the rate of recovery remains slower than for the City Region and UK. The number of business births is now much higher than the performance in 2008; whilst business deaths are down by 19% over the same period, resulting in a positive outcome for the business population of Sefton. Despite this improvement Sefton's performance still remains below the levels for the LCR and UK although generally the survival rate of start-ups has traditionally been strong - this has been driven by a series of business start-up programmes in the borough.

A major obstacle in Sefton remains in terms of residents who wish to start a business. Up to November 2014 Invest Sefton and Sefton@Work were able to provide a managed referral to other partner support such as Social Enterprise NW who delivered a cross LCR £6m programme-Big Enterprise in Communities. However the programme ended abruptly following issues over procurement.

#### Who are we working with?

Following the closure of the Social Enterprise NW programme, InvestSefton has maintained links with a number of residual providers, such as The Women's Organisation, to refer Sefton clients to. A dedicated start up page has also been enhanced on [www.investsefton.com/business-support/starting-a-business/](http://www.investsefton.com/business-support/starting-a-business/). This provides a range of choices for potential entrepreneurs and individuals contemplating self-employment.

Work is underway to identify a potential location in Sefton to establish an incubator hub for Liverpool and Sefton Chambers of Commerce Spark Up Programme. Spark Up is a free 12 week Business Accelerator programme designed to inspire, engage and encourage an entrepreneurial mind-set. It provides co-working space and facilities designed for collaboration which encourages growth and impact on the local economy. Inspirational masterclasses, workshops and one-to-one mentoring are delivered by leading entrepreneurs. To date programmes in Liverpool have seen the collective turnover of participants increase by 163%, creating 15 jobs in the process. The programme has also generated more than £453,000 in investment.



InvestSefton works closely with St Helen's Chamber, one of two organisations who deliver the New Entrepreneurs Allowance programme in Sefton. A business advisor from St Helen's Chamber spends a proportion of their time at Sefton@Work's Bootle office meeting potential NEA clients. Blue Orchid also delivers a NEA contract which, together with the St Helens Chamber contract, has been extended under a new programme.

InvestSefton works closely with Merseyside Special Investment Fund in referring new businesses to its Start-up Loans fund programme. The fund is delivered as part of the Government's Start up Loans company initiative and is split into two demographics-Under 30's and over 30'.

### **How are we addressing the challenges?**

The LCR Local Enterprise Partnership has made Business Start-ups and developing an entrepreneurial culture a key priority of the new ESIF Programme (2014-2020) and, in conjunction with the Local Authorities and Chambers of Commerce, is developing a new enterprise framework which will be the platform for future delivery. The challenge for the LCR and Sefton is to bolster entrepreneurial culture in the area through targeted support for specific geographies and under -represented groups.

### **What have we achieved?**

Between April and September 2015:

- St Helen's Chamber has supported the start-up of 20 new businesses in Sefton, having met with 48 clients of which 44 were accepted onto the NEA programme.
- Blue Orchid has supported the start-up of 62 new businesses in Sefton, having met with 139 clients of which 93 were accepted onto the NEA programme
- Up to July 2015 49 start-ups have been supported with £340,100 of loan finance from Merseyside Special Investment Fund.
- 18 Sefton applicants (aged under 30) and 30 (aged 30+) have been supported by MSIF.

The MSIF loans market continues to attract an encouraging level of interest from people aged under 30 but even greater from those above this age range. Indeed some areas of the country are struggling to attract over 30 applicants which is not a problem in the Liverpool City Region. Applicants are more often in Part Time or Full Time employment, rather than unemployed. This employment status change may be as a result of NEA and benefit process changes. This can have an impact on drawdown timescales. In addition MSIF is receiving more joint enquiries and applications, where two partners / directors are sharing the liability to invest in the business.



The MSIF Sefton pipeline has two further loan applications under review/offer for under 30s and four for start-ups from over 30 age range.

### **Case study**

*MSIF supported a new children's pre-school playgroup which has set up a new business in Sefton Lane, Maghull. The group was introduced by the Women's Organisation in July 2015 and was assisted in developing a business plan and financial forecast. A start up loan of £9.5k was provided to assist in the refurbishment of the centre including new café/kitchen equipment, play equipment and set up training courses for staff. The business is aimed at both parents and children through structured inter-active sessions focussing on early learning and development. It is due to open in early November.*

### **Looking ahead**

The funding landscape remains uncertain and the council has had to gradually retreat from direct business start-up support and move towards more partnership oriented activities. This will need to be developed further and the council is well positioned at LCR level in terms of introducing a new Enterprise Strategy and forming partnerships.

InvestSefton has been developing, and in certain cases leading, European Structural Investment Fund (2014-2020) bids for new business and enterprise support in the city region. Alongside this is a proposal led by The Women's Organisation and Liverpool Community College for business start-up support forming part of three inter-linked bids for both business support and growth. The outcome of these bids should be known by December 2015; if approved it will offer a range of dedicated start up support for individuals, new businesses and social enterprises in Sefton including:

- Enterprise engagement services to young people; female entrepreneurs, social enterprises; rural; disadvantaged & under-represented groups
- Start-up programme for individuals; developing business plan ; access to finance
- Ongoing post start support for up to 36 months
- Mentors, business coaches and peer-to-peer support
- Support for high growth start-ups including mentoring & networks; business incubators/managed workspace; key business sectors

InvestSefton will establish robust marketing and managed referral activities to ensure Sefton entrepreneurs and individuals seeking self - employment are provided with appropriate support from this programme and afforded opportunities for ongoing aftercare.





## **Objective 2 Grow existing businesses and stimulate the economy**

### **What are the challenges?**

Business growth remains a key priority for both Sefton and the LCR. While business formation has shown a gradual improvement, this has been offset by the number of business failures which has led to a levelling off in terms of economic performance.

Key challenges remain for the LCR both in terms of increasing the number of businesses (18,500 required) and GVA required (£8.2bn) to meet the UK average. The Council continues to engage with Sefton businesses through its front facing teams Invest Sefton, Sefton@Work and REECH into Business, to help drive up business growth and productivity, jobs and reduce CO<sup>2</sup> emissions.

### **Who are we working with?**

The council continues to work closely at LCR level with the LEP, LAs and Chambers of Commerce to develop Business Growth Hubs which are part of the City Growth Deal approved by Government. InvestSefton has been accepted onto the Liverpool City Region Business Growth Hub framework to deliver the Sefton Hub.

Robust partnership arrangements have been established with the LEP, LAs, Chambers of Commerce and the private sector. A Memorandum of Understanding has also been agreed with Liverpool and Sefton Chambers of Commerce to develop mutually beneficial joint working arrangements including the Business Growth Hub, ERDF bids and engagement with the Southport BID team.

InvestSefton is working to establish more focussed and coordinated business support in conjunction with Liverpool and Sefton Chambers of Commerce. An action plan is being developed and a number of immediate initiatives are being delivered, including focussed export support, via Export Sefton and Professional Sefton Networks. Further areas of work have been identified and will be delivered throughout 2016 and 2017.

InvestSefton completed delivery of the Regional Growth Fund Business Growth Grants programme on 31 September although some activity, including residual private sector spend and monitoring will continue to March 2016. The Business Growth Grant is a £15 million investment programme secured by Liverpool City Region Local Enterprise Partnership (LEP) and administered in conjunction with the City Region's Local Authorities. InvestSefton delivered the scheme in Sefton. An update is provided in the Access to Finance section.

As LEPs or LAs were unable to bid for Round 6 Regional Growth Funding, support was given to St Helens Chamber of Commerce and Merseyside Special Investment Fund to secure a combined £12m to deliver financial support to businesses. InvestSefton is actively referring Sefton businesses into these new funding streams.



## How are we addressing the challenges?

### Business Growth support

InvestSefton remains at the heart of business growth support and, together with Sefton@work, has delivered some 344 intensive assists (12 hour minimum) to Sefton businesses as part of the ERDF **Merseyside Business Support Programme**. The programme has been extended until October 2015 to allow some business support continuity moving towards the start of the new European Structural Investment Fund programme which recently launched its first calls.

A team of highly experienced nationally accredited business and employment support specialists provide dedicated support to Sefton businesses.

- Free business events and workshops to meet business needs
- Financial support through Funding Circle, Linacre Bridge fund and Regional Growth Fund programme
- Providing 1 to 1 business advice and guidance
- Dealing with Sefton Council more easily and effectively e.g. business rates, (this includes support for businesses seeking rate deferrals referred from the Business rates team) planning and development regulatory issues, procurement
- Quality signposting to partner organisations
- Recruitment of new staff and HR advice through Sefton@work
- Finding premises and helping businesses relocate to or expand in Sefton
- Supporting business to access new markets, including support to export
- Developing supply chain opportunities for Sefton businesses in public/private procurement

InvestSefton's 'one to many' approach' includes an extensive events/workshop programme which can accommodate 15-50 businesses up to the more formal setting of Sefton Economic Forum which regularly attracts 200 businesses. These events are part of a wider model that provides a 'ladder of participation' for all businesses ranging from a light touch support (attending an event/phone enquiry/initial meeting) through to an extensive 12 hour programme of support including a full business diagnostic and managed referrals.

**17 workshops/forums took place between April and September 2015 attracting 495 business owner/managers from 390 businesses.** The majority of workshops have had a maximum number of 15 places available for companies and in some cases the team has had to re- run workshops to satisfy demand. Event topics such as, 'Selling your way to success' 'Access to finance', 'Are you ready for growth' and 'Cold Calling for Chickens' have proved popular using high level private sector speakers to present. '.



### **Selection of comments received from Sefton businesses**

*"We're setting up a meeting already!" (Landscape Gardening Company)*

*"It's given me the confidence to put together a good business plan" (Technology Company)*

*"I learnt a lot, and now must sort my finances and future out!" (Leisure Company)*

*"Excellent speaker and workshop" (Graphic Design Company)*

*"Will take away notes from today, all very helpful and informative" (HR Company)*

*"Lots of great techniques to increase sales" (Technology Company)*

*"Useful, practical tips that can be used immediately" (Video Production Company)*

*"This will now influence my company's digital strategies" (Media Company)*

*"Excellent meeting!" (Independent Garage)*

*"As a start-up business, this has given me the information and knowledge to assist in my venture" (Professional Services)*

*"Excellent guidance and advice. Just what we need" (Branding Agency)*

*"It's given me hope and a more positive outlook – help is out there!" (Healthcare Company)*

### **Case study**

*Access Point Ltd, a Southport based commercialisation services company provide promotional activity solutions, working as an agent for major retail outlets (Sainsbury's, Co-op, Wickes, Network Rail and Makro) renting space within their venues to businesses looking to sell their products direct to customers. Since incorporation in 1997, the business has grown from 4 staff to a team of 35 and required larger premises to continue growing. Suitable premises at the former site of the North Sefton Magistrates Courts in Southport were acquired although significant investment was needed to bring the building up to the required specification. InvestSefton advised the business on funding options to complete the refurbishment of the business, subsequently assisting with a successful £60k Regional Growth Grant to supplement £360k private sector leverage by providing business plan advice and guidance throughout the application process. The premises move will project will create 15 jobs within 3 years.*



### Council transformation activities

InvestSefton continues to support the council's transformation agenda and is leading on work that looks at ways different parts of the council deals with businesses to see how we can work more collaboratively and improve connectivity between business facing services across the authority. This work will be firmed up in due course but some working examples over the past six months include:

- Businesses struggling with business rates or seeking deferrals referred to InvestSefton's Access to Finance Adviser for advice and guidance
- Preparations for a October council Meet The Buyer purchasing event for Sefton businesses
- Promoting Council initiatives to over 2,000 business contacts on InvestSefton's electronic mailing list e.g. Active Sefton, Sefton Travel Team, Lord Mayors Charity, Business Rates, Social Healthcare, Flood Awareness, Building Control, Dementia Awareness
- Developing customer charters with developers for local employment (via Sefton@work) and local sourcing of suppliers
- Supporting Sefton's Developing Healthcare Markets through business advice and guidance to suppliers

### Inward Investment

Good practice has been particularly evident in the way council services work towards supporting new investment across a number of regulatory functions.

Invest Sefton continues to work directly with potential inward investors and collaboratively with Liverpool City Region LEP and UKTI on maximising investment opportunities for Sefton.

Demand for industrial space and office uses has improved with several enquiries live. Projects include:

Ongoing negotiations for large new build office on Atlantic Park

- Project for new 175,000 manufacturing facility and UK HQ nearing completion, pending sale of Senate Business Park by Sefton Council.
- Additional new 50,000 sq ft requirement for manufacturing for windows, conservator and door manufacturer added to several further LCR generated enquiries for c. 50,000 sq ft of industrial space remain live, with little or no capacity to accommodate them in existing stock. Dialogue with Chancery Gate (Chancerygate Business Park) and Industrial Securities (Atlantic Park) about developing suitable space.



- Sefton was also unable to offer any suitable sites to a number of enquiries in the market, notably Amazon (100,000 sq ft taken in Knowsley) and a large requirement of 40-60 acres for the assembly and engineering of rolling stock.
- InvestSefton has worked closely with UKTI, Liverpool Vision and LCR LEP (along with MIDAS and Cheshire) on 'North West Financial Centres of Excellence'.
- InvestSefton has also worked closely with Liverpool Vision, LEP and private sector partners developing the 'Northshoring' offer
- InvestSefton is providing lead support to LCR LEP on an LCR Place Marketing ESIF Bid.

### Access to Finance

InvestSefton provides access to finance for businesses via events and one to one advice from a dedicated Business Adviser. Support takes many forms and includes advice to businesses struggling with business rates with an automatic referral system in place via the Council's Business Rates team.

InvestSefton has completed the Regional Growth Fund Business Growth Grant programme resulting in:

- 29 projects at full application and/or appraisal stage
- Total project pipeline of £1.69m of potential investment generating £8.82m of private sector leverage
- Project could lead to the creation of over 201 new jobs with local employment opportunities being maximised by Sefton@work
- A further 275 jobs will be safeguarded

### **Case study**

*Oriel Studios is a full service digital print company in Bootle that required investment in a new colour printing press to enable the company to meet competitive demand and grow the business. The company received a £48,000 Business Growth Grant from InvestSefton via the Government's Regional Growth Fund which they used to invest in the new equipment and help secure existing 19 jobs plus create additional employment over the next four years of a planned expansion for 7 new posts. InvestSefton supported the business through the entire application process including helping to develop business plans and financial forecasts.*



**Case study**

*Mortons Dairies Ltd in Maghull received support to identify areas for improvement and to successfully apply for funding to implement the measures. After receiving advice on suitable finance options and business plan support, the business successfully applied for £37k RGF funding towards the cost of a bespoke £220k IT system that has improved their market knowledge and level of customer service through an integrated e-commerce website/Customer Relationship Management system and handheld electronic terminals for field sales staff. Following a review of business costs with InvestSefton, the business was also introduced to the REECH Energy Efficiency programme team, resulting in an assessment of the Maghull site and recommendations made to the business on areas where financial savings can be made to lower energy costs. The support from InvestSefton has safeguarded 45 jobs and will create 6 new jobs over the next 3 years.*

Although the economy is moving out of recession obtaining loan finance remains a key barrier to potential growth for some businesses. InvestSefton has developed close relations with banks and other lending institutions and, together with the Council's Treasury team provides loan finance via Funding Circle – a national crowd funding lending platform for businesses. Recent activities in Sefton include:

MSIF

| <b>Loan Fund<br/>(Sub £50,000 loans)</b>         | <b>No of business<br/>loans in Sefton</b> | <b>£ Value</b> |
|--|---|----------------|
| Merseyside Small Loans for Business              | 17  | 698,000        |
| Merseyside Small Loans for Business Legacy Funds | 6   | 145,000        |
| Regional Growth Fund                             | 13  | 258,000        |
| North West Micro Loans                           | 3   | 55,000         |

In addition £2.6m has been invested in a Sefton promotions company under the MSIF Loan & Equity Fund programme.

Funding Circle

InvestSefton in conjunction with the Council's Treasury team have allocated resources to allow the council to invest in Sefton businesses via the Funding Circle crowd lending platform. This is the first of its type in the Liverpool City Region. Cabinet has approved the use of £100,000 from council reserves to support applications for loans from Sefton businesses. Funding Circle enables people to directly lend to creditworthy small businesses, sidestepping the banks. The business was set up in August 2010 in direct response to the difficulties small businesses were facing in accessing finance.

InvestSefton and the Council's Treasury team are also working closely on supporting Sefton businesses who are credit rated in the B and C categories. There is real opportunity to not only support Sefton businesses through the platform but also generate strong rates of return












for the Council. Rates so far range from 8% to 10% which is a good return for the Council, and is significantly cheaper than can be commercially obtained by these businesses from the banking system. To date there have been 9 Sefton businesses who have benefited from the scheme of which the council has invested in three.

### Case study

*Colour Wizard is a Bootle based car body workshop specialising in alloy wheel refurbishment, including diamond cut wheel repairs and approved supplier to the likes of Jaguar/Land Rover, Mercedes Benz and BMW. The company was supported in finding new premises in Maritime Enterprise Park and assisted with a £14,770 Business Growth Grant to assist with the purchase of a new CNC Lathe machine which has allowed them to meet orders for specialist diamond cut wheels from customers. Owner Leon Moffet said “We are in an exciting phase of growth for our business, which will take us into new corporate markets, and enable us to grow our customer base and take on staff. InvestSefton provided a seamless transition for our business in accessing investment funding and expanding into new premises in Bootle”.*

### What have we achieved?

| Indicator  | Annual Target 2015/16 | Target Apr 2015 – Sept 2015 | Actual Performance Apr 2015 – Sept 2015 |   |
|--|-----------------------|-----------------------------|---|---|
| No. of businesses engaged (email/phone/website/1:1s/events)                                    | 1500                  | 750                         | 1,010                                   |    |
| No. of businesses receiving intensive support (diagnostic: 1 to 1 and /or 12 hour+ assistance) | 95                    | 60                          | 72                                      |    |
| No. of jobs created  | 100                   | 60                          | 65                                      |    |
| No. of jobs safeguarded  | 150                   | 50                          | 65                                      |  |
| No. of business engagement and consultation events   | 15                    | 8                           | 17                                      |  |
| No. of businesses attending engagement and consultation events                                 | 500                   | 250                         | 495                                     |  |
| No. of businesses supported with access to finance (grants/loans/rates/hardship issues)        | 50                    | 30                          | 30                                      |  |
| No. of RGF Business Growth Grant businesses assisted   | 15                    | 5                           | 5                                       |  |
| No. of Business Growth Grants awarded  | 10                    | 5                           | 5                                       |  |



## Looking ahead

Sefton is leading two ERDF consortia for business support funding under Priority 3 Enhancing the Competitiveness of SMEs. Two separate consortiums include the LCR Local Enterprise Partnership, Local Authorities and Chambers of Commerce. The bids both total £9.5m ERDF of which Sefton is seeking to secure £1.8m.

The LEP has secured £1.5m Growth Deal funding to establish Growth Hubs in the LCR with effect from 1 May 2015. A tender has been issued for six hubs in each of the respective LCR areas and InvestSefton was successful in its bid for the Sefton lot.

Under this contract InvestSefton will remain as the principal go to organisation for business support for Growth Hub activities linking businesses to a range of potential new ERDF activities and national products such as the Manufacturing Advisory Service, UKTI and Growth Accelerator. InvestSefton's flexible business growth model will again need to review and adapt its delivery accordingly.

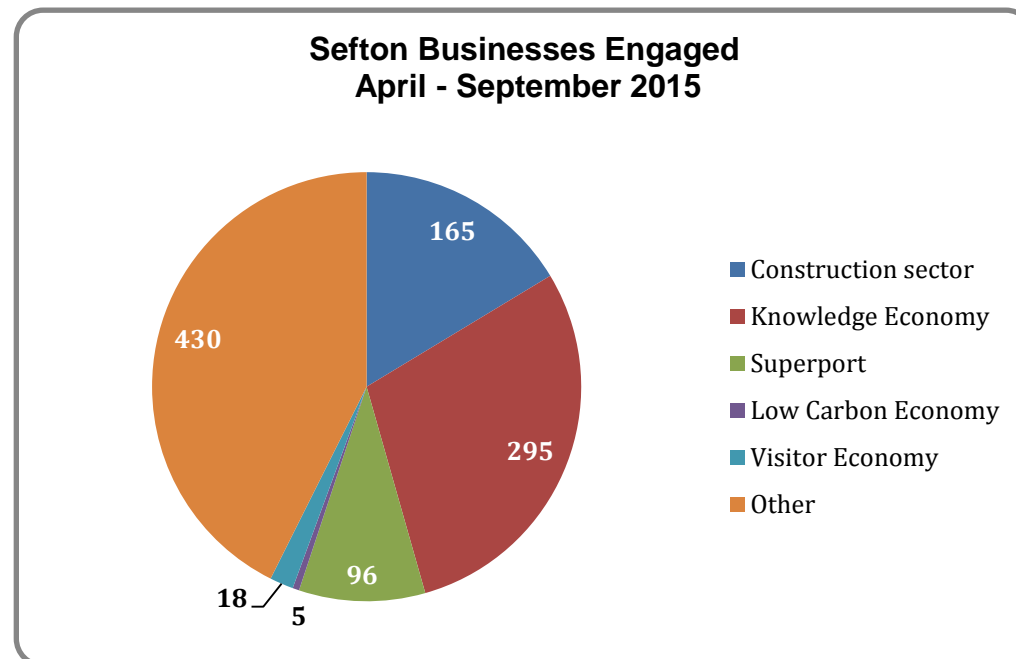




### **Objective 3 Target traditional and emerging growth sectors: Superport, Visitor Economy, Knowledge Economy, and Low Carbon Economy**


Approximately 37% of Sefton's workforce is employed in the above four key growth sectors including sub-sectors of construction and manufacturing. InvestSefton has both a sector and geographic focus on supporting businesses ranging from a light touch approach (phone/email/website enquiry) to more intensive support including 1:1 diagnostic and business advice and bespoke events.

Business engagement is recorded on dual enquiry system (Tractivity and CORE) with the latter tracking support from both InvestSefton and Sefton@Work business and employment advisers. Overall business engagement is growing with 1,010 overall assists for the April – September 2015 period. Sector breakdown is illustrated in the chart below:



There is often cross cutting activity within each business that straddles more than one sector (e.g. a port related manufacturing company, construction companies operating in low carbon housing/retrofit sector). Approximately 57% of businesses engaged were in key target sectors. This includes construction which has started to show resurgence over the past year. The remaining 43% include retail, healthcare/business services/charities/third sector, MOT/Garages.

### What have we achieved?

| Indicator  | Annual Target 2015/16 | Target Apr 2015 – Sept 2015 | Actual Performance Apr 2015 – Sept 2015 |   |
|--|-----------------------|-----------------------------|---|---|
| No. of businesses in key sectors engaged (Superport, Knowledge Economy, Low Carbon, Visitor Economy) | 1000                  | 500                         | 580                                     |  |

### **(i) SuperPort**

*(including warehousing/distribution/maritime& logistics/transport)*

### What are the challenges?

The SuperPort panel has agreed a SuperPort Action Plan to map out the LEP's investment and growth ambitions, which include the Liverpool 2 deep-sea berth at Seaforth, the Third Crossing at Halton, major logistics opportunities arising from the attraction of distribution hubs to the Port of Liverpool, and supporting improvements to basic transport (Port Access, motorway junctions, rail heads) and to the employment land supply.

The challenge for Sefton is how to accommodate a dynamic global Port within a tightly bounded urban area, so that trade and local supply chains can flourish and communities access the forecast new jobs, while maintaining clean healthy neighbourhoods where people will want to come and live.

The Liverpool 2 berth and associated channel dredging will be completed by early 2016, making the Port accessible to 95% of world shipping. In 2016, the Highways Agency will have completed the surface access road selection, in conjunction with the Council and LEP. Market sentiment is turning in favour of relocation to the "Port of the North", with logistics enquiries to the city region (and Dunning's Bridge Road) driven by rising energy costs and increased controls on carbon emissions.



It is paramount that we identify the specific challenges being faced by businesses operating in this sector. We know that businesses in the borough continue to trade locally, with too few exporting and trading with external markets.

With regards to inward investment we have a shortage of suitably sized sites to accommodate larger distribution and logistics uses. Without a land supply, Sefton cannot expect a proportionate share of the 20,000 jobs forecast in the sector by 2020.

### **Who are we working with?**

We are currently working with the Liverpool City Region LEP and the Highways Agency on the Port Access Study to improve multi-modal access to the Port. In order to develop export activity in the borough, InvestSefton is working with Liverpool and Sefton Chambers of Commerce, the LEP and UKTI. To promote an integrated investment, business support, skills and recruitment offer to the maritime cluster, Sefton@work is working closely with the Sefton Employment & Skills Partners Group including Port Academy Liverpool (Hugh Baird College), Jobcentre Plus, independent training providers and VOLA.

### **How are we addressing the challenges?**

As part of a wider brief, looking into the employment potential of planned Port expansion, Ekosgen were commissioned to undertake a survey of 800 port and port related businesses in Sefton's maritime sector. This is the first stage in a larger piece of work to prepare south Sefton for the investment, trade, traffic, environmental impacts, jobs and skills associated with Peel's investment in the Port of Liverpool. The Study concludes that Sefton could reasonably expect to capture between 2,500 and 4,500 jobs by 2025, depending on the Council's ambition and level of responsiveness.

The council has recognised the importance of international trade and has provided funding for International Sefton development. Over the past 18 months Sefton has seen the emergence of some unique opportunities arising from both Liverpool City Region and council-led international trade and investment activities. At the forefront of this was the International Festival for Business which ended in July 2014 and preparations for the 2016 festival (also to be staged in Liverpool) are underway.

### **What have we achieved?**

Between April-September 2015 InvestSefton has engaged with 96 port and maritime related businesses as part of its 1:1 and 1 to many activities.

Sefton Council has also supported the development of Sefton's export and new markets ambitions through its International Sefton and Internationalisation funded initiatives. This included support during the International Festival for Business (IFB) 2014 and has now moved



on to planning activities around IFB 2016 and work on helping businesses enter new business markets. This has led to the following outcomes:

- Established a private sector 'Advisory Group' to ensure focus on demand
- Built partnerships with Liverpool & Sefton Chamber of Commerce and national export support delivery body, UKTI.
- Formed a new 'Sefton Exporters Network', with regular meetings from 1<sup>st</sup> June 2015.
- Widened members to include a number of service sector businesses
- Brought together Liverpool City Regions Partners (all LAs, Chambers and LCR LEP) to create 'Liverpool Exporters Network', with the first event on 1<sup>st</sup> November 2015 at Liverpool John Lennon Airport
- New website built to act as online toolkit and meeting place for business involved in or looking to establish themselves in new markets and export.
- Created and 'Expanding Markets' downloadable brochure as part of an Exporters Pack
- Connected Sefton businesses to New Markets support programmes, with over 60 referred on to further commercial support
- Enabled peer to peer support amongst businesses, and developing mentoring offer
- Engaged with IFB 2016 team to ensure local impact
- A business engagement programme aimed at stimulating further interest in export and wider business support through Invest Sefton.

## Looking ahead

The 2014 Autumn Budget Statement identified government funding for the preferred surface access solution to increase access to the Port. It will take a minimum of six years to pass through further evaluation and planning stages. In anticipation, the LEP will commission a city region Freight Strategy to understand trends post-2020 and identify precise logistics requirements of increased traffic through the Port, including the rail freight network.

The development of the offer relating to Superport will be a key emerging area of work during the coming 6 months. This recently included a Sefton Business Survey with a focus on Port users. This will be used to shape tailored support programmes to local businesses who are connected with the port and for whom investment in Liverpool 2 could offer a considerable opportunity for growth.



A Maritime Action Plan has been prepared that will provide the basis for a single offer to businesses whose needs have been identified by the survey. In the medium term, this work will help shape joint activities with the LEP and other 'Maritime' boroughs.

We are currently working on an initiative in partnership with local businesses, chamber of commerce, LEP and UKTI to develop export activity in the borough and increasingly utilise proximity to the port as an asset in enabling reach to new markets. We have launched the Export Sefton website and a regular Exporters Network, plus continued development of the New Markets programme and potential funding opportunities associated with this.

This area also presents unique opportunities to build a focussed inward investment offer, taking into account the Dunnings Bridge Corridor investment strategy and identification of suitable sites. We will continue to work with landowners, developers and investors on projects, taking into account the results of the Public Examination of the draft Local Plan in early 2016.

### **(ii) Visitor Economy**

(including hotels/ leisure/sport/entertainment/retail)

#### **What are the challenges?**

There is a continuing need to review how the visitor economy is managed in Southport and beyond. The review will need to look at some of the key challenges the sector is facing and enable a joined up partnership with Sefton Council, Southport Tourism Business Network and The Business Improvement District. The outcome should deliver a robust destination management organisation that will also look to implement a conference bureau that would allow extra resources to be allocated for business tourism.

The conference sector remains challenging, however there is an uplift in enquires and future bookings with regards to the overall economic impact. It is evident that it will be sometime before we reach the levels of 2009; however it is hoped that a new Destination Management Organisation/conference bureau will go some way in confirming additional leads.

In January 2015 Economy and Tourism took full control of the Market Hall. Since January occupancy levels have increased and existing traders are entering into new leases. However a challenge still remains to reach 100% occupancy.

The management of the Southport Theatre and Convention Centre (STCC) remains challenging, we have entered into a further 6 month extension with ATG that will allow us to tender for a long term operator. It is evident from similar venues that the market remains depressed.



The City Region is undertaking a comprehensive review of how the visitor economy is managed; the outcomes of the review will have implications on Sefton.

### **Who are we working with?**

We continue to work with private sector partners such as the STBN and Southport BID, other Local Authorities and the LCR Local Enterprise Partnership.

### **How are we addressing the challenges?**

We are addressing the key challenges facing the visitor economy by reviewing strategic management arrangements and developing strong links with the city region Destination Management Organisation. We are planning for a conference bureau that will give us an extra resource in order to win more conferences over the next 3 years.

A new visitor economy strategy will be produced to underpin the activity required. The strategy will feed into the City Region Destination Management Plan and will also provide the implementation framework for the Southport Development Strategy that is due for publication later in 2015.

The Development Strategy will also be vital in developing the town's principal assets including Marine Park and Lord Street that will help underpin the visitor economy and deliver tangible outcomes.

With regards to our visitor economy assets, we have put together a comprehensive marketing plan for the market hall with the aim of increasing footfall thus making any empty units more attractive. Secondly we will be going out to tender for the STCC in order to secure a long term operator that will allow capital investment into the complex.

We continue to work and support the Business Improvement District in order to establish more income generating events and improve the environment of Southport to improve the visitor welcome.

The LEP has recognised that the districts need to be more involved at a strategic level in regards of the visitor economy. With this in mind we have been working closely with the LEP visitor economy executive team to make sure that Sefton has a voice within any new structure proposed.

The Open Golf Championship returns to Royal Birkdale in 2017, and offers unparalleled opportunities to attract many thousands of overseas visitors and put the eyes of millions of viewers around the world on the spectacular coastal event. We will maximise the benefits



of this opportunity for local suppliers and jobseekers, schools and communities, and link to international trade and investment activities begun under IfB.

### What have we achieved?

| Indicator                       | Annual Target 2015/16 | Target Apr 2015 – Sept 2015 | Actual Performance Apr 2015 – Sept 2015 |     |
|---------------------------------|-----------------------|-----------------------------|---|-----|
| Visitor Numbers (annual)*       | 8.3m                  | N/A                         | N/A                                     | N/A |
| Total Visitor Days (annual)*    | 10.2m                 | N/A                         | N/A                                     | N/A |
| Economic Impact (annual)*       | 480m                  | N/A                         | N/A                                     | N/A |
| No. of FTE tourism related jobs | 6,200                 | N/A                         | N/A                                     | N/A |
| Number of STBN members          | 120                   | 115                         | 119                                     | 😊   |
| No. of major events             | 4                     | 3                           | 3                                       | 😊   |
| No. of conferences confirmed    | 10                    | 5                           | 7                                       | 😊   |

\* STEAM data is only available on an annual basis

The STBN continues to increase its membership base even in light of the BID being established, however we are seeing some members reduce their financial contribution.

All major events were delivered successfully while the number of conferences confirmed is below target due to a reduced resource and a depressed market.

Four major events have been delivered by Economy & Tourism along with a further major event being the Flower Show delivered by the private sector. All 5 events have been successful and continue to attract both day and staying visitors, both the Air Show and British Musical Fireworks achieved record numbers.

There has been a noticeable up-lift in conference enquires, however numbers still remain below pre-recession days and this is likely to remain for some time.



Businesses classed as Visitor Economy have been supported under MBSP. Between April-September 2015 InvestSefton has engaged with 18 businesses within this sector as part of its 1:1 activities. These are predominantly Southport based businesses although support is restricted due to ERDF eligibility issues which rules out any assistance to retail. This has impacted on overall engagement with this sector. Nevertheless InvestSefton has provided light touch assistance to this sector, through initial advice and referral, and is also lending its support to the Southport BID team.

### **Looking ahead**

Re-focus and energise the public/private sector partnership in Southport.

Refresh the 2010 Visitor Economy Strategy.

Approve and deliver the Southport Development Strategy.

Secure a long term operator for the Southport Theatre and Convention Centre that will enable the Conference Bureau to be implemented thus helping improve the number of confirmed conferences.

Working closely with InvestSefton, Liverpool & Sefton Chambers of Commerce and Southport BID team to maximise potential new European Structural Funds to support business growth

### **(iii) Knowledge Economy**

(including manufacturing/creative/ICT/financial & professional services/automotives)

#### **What are the challenges?**

The Knowledge Economy is a wide-ranging category, but for Sefton principally comprises advanced manufacturing, knowledge-intensive public services, back-office financial services, professional services, and superfast broadband. A key challenge is to convert growth in Sefton's Knowledge Economy sub-sectors into job creation which has been slow across all sectors. Successive business surveys (2011, 2012 and 2014) show that access to finance and increasing sales through new and diverse markets remain the key priorities for small business across Sefton.

Small businesses are not adopting innovative practices, nor making use of knowledge-based assets to the level they could. This has an impact on the productivity and competitiveness of the business and therefore their ability to compete in national and international markets.





## Who are we working with?

InvestSefton continues to work with a range of partners including Liverpool Vision, LCR LEP, MAS and Universities, whilst continuing to work closely with businesses within the Knowledge Economy, providing them with both 1:1 and 1 to many support.

## How are we addressing the challenges?

InvestSefton continues to support and manage Professional Sefton and has engaged Liverpool and Sefton Chamber of Commerce to support this approach. A meeting took place in July, with over 40 businesses in attendance. Items covered by the meeting included;

- Liverpool & Sefton Chamber of Commerce – Potential effects of Devolution
- Home & Communities Agency – Recoverable Investments (Builders Finance Fund, Build to Rent Scheme and Custom Build Serviced Plots)
- Invest Sefton – New Markets Programme and Merseyside Jobs and Growth Fund
- Adaptive Comms – RGF experience and Super- Fast Broadband Scheme

Sefton Council is a major partner in the Merseyside Connected Superfast Broadband project lead by Liverpool City Council. The Economy & Tourism Service is co-ordinating the roll out of superfast broadband in the borough as a result of funding secured from BDUK and ERDF.


InvestSefton also engaged with the LEP and the universities in the development of Internet of Things projects (including funding bids such as Innovate UK Internet of Things Cities Generator) and Sensor City.

InvestSefton also acts as a focal point for access to LCR and National projects for businesses and disseminates information to businesses on a wide range of subjects. It provides a gateway to services offered by the likes of the Business Growth Service, Universities and Daresbury SciTech to local business.

## What have we achieved?

The Knowledge Economy has the highest amount of business engagement of all four key sectors and includes notable key strengths in both manufacturing and financial and professional services. Between April and September 2015 InvestSefton has engaged with 295 businesses within this sector the highest of any of Sefton's key sectors. This is as result of 1:1 and 1 to many activities.



| Indicator  | Project Target | Target Apr 15 – Sept 15 | Project Performance |   |
|--|----------------|-------------------------|---------------------|---|
| Merseyside Connected broadband cabinets commissioned | 70             | N/A                     | 72                  |  |

Sefton is the fourth of the five local authorities to be targeted by BT as part of the Merseyside Connected programme

Merseyside Connected is the programme name for the roll out of Superfast Broadband operating under the Government's Broadband Delivery UK (BDUK) programme. The programme is being delivered over 2 years (June 2014 to June 2016) with ERDF funding available for the first year. The ERDF funding element has now ended but roll out will continue across the Liverpool City Region until 2016.

In addition to rolling out superfast broadband the project is supporting local businesses by way of vouchers for SME's to pay for bespoke solutions to broadband connectivity. During the ERDF funded phase, direct support was delivered by Commendium, to ensure local businesses maximised the e-business opportunities presented to them by superfast broadband.

### Voucher Scheme

The £40m national funding pot for vouchers for SME's, to enable business to have bespoke solutions to broadband connectivity (in the absence of an appropriate cabinet) was opened in April of this year and closed in early October, once all the funding had been allocated. Of the 1751 vouchers issued in the City Region, 165 have been issued to Sefton companies with 108 claiming the funding available to them.

### Business Support

Across the LCR 500 businesses were engaged, with 313 receiving intensive business support, (minimum of 12 hours) from Commendium, of which 83 were located in Sefton. The participation of a significant number of local businesses in the scheme is due in part to the work undertaken by the InvestSefton team in raising awareness of the opportunities available to local businesses in the borough.



## Looking ahead

InvestSefton is also leading the development of a knowledge sector group for Financial and Professional Services which had its first meeting in Southport attracting over 30 businesses. InvestSefton is seeking to develop this further in partnership with Liverpool and Sefton Chambers of Commerce.

The Merseyside Connected Superfast Broadband project will be completed in June 2016, after that superfast broadband will continued to be rolled out in the borough as part of the national commercial rollout programme.

## iv) Low Carbon Economy

### What are the challenges?

A **low-carbon economy** is an economy based on low carbon power sources, thereby reducing the amount of greenhouse gas emissions into the environment. Changes in policy and scientific advances now mean that renewable and energy efficiency technologies can play a significant role in displacing fossil fuels, meeting the demand for energy while reducing carbon dioxide emissions.

Sefton like all regions is facing similar challenges as it strives to become a low carbon economy:

- The rising costs of energy (domestic and commercial)
- CO<sub>2</sub> emission targets (national and international)
- The demand for a low carbon supply chain (businesses and skilled employees)
- A platform on which to develop sustainable businesses

There are many stages to developing a local carbon economy but the first simple step is clear 'save energy save money', the money saved can be:-

- spent by households in the local economy; and
- invested by businesses to make their business more sustainable, increase competitiveness and help to provide a platform for growth.



## CO<sub>2</sub> Emissions

The UK has a target to reduce CO<sub>2</sub> emissions by 60% by 2050. This is a huge challenge and will need to be tackled on several fronts over many years. Emissions don't just come from power stations and transport, homes produce 27% of the UK's CO<sub>2</sub> emissions with commercial properties emitting 18%.

## Supply chain

Long term challenging targets means that the market for low carbon goods and services can only grow. The low carbon goods and services supply chain will become crucial to achieving those targets as large companies look to their suppliers to help them hit their targets. Businesses need to adapt now if they are to retain their competitiveness in a supply chain. The first phase is demonstrating that the business has taken steps to taken to reduce energy consumption and reduce CO<sub>2</sub>.

## Sustainable businesses

Businesses need to be sustainable before they can grow further. Sustainability can take many forms such as adapting to changing market place, including making use of Information Communication Technologies. In Sefton that means improving basic telecoms provision to ensure 'superfast broadband' is rolled out, making it easier and faster for businesses to communicate and trade electronically (see Knowledge Economy sector).

## **Who are we working with?**

### *Housing Retrofit*

- Housing Providers (One Vision, Plus Dane, Riverside, Helena Partnerships, Liverpool Mutual Homes, Villages Housing, Regenda, Your Housing and Pine Court)
- Liverpool City Council, Halton, Knowsley, St Helens and Wirral Councils
- Liverpool John Moores University
- Energy Saving Trust
- VIRIDIS



### *Business Assessment & Retrofit*

- Groundwork Trust
- Liverpool City Council, Halton, Knowsley, St Helens and Wirral Councils
- Chambers of Commerce St Helens, Liverpool & Sefton

### **How are we addressing the challenges?**

Sefton Council acts as either the accountable body for city region wide projects or a key partner in projects where other organisations act as accountable bodies.

#### REECH Initiative

Sefton Council developed and acts as accountable body for the award winning REECH initiative. A city region wide £13,939,450 European Regional Development Fund project, match funded by housing providers, local authorities and local businesses. Raising awareness of, and increasing the demand for, energy saving and renewable energy measures are its key aims. REECH does this by partnering with social landlords and installing (retrofitting) homes with renewable and/or energy efficiency measures, such as insulation (external wall and internal wall), solar thermal hot water and triple glazing. This multi-million pound work programme is helping to alleviate fuel poverty, reduce CO<sub>2</sub> emissions and provide opportunities for local businesses. To date 21 housing schemes have been delivered across the city region by 9 partners, resulting in 3,354 homes being improved, with over 5,000 energy saving measures installed.

Thanks to REECH, Sefton small and medium businesses have been receiving 'free' comprehensive energy and resource efficiency assessments to highlight areas where savings can be made and CO<sub>2</sub> reduced. Grants are available to businesses to install eligible energy saving measures such as LED lighting. To date 112 companies have expressed interest in REECH into Business and working with our partner Groundwork Trust with 40 businesses receiving assistance.



## What have we achieved?

| Indicator   | Project Target | Target<br>Apr 2015 –<br>Sept 2015 | Project<br>Performance to<br>date |   |
|---|----------------|-----------------------------------|-----------------------------------|---|
| Reduction of CO <sup>2</sup> emissions                      | 16,532         | N/A                               | 18,558                            | 😊 |
| No. of new technologies introduced                          | 14             | N/A                               | 13                                | 😊 |
| Increase in GVA   | £3.788m        | N/A                               | £5.489m                           | 😊 |
| No. of indirect jobs generated within the low carbon sector | 229            | N/A                               | 320                               | 😊 |
| No. of houses refitted with energy improvements             | 2,900          | N/A                               | 3,335                             | 😊 |
| Amount of private sector leverage                           | £12m           | N/A                               | £11.84m                           | 😊 |
| Businesses Assisted (minimum 12 hours or £1000 grant aid)   | 20             | N/A                               | 40                                | 😊 |
| Businesses with Improved Processes                          | 14             | N/A                               | 16                                | 😊 |

Between April-September 2015 InvestSefton has engaged with 5 businesses within this sector as part of its 1:1 activities

REECH is on target to exceed its contractual targets and in addition the initiative has contributed to the following qualitative outcomes:

- Fostering skills development and local apprenticeship opportunities
- Creating more sustainable communities through behaviour change programmes
- Catalysing delivery partners to coordinate local environmental improvement projects

## Looking ahead

The REECH Initiative will end in October 2015; in the period up to December 2015 we will be drawing the project to a close and disseminating the findings.



Over the coming months steps will be taken to continue the legacy of REECH. Partners are exploring opportunities via VIRIDIS (the collective name for a group of social landlords, local authorities and other key partners in the Liverpool City Region) and the new European Structural and Investment Funds 2014-2020.



## **Objective 4 Create conditions for growth**

### **What are the challenges?**

Sefton needs to increase the number of businesses operating in the borough and in order to do this suitable sites need to be identified and developed to make them attractive to businesses wishing to invest in the borough. Bringing forward new sites that could generate additional business income is difficult because land preparation is a complicated and time-consuming activity, examples of the actions and activity required include marketing sites to investors and facilitating landowners and developers in converting land.

The Housing Investment Team continues to work with a number of developers and Registered Providers to facilitate new housing across the borough. Officers work closely with local Registered Providers and the Homes and Communities Agency regarding the bidding round for the Affordable Homes Programme with the intention of developing a pipeline of social and affordable rented properties, particularly in areas in the north of the borough where they are required most.

Identifying and bringing forward land for employment, for new homes and creating access routes are key to this.

### **Who are we working with?**

Identifying and bringing forward sites for development requires the involvement of all sections of the community including local businesses, residents, community stakeholders landowners and developers. Each has a vital role in ensuring the most appropriate sites are brought to market and our economy grows. We also continue to work through the LCR LEP, and have continued involvement in the Regeneration Directors Group and associated Working Groups.

### **How are we addressing the challenges?**

We will pursue a number of Sefton's key priorities through ongoing partnership with the LCR LEP and the Combined Authority, particularly where they are of City Region significance, as explained in the City Region Growth Deal to Central Government.

The Council is undertaking four Investment Strategies to identify development opportunities in Bootle Town Centre & Office Quarter, Dunning's Bridge Road, Crosby Town Centre and Southport.





## Port Access

Multimodal Port Access – The Steering Group continues, supported by Sefton Council with the participation of DfT and the Highways Agency. Terms of Reference for the group, governance and a set of key messages have been agreed. A work programme, building on the Port of Liverpool Access Study is currently being developed. Government have announced funding in the Autumn which enables further feasibility work to progress.

The Highways Agency invested £6m in the A5036 Princess Way roundabout, which was completed in Spring 2015. The Thornton Switch Island Link is also due for completion in Spring/Summer 2015.

## Local Plan

The Sefton Local Plan is facilitating the conditions for future investment by making sure adequate land is available to meet future employment and housing and transport needs. A Draft Local Plan has been out to public consultation early in 2015 and submitted to Examination in Public in November.

## **What have we achieved?**

### Bootle Town Centre Investment Strategy

Lambert Smith Hampton has been engaged to develop the strategy. The Strategy provides the Council with a high level plan that looks ahead to 2030. The Strategy consists of a Draft Development Framework Document and outline Delivery Plan, from which an Investment Prospectus will be created. It is anticipated that this will be consulted on and adopted as a Council Policy document in 2016.

### Crosby Investment Strategy

A high level Crosby Investment Strategy (Final Draft) went out for public comment in June 2015. This was consulted on and adopted as a Council Policy document in 2015. A Supplementary Planning Document (SPD) will support the Crosby Investment Strategy in promoting the regeneration of the centre. This will include supporting high quality new development on key sites within the Centre, and enhancing the Centre's overall accessibility and appearance. The SPD (and Local Plan policy) will be used by the Council to guide planning applications for development in the Centre and is expected to be adopted alongside the Local Plan.



### Dunnings Bridge Road Investment Strategy

The consultants BE Group was commissioned to undertake a regionally significant study to reflect the growth potential of the Port of Liverpool and the local implications of the Liverpool 2 Deep Water Berth. Component parts of the study include an extensive spatial analysis of the area together with an individual site analysis, both of which are digitally mapped for future use and a land ownership profile. This baseline study provides the data appropriate for the preparation of indicative development proposals for each of the sites within the Strategy Area. With this report and these indicative proposals, the Council intend to determine the future investment requirements and outcomes that may assist in securing additional external funding. The detailed Investment Strategy prepared as a development of the baseline study provides commentary on the analysis of occupancy, ownership and the development potential of the key sites. The Councils Member Reference Group have received details of the contents and options identified and now wish to look further at the opportunities for interventions that may stimulate the creation of new business premises, investment and new job opportunities.

### Southport Development Strategy

Sefton Council appointed consultants in October to help produce Southport Development Strategy, creating a Vision for Southport Town Centre that looks ahead to at least 2030. Having a clear forward vision will help form stronger links between Southport's visitor economy and the wider business community – and provide the overall direction that is needed to where (by working together) we can focus further attention in creating a more vibrant town centre and seafront and making Southport a better place for both local residents, businesses and visitors.

Nexus Planning and their consultant team are working closely with Council Officers, the Southport BID and other stakeholders in understanding Southport's existing strengths and the potential to strengthen its existing offer and develop new opportunities.

Some of the benefits we expect to get from this work;

- Direction in support more in-depth work around the Visitor Economy and Destination management
- Information used it to increase investor confidence and assist private sector developers to bring forward schemes
- Direction on the future of Marine Park, and Fairways for the benefit of Southport
- Opportunity to re-focus key geographies in the town centre, develop project ideas and ensure that Lord Street's potential is realised
- Ensure that future transport planning supports our ambitions for Southport

Public consultation started in December.



## Housing Regeneration

Sefton Council is currently developing its Housing Strategy (2016-2021). The strategy recognises that housing plays a key economic and social role in improving the lives of Sefton residents through economic regeneration, direct job creation and improving the quality of existing homes and the neighbourhood environment. This strategy will support the delivery of the *Local Plan (2012 -2030)* and the *Health and Wellbeing Strategy (2014-2020)* by ensuring:

- The delivery of new market and affordable housing in the borough, to help meet the needs of Sefton's changing population, including families, the elderly and other people with special housing needs ;
- To support older people and those with long term conditions and disabilities to remain independent and in their own homes;
- To seek to address the wider social, environmental and economic issues that can contribute to poor health and wellbeing.

The Strategy as drafted will now be considered by the Councils Consultation panel prior to a period of consultation in early 2016.

## Housing Delivery

Sefton has a number of large housing regeneration schemes throughout the Borough. These will be delivered by the Council alongside its development partners over the coming years. The former south Sefton Housing Market Renewal regeneration sites in Klondyke and Queens Bedford have delivered 252 homes over the past couple years, and are set to build a further 292 dwellings in the near future.

In Southport, David Wilson Homes alongside other partners completed the acquisition of the Kew Housing and Employment site early in 2015. The site is currently being prepared for the development of 667 new dwellings including 127 Affordable Homes and an Extra Care Housing development of 126 homes. The first new properties will commence construction in late 2015 after the land preparation and will be sold in the early part of 2016

## **Looking ahead**

The next 6 months will be the most intense period as we bring the Investment Strategies to a successful conclusion via the public consultation referred to above. Then an exciting and challenging phase commences as we take steps to realise the potential of the sites identified in each of the studies. This will involve working closely with local stakeholders, developers and creating partnerships to bring the strategic visions to life.



In the north of Sefton, the Council will be seeking Expressions of Interest for the disposal of individual plots on the site or to seek a preferred developer for available land on the extension to Southport Business Park.



## **Objective 5 Increase opportunity and employment**

### **What are the challenges?**

Sefton@work continues to deliver a number of interventions for workless clients in Sefton, a number of these currently funded opportunities are due to complete during the summer of 2015. Ensuring we can maximise the impact of this service offer remains a priority for the time remaining for these, including our Work Routes contract and the Sefton Families programme.

2015/16 sees the launch of bidding for the new European Structural and Investment Funds Programme across Merseyside in the context of City Region working and the new Combined Authority. In this period of austerity, securing match funding remains a key challenge in order to provide local solutions and provision to help our residents into employment. Dealing with gaps in service provision and employment offers will be a key challenge whilst we await the launch of new initiatives such as the ESIF programme.

The Department for Work and Pensions continues to roll out Universal Credit (UC) replacing other benefits such as Job Seekers Allowance (JSA), however, as it is possible to work and claim UC, it acts to mask the actual numbers of unemployed and workless clients in Sefton. The result is a reducing number of residents claiming Job Seekers Allowance, an increase in those claiming UC whilst also seeing increased mandation of those on these benefits to other work related activities identified by Jobcentre Plus advisers. The effect of this is sometimes to cease a client's voluntary activity in finding employment and instead move them to activities such as Mandatory Work Placements. Sefton@work has been working closely with JCP colleagues to ensure that our voluntary provision remains at the forefront of the options for employment related activity wherever possible - for example, the continuation of our Youth Employment Gateway provision - to work alongside rather than compete for attendance on other programmes from eligible residents.

The extension of the Sefton Turnaround project aimed at working with whole families demonstrates the continued need for employability support for some of these families facing multiple barriers to gaining and sustaining work.

### **Who are we working with?**

This year sees the launch of two new initiatives within the Sefton@work offer – namely a project aimed at supporting carers to gain and remain in employment, and a project with specific geographical focus on the L30's Million area in Netherton. These two projects give us an opportunity to expand our service offer to a wider audience and within both of these initiatives, make available personalised budget funding for specific employment support.



We continue to work closely with those furthest away from the labour market - the Sefton Turnaround Project focuses on particular families who are engaged with a range of Sefton services and working closely with other teams in the authority such as the FIP team help us to provide a holistic approach to overcoming these barriers.

The Youth Employment Gateway initiative commenced during 2014/15 and phase 1 delivery will continue until September 2015. This is focussed on unemployed 18-24 year olds, providing information, advice and guidance and potential access to a personalised budget. Flexibility and innovation form the basis of the support available, utilising new and varied ways of identify successful routes into employment for this client group.

Sefton@work continues to engage with local employers to provide work placement opportunities and to capture job vacancies for clients working with our advisers. Pre-recruitment and post-employment support remains a key function of our service offer for employers and new employed clients. Specific support for apprentices has been identified as a Council priority, and grants have been available for apprentices being paid the national minimum wage rate for their age.

Linacre Bridge residents have been able to access additional levels of support including paid work placements as part of a geographically targeted initiative using ring-fenced resources. This has resulted in bespoke solutions being devised to suit individual's, taking into account personal circumstances such as caring responsibilities and better off calculations. This continues into 2015/16.

### **How are we addressing the challenges?**

This year will require significant levels of City Region working with our key partners to identify and prioritise activities and find valuable resources to take advantage of the launch of the new ESIF programme for 2014-20. Significant levels of European Social Fund are likely to become available for competitive bidding and the 5 Merseyside Local Authorities plus Halton MBC are planning to take advantage of this. Under the Combined Authority, it is likely that bidding opportunities will be explored and co-ordinated to provide local solutions to tackling worklessness in both Young People and Adults.

Offering 'personalised budgets' across a range of our projects improves access to funding and resources tailored to the individual – giving individuals more choice in through providing a flexible approach to tackling worklessness and skill levels. This enables a wider range of options to be considered for overcoming barriers to finding and sustaining work.

Sefton@work has been able to offer incentives to employers to employ apprentices who are paid the national minimum wage for their age rather than the lower apprenticeship pay rate, this has resulted in a number of previously unemployed Sefton young people to complete an apprenticeship framework and gain valuable work experience. This again continues into 2015/16.



Work placements, both voluntary and paid, form the opportunity for clients to gain valuable experience in a work environment of their choice. These have proved a popular option for clients during 2014/15 and we will look to build on these where possible into 2015/16 and beyond.

### What have we achieved?

| Indicator   | Annual Target 2015/16 | Target Apr 2015 – Sept 2015 | Actual Performance Apr 2015 – Sept 2015 |   |
|---|-----------------------|-----------------------------|---|---|
| Total Sefton@work Active Caseloads  | 1400                  | 750                         | 944                                     | 😊 |
| Male Active Caseloads (60%)   | 840                   | 450                         | 551                                     | 😊 |
| Female Active Caseloads (40%)   | 560                   | 300                         | 393                                     | 😊 |
| No. of clients on active caseload making an ill health self-declaration (18%) | 252                   | 133                         | 200                                     | 😊 |
| No. of clients on active caseload aged 29 or under (40%)                      | 560                   | 297                         | 432                                     | 😊 |
| No. of clients into employment  | 250                   | 132                         | 148                                     | 😊 |
| No. of clients into employment with ill health self-declarations              | 30                    | 18                          | 24                                      | 😊 |
| No. of clients into employment aged 29 or under                               | 112                   | 60                          | 87                                      | 😊 |

### Case Study

**Client A** – is 53 and had been made redundant from his previous job 18 months before contacting Sefton@work. He had worked in accounts functions and was finding it difficult to find new employment as he had only worked on 'bespoke' accounting packages and lacked broader experience that could increase his appeal to potential employers. Sefton@work had been in contact with a local employer looking for an accounts officer. This client was put forward but the employer identified that his main barrier to securing the job was a skills deficit as he was unfamiliar with the particular system used by the company. Sefton@work engaged a bespoke course from Liverpool University to address this skills gap and the client was offered a 2 week work trial. The client's skills and confidence levels grew immediately and he is now a full employee of the company 30 hours per week.



### **Case Study**

**Client B** – is 21 and was struggling to get a job and was living across different addresses. Through the Job Centre, she had expressed an interest in the role of Café Assistant within the Mecycle café and was referred to Sefton@Work. She was subsequently engaged onto the Youth Employment Gateway programme in order to access other elements of support. The ‘Mecycle’ role interested our client as it also included learning about cycles, becoming a cycle leader and undertaking training on how to mentor the people with Autism whilst on their placement in the café.

The Sefton@work adviser encouraged our client to take advantage of short courses to improve their employability, confidence and self-esteem, develop money management skills and learn more about the hospitality sector. She attended the various training sessions through Sefton@work in partnership with Sefton Adult Community Learning Service.

The Mecycle Centre Manager later interviewed our client and was very pleased to offer the role as Café Assistant, however, to secure a stable home, our client needed more hours than the role originally offered. Sefton@Work’s Employer Liaison Team contacted Merseytravel’s Employment and Skills team, who were able to allocate some funding that could assist the Mecycle Centre Manager to increase the hours, enabling our client to accept the job.

Our client is now “loving the job and loving working within Mecycle” and has moved into their own flat!

### **Looking ahead**

The new European Structural & Investment Funds (ESIF) programme for 2014-2020 and the securing of European Social Fund (ESF) resources will be critical to support further employment related activity within Sefton@work. As a self-funding service, it is important that future funds are secured to ensure that Sefton@work continues to provide locally devised and run solutions to those seeking work, adding value to national mainstream initiatives such as the Work Programme.

Phase 2 of the Youth Employment Gateway launches in October 2015 and will provide a focus of funding and activity to help tackle youth unemployment in Sefton and across the wider Liverpool City Region. This further develops the concept of a personalised budget and builds on innovate ways of supporting clients into work.

Sefton@work will look forward to launching and delivering the Carers in Employment initiative in partnership with the Sefton Carers Centre to help Carers of all ages living in Sefton to sustain employment. This national pilot will share learning and good practice across the 10 sites in England and could potentially help to shape future Government policy in this area. It will provide us with a great opportunity to





explore in more detail some of the barriers faced by our residents whilst developing practical ways of working with partners to improve these.

We will work in conjunction with the L30's Million initiative, to support L30 residents to upskill, access work placements and a personalised budget to overcome barriers to employment. This funding has enabled Sefton@work to purchase and devise an innovative 'tablet' training programme, helping clients to understand the world of apps, smart technology and utilise these advances to their benefit.

We will continue to work with colleagues on the Sefton Turnaround initiative, helping and supporting families in their journey to work, overcoming significant barriers and engaging with other family members to maximise the impact of this support on these Sefton families.



## Appendix A Statistical Profile – Latest Indicators

| Key Indicators                                | Sefton's Position |         | Date of latest data | Sefton's performance compared to LCR/Merseyside average  | Is the gap with the national average narrowing or widening |  |
|---|-------------------|---------|---------------------|--|--|--|
|   | Rate/%            | Value   |                     |  |  |  |
| Unemployment Rate                             | 3.3               | 4,100   | Jul 14 – Jun 15     | Strong: Sefton's rate has improved remains below the LCR rate.   | ↑  | Sefton's rate is now 2.5% lower than the rate for the UK 😊   |
| Working Age Population with no qualifications | 8.9               | 14,500  | 2014                | Strong: Sefton saw strong improvement in 2014 and is now 3.4% lower than the LCR   | ↑  | Sefton is now in line with the UK rate 😊   |
| JSA Claimant Rate                             | 1.6               | 2,708   | Sept 15             | Strong: Sefton continues to see a greater improvement in its claimant rate.  | ↑  | Sefton's rate continues to improve and has closed the gap with the UK 😊  |
| JSA Claimant Rate 18-24                       | 1.7               | 365     | Sept 15             | Strong : the rate has continued its improvement and is now similar to the LCR  | ↑  | Sefton's rate is now 0.7% lower than for the UK 😊  |
| Employment Rate                               | 73.7              | 120,700 | Jul 14 – Jun 15     | Strong: Sefton's rate has improved and is now 7.3% higher than the LCR   | ↑  | Sefton's rate is now 0.8% higher than the UK 😊   |
| NEET Population                               | 5.2               | 388     | Sept 15             | Strong: Sefton continues to perform well.  | N/A  | N/A N/A  |
| Worklessness Rate                             | 12.1              | 20,050  | Feb 15              | Strong: Sefton's rate is 2.2% lower than for the LCR and is continuing to improve.   | ↑  | The gap with the UK continues to narrow, now 2.7% 😊  |
| Self Employment Rate                          | 8.7               | 14,200  | Jul 14 – Jun 15     | Strong: Sefton's self-employment rates has improved and is now 0.9% higher than the LCR  | ↑  | A further improvement means that the gap with the UK has narrowed to 1.4% 😊  |
| Gross Disposable Household Income             | N/A               | £16,757 | 2013                | Strong: Sefton remains 9.6% higher than the LCR  | ↑  | The gap with the UK is now 4.5% but is closing. 😊  |
| Business Stock/Density per 1,000 population   | 49                | 8,075   | 2014                | Strong: Sefton has 49 businesses per 1,000 population compared with 43 for the LCR.  | ↑  | The gap with the UK is narrowing 😊   |
| Business Births per 10,000 population         | 66                | 1,085   | 2014                | Strong : Sefton business starts fell slightly in 2014, but the number of births per 10,000 population remain higher than the LCR | ↑  | The gap with the UK has widened again in 2014 😊  |
| Business Deaths                               | N/A               | 855     | 2014                | Similar: Sefton saw a 10.3% rise in the number of business deaths in 2014, 3.2% less than for Merseyside                         | 😊  | Sefton's performance was worse than that for the UK in 2014 😊  |
| LTU Rate 18-24                                | 28.8              | 105     | Sept 15             | Weak: the count is improving and the gap with the LCR has now closed   | ➡  | The rate is more than twice the rate for the UK 😞  |
| Working age Population Educated to level 4+   | 28.0              | 45,700  | 2014                | Strong: Sefton's performance has fallen back and is now only slightly higher than the LCR  | ➡  | The gap between Sefton and the UK has widened significantly to 7.8% 😞  |
| GVA per head                                  | N/A               | £13,899 | 2013                | Weak: Sefton is 72% of the LCR average, and continues to close the gap   | ➡  | The gap with the UK has closed slightly but still remains wide 😞   |
| Private Sector Emp                            | 76.3              | 68,200  | 2014                | Improving: Sefton's proportion of public sector employment now 1.7% higher than for the LCR. With the gap narrowing in 2014.     | ➡  | Sefton continue to have a much lower proportion of private sector employment. But there was some growth in 2014. 😞 |
| Public Sector Emp                             | 23.7              | 21,200  | 2014                |  |  |  |
| Average Earnings (workplace)                  | N/A               | £23,922 | 2015                | Weak : Sefton's average workplace earnings grew more than those in Merseyside but the gap remains.                               | ➡  | The gap has narrowed slightly but still remains at 15.6%. 😞  |
| Sefton Jobs                                   | N/A               | 89,400  | 2014                | Weak: Sefton experienced a slight loss of employment jobs in 2014 and performance against the LCR was poor                       | ↓  | Sefton's performance was almost 3% below that for the country as a whole 😞   |
| LTU Rate All Ages                             | 38.8              | 1,050   | Sept 15             | Weak: Despite a small improvement the rate still remains higher than the LCR   | ↓  | The gap has closed slightly but remains wide at 10.6% 😞  |
| Average Earnings (residents)                  | N/A               | £24,858 | 2015                | Similar : Sefton's residents earnings fell by 0.3% in 2015, and are now lower than for the LCR                                   | ↓  | The gap continues to widen, now 11.2% 😞  |



## Appendix B - Glossary of Terms

**Annual Population Survey** - A national sample survey of households

**Average Earnings** - Annual full time workplace earnings

**BRES** - Business Register and Employment Survey

**Business Demography Statistics** - The Business Demography statistics will include all businesses which are PAYE registered

**Business Births** - Number of new businesses (Business Demography Statistics)

**Business Deaths** - Number of failed businesses (Business Demography Statistics)

**Business Stock** - The count of live businesses (Business Demography Statistics)

**Claimants** - The number of people claiming Job Seekers Allowance.

**Confidence Levels** - Extent to which an assumption or number is likely to be true when using a sample survey. For example: a confidence level of 1% means that the figure could be 1% higher or lower than that given.

**Employment Jobs** – Employees plus working proprietors (BRES)

**Employment Support Allowance** - ESA is paid to those people who are unable to work due to illness or disability.

**Employment Rate** - The number of people in employment expressed as a percentage of the working age population.

**GDHI** - Gross disposable household income (GDHI) is the amount of money that individuals (i.e. the household sector) have available for spending or saving. This is money left after expenditure associated with income, e.g. taxes and social contributions, property ownership and provision for future pension income.

**GVA** - Gross Value Added is the difference between the value of goods produced and the cost of actually producing them.

**LCR** - Liverpool City Region

**LEP** - Local Enterprise Partnership

**Long Term Unemployed** - The number of people claiming Job Seekers Allowance for 12 months or more.

**NEET** - Young people 16-18 years Not In Education, Employment or Training

**On-Flow** - New claimants moving on to Job Seekers Allowance. These figures will not include those claimants moving onto Universal Credit.

**Off-Flow** - Claimants moving off Job Seekers Allowance, either into work, other benefits, education or who just failed to sign. The percentage of off-flows with a



"not known" or "failed to sign" destination has increased since the start of the series (representing in excess of 40% of total Sefton off-flows). This is because the completion levels of the forms filled in by JSA leavers have decreased. Many of these unknown leavers will have moved into employment. For the purposes of this exercise we are only using the number of "Known" destinations.

**Unemployment Rate** - Unemployed people are those without a job, have actively sought work in the last four weeks and are available to start work in the next two weeks or; out of work, have found a job and are waiting to start it in the next two weeks. The rate is calculated as a percentage of the working age population.

**Universal Credit** - This benefit is replacing the 6 main benefits and tax credits, income based Job Seekers Allowance, income related Employment Support Allowance, Income Support, Working Tax Credit, Child Tax Credit and Housing Benefit.

**Worklessness Rate** - the proportion of working age residents claiming out of work benefits (JSA, ESA/Income Support, Lone Parent and other income related benefit)

**Working Age Population** - All residents aged 16 – 64

## Statistical Terminology

When looking at residents who are **not in employment**, it is necessary for us to use three different data sets:

*Unemployment* is measured by a national sample survey – the Annual Population Survey – and is the most comprehensive dataset for understanding the number of residents who are without a job, regardless of whether they are receiving benefits (the definition used by the International Labour Organisation). These residents must also be actively seeking work. Datasets are produced quarterly, with each dataset containing 12 months of data.

*Worklessness* is a term for residents of working age who are not working whether they are seeking work or not. They are measured by counting all out of work benefits: JSA, ESA/IB, Lone Parent and other income related benefits (Department of Work and Pensions). Data release was quarterly, however, future data will only be released 6 monthly.

*Claimant Count* provides information just on the number of residents who are seeking work i.e. in receipt of Job Seekers Allowance (Department of Work and Pensions). Data is released monthly, one month in arrears. This dataset allows us to see more immediate changes in unemployment.

As *Universal Credit* is phased in it will replace the Claimant Count. At present the claimant count does not include new claimants of the job seekers element of Universal Credit, however it does categorise claimants as being either "In Employment" or "Not In Employment".



## Data sources

| Data   | Website  |
|--|--|
| Annual Population Survey<br>Annual Survey of Hours and Earnings<br>UK Business Counts<br>DWP Data<br>Business Register of Employment | <a href="http://www.nomisweb.co.uk">www.nomisweb.co.uk</a>   |
| Gross Value Added<br>Gross Disposable Household Income<br>Business Demography  | <a href="http://www.ons.gov.uk">www.ons.gov.uk</a>   |
| CO2 emissions  | <a href="http://www.gov.uk/government/statistics/local-authority-emissions-estimates">www.gov.uk/government/statistics/local-authority-emissions-estimates</a> |
| Destination of School Leavers  | <a href="http://www.gov.uk/statistics">www.gov.uk/statistics</a>   |
| Not in Education, Training or Employment   | <a href="http://www.connexionslive.com">www.connexionslive.com</a>   |



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