SEFTON COAST

COASTAL COMMUNITY TEAM

ECONOMIC PLAN

Draft

V1.0

January 2016

Contents

Glossary

Acronym	Full Name
VCF Sector	Voluntary, Community and Faith sector
CCT	Coastal Community Team
SCLP	Sefton Coast Landscape Partnership
DCLG	Department for Communities and Local Government
Sefton MBC	Sefton Metropolitan Borough Council
ERDF	European Regional Development Fund
SCLPS	Sefton Coast Landscape Partnership Scheme
ONS	Office of National Statistics
NOMIS	Website providing official labour market statistics - https://www.nomisweb.co.uk/

Summary

This Economic Plan has been coordinated by the Sefton Coastal Community Team (CCT) on behalf of the Sefton Coast Landscape Partnership (SCLP) and funded by DCLG. The Plan covers eleven wards in Sefton that are adjacent to the coast, with a focus on five wards in the central part of this coastal zone.

The overall aim of the plan is to work with local communities and business to identify opportunities to develop and grow the local economy. Our ambition is "A thriving coastal economy underpinned by a high quality natural environment."

The coast has a wealth of tourism assets, including National Trust at Formby and the Blue Flag beach at Ainsdale, attracting over 1.2m visitors each year. However, local businesses and communities feel that the visitors often "drive through" the area. A relatively low amount of spend per visitor is made in the local economy. There is a need to capture more spend locally.

A clear need has been identified by business and communities for investment to improve visitor infrastructure on the coast to meet current and projected future demands.

The natural environment of the Coast underpins the local economy: attracting people to live, providing for leisure, recreation and tourism and delivering a broad range of other benefits.

This "Natural Capital" of the coast is conservatively valued at over £250m.

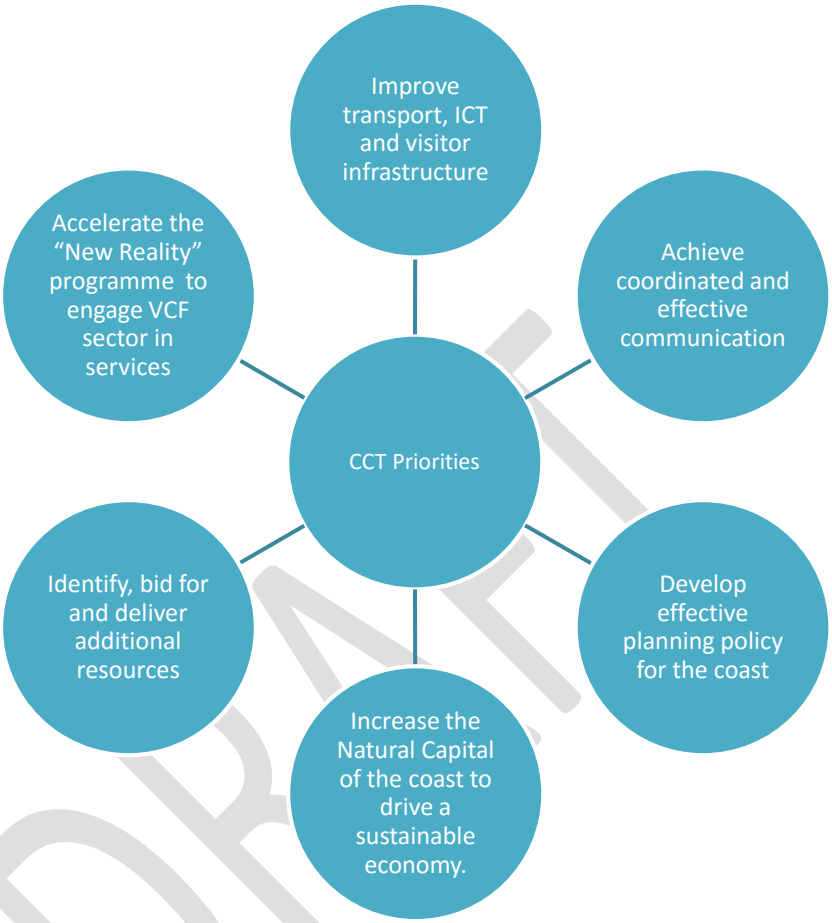
The area is internationally recognised for its coastal habitats, with nine priority habitats and ten designations signalling the importance of the landscape. However, this asset, as a driver for the economy is at risk. Declining budgets, increasing visitor pressure and climate change mean that there is a risk to the future provision of services that underpin the local economy. Only 23% of the habitats in the area are in favourable condition, highlighting the need to invest in these areas to secure and enhance their value.

A cluster of technology businesses, attracted by high-quality, high-speed broadband, is emerging on the coast. In other areas of the UK, high-quality natural environment is also often promoted as a driver for the location of "*ultra-digital, highly entrepreneurial creatives, developers and designers*." Support for this sector may help to both grow and diversify the economy and attract people into the area.

The need for better, joined-up communciations and promotion of the coast has been identified in previous studies of the coast and remains a key issue.

Opportunities for the CCT to engage effectively with the community and voluntary sector on the coast have been highlighted.

Six priorities to meet needs and realise opportunities are identified:



Twenty short term actions have been identified by the CCT. Some are relatively straightforward to deliver through the Sefton CCT and wider partnerships. Some of the actions are challenging and will require leadership and wide ranging engagement to achieve.

An estimated £2.7m of direct benefit can be achieved through the investment of £0.95m by the CCT to deliver these short term actions. This investment is not new money, but coordinated and agreed pooling of time and effort by the CCT and wider partnership.

Our Plan will, in turn, help to influence the projected £320m investments being made in other coast infrastructure projects, such as the Port expansion, Formby Point and Ainsdale on Sea, over the next 5 years.

The Sefton Coast Economic Plan is one of three complementary plans that cover Sefton. Southport to the north and Crosby and Waterloo to the south have produced Economic

Plans. The Sefton CCT has worked closely with colleagues producing these other Plans to ensure that there are opportunities for close working on future projects..

Finally, The Sefton Local Plan, which provides the long-term development strategy, has commissioned a Sefton Coast Plan as part of its evidence base. There are many connections between the Local Plan and this CCT Economic Plan. It is anticipated that this Economic Plan will help inform the Sefton Coast Plan and will perhaps be incorporated in part to assist delivery of this Plan.

Introduction

Sefton Coast Landscape Partnership successfully bid to DCLG in July 2015 for funding to support:

- Development of A Coastal Community Team
- Creating an Economic Plan for the Sefton Coast

The CLG Funding continues the support from the government for coastal communities across the country, initiated in 2010.

Coastal Community Teams have been proposed by government to enable local communities to come together and develop a common vision and plans for their area.

The overall aims of a Coastal Community Team are to:

- Encourage greater local partnership working
- Support the development of local solutions to economic issues in the area
- Encourage the sustainable use of heritage/cultural assets to provide both a focus for community activities and enhanced economic opportunities

"Coastal Community Teams will help decide where that investment goes because local people know best what is needed to grow their local economy. We are backing them with £1 million of direct support and the Budget also confirmed last week that at least £90 million more will be spent in the coming years through the Coastal Community Fund, which these teams will have access to."[1]

The Economic Plan for Sefton Coast provides information on the needs of the area and the challenges it faces, particularly on the local economy, along with the actions to help address those challenges.

The plan sets out identified means of delivering the actions, such as possible sources of funding and support, or the further work that is needed to develop solutions[2].

The Mersey Forest Team has coordinated the delivery of the Coastal Community Team Fund on behalf of Sefton MBC and the Sefton Coast Landscape Partnership.

The Plan has been developed through discussions with businesses and landowners, local authority officers, members and voluntary group representatives.

The Plan will be taken forward by the Coastal Community Team working extensively with partners.

[1] Coastal Communities Minister Mark Francois (17 July 2015)
[2] DCLG, Coastal Communities Guidance, March 2015

Coastal Community Team Information

Heading	Detail	Information
Name of CCT	N/A	Sefton Coast Landscape Partnership Coastal Communities Team
Single Point of Contact (SPOC)	Name Address Tel no. Email	Paul Nolan, Project Director The Mersey Forest, Risley Moss, Ordnance Avenue, Birchwood, Warrington WA3 4HY 01925 816217 mail@merseyforest.org.uk
CCT Membership	Names and position, e.g. resident, Local Councillor	The Sefton Coast Landscape Partnership is linked to the Partnership Board. The Terms of Reference for the Team have been approved by the Board and are included as Appendix 1 along with membership details.
CCT Membership	Other partners and/or stakeholders to be involved.	Through the development of the CCT, we have identified some additional team members, including Sefton CVS, more representatives from the private sector and colleagues from other CCTs
Accountable Body	Local Authority Contact name & details	Margaret Carney Chief Executive Sefton MBC Chair Sefton Coast CCT Does the Accountable Body have a representative on the CCT membership? **Y**

Local area

The Sefton Coast lies between the estuaries of the Mersey and Ribble in north-west England. The sand dunes, beaches and marshes of the Sefton Coast form one of the most important areas for nature conservation in Europe.

The Coast is an internationally significant site for nature conservation, archaeology and geomorphology. There is a long list of designations, from local to international, for various parts of the coast. It is a site of international significance, recognised as such as far back as 1915.

An overview of the designations is provided in Appendix 2

The Natural Capital of the Sefton Coast is valued at over £250m[3]

The Sefton Coast is also an important visitor destination with popular Blue Flag bathing beaches and open countryside close to the seaside resort of Southport. The Anthony Gormley artwork 'Another Place' to the South of the area are also a major attraction for visitors. The Coast is an economic driver for Sefton as well as the Liverpool City Region and West Lancashire.

Each year over 1.2 million people visit the coast generating revenue for local businesses. The chain of high-quality golf courses, nature reserves, beaches and dunes, pine woodland and the red squirrels, as well as the attractive villages and towns along the coast, provide the basis for this economy.

The area covered by this Economic Plan includes the following eleven Sefton wards as these have the major natural environment assets:

- Cambridge
- Norwood
- Birkdale
- Kew
- Dukes
- Ainsdale
- Harrington
- Ravenmeols
- Manor
- Blundellsands
- Victoria

[3] 'Natural capital' is defined as 'our forests, rivers, atmosphere, land, wildlife, oceans and other natural assets' on the Natural Capital Committee's website at www.naturalcapitalcommittee.org

Figure 1 Sefton Coast CCT Wards

However, the Southport CCT and Waterloo and Crosby CCT cover areas to the north and south of the Coast and so the economic focus of this plan is on five wards. We have termed these "core wards" for this Plan.

- Birkdale
- Dukes
- Ainsdale

- Harrington
- Ravenmeols

Inevitably issues and opportunities run over boundaries and so a pragmatic approach has been taken to ensure that no useful information is left out of the Economic Plan because it derives from the wrong side of an administrative boundary.

Context – community

Total population in the 11 wards of the Sefton Coast is 138,000; 58% of the total Sefton and 9% of the Liverpool City Region population.

Using data from ONS, the Coast Population (**CCT**) shows lower numbers of younger people and higher numbers of older people. The Core Wards show a more pronounced dip in the 20-30yr population range and more people in the 60+ range.

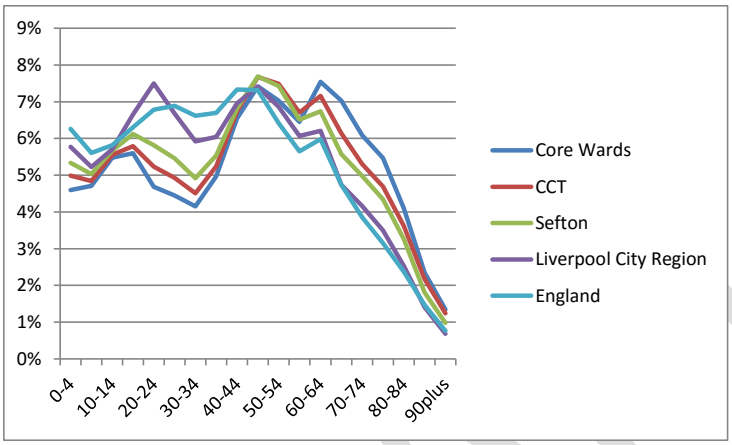


Figure 2 Population data

Levels of economic activity are slightly below UK average, but only marginally. The proportion of people with NVQ 4+ is on par with the national average and the-the proportion with no qualifications is low, but above the England average.

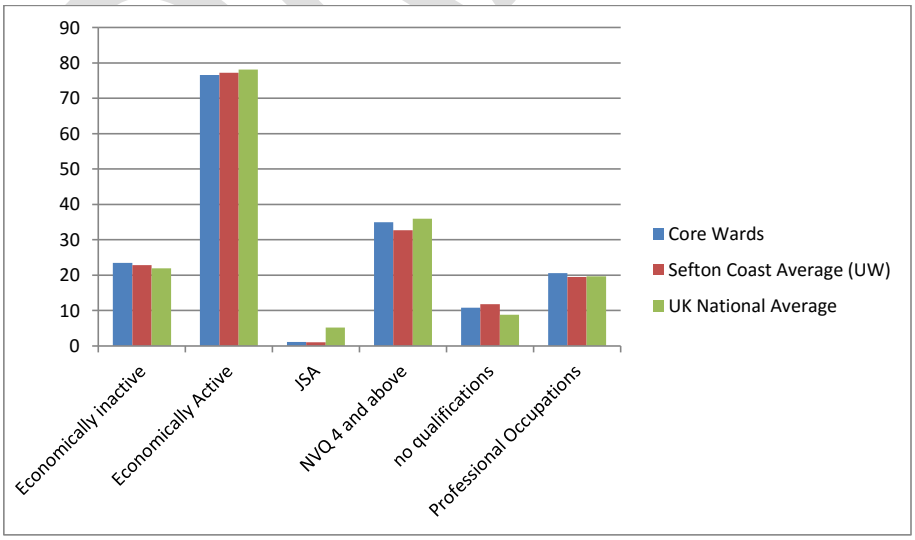


Figure 3 Economic data

The levels of people on Job Seekers Allowance are very low, well below national average and the average for wider Sefton and the Liverpool City Region.

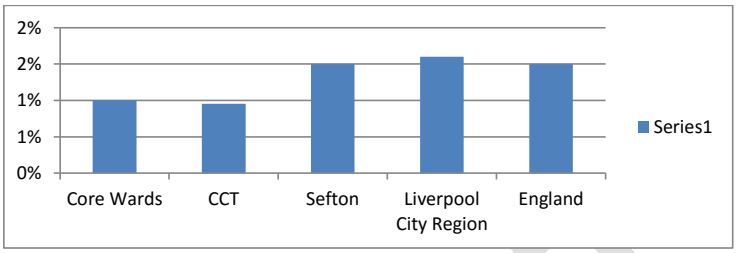


Figure 4 Levels of Job Seekers Allowance

Population health on the coast and in the Core Wards is generally better that the Sefton average, but slightly worse than the England average.

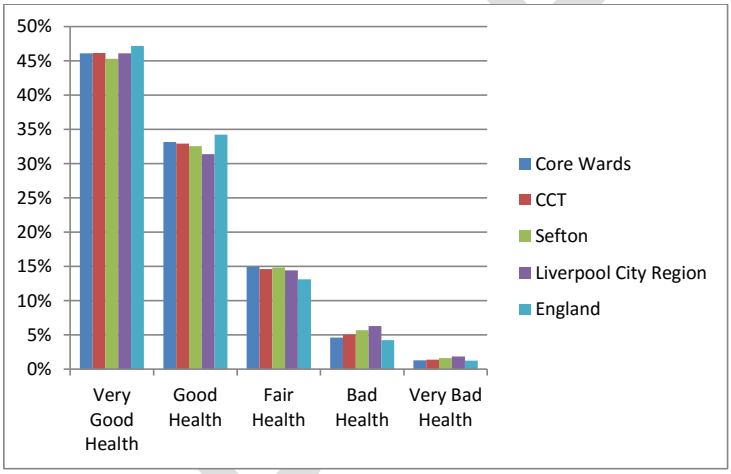


Figure 5 Self-reported health

Context – economy

Over 5,000 businesses are located within the eleven wards of the CCT Economic Plan; cumulatively these businesses employ over 50,000 people.

A review of economic data for the coast, completed by Sefton MBC, is provided in Appendix 2.

The major (by number) industries in the area are:

Industry	% of total businesses in the coastal wards
Retail	15.1
Professional, scientific & technical	14.7
Construction	10.1
Arts, entertainment, recreation & other services	8.4
Health	8.1
Accommodation & food services	6.9
Business administration & support services	5.9
Information & communication	5.1
Wholesale	4.7
Manufacturing	3.8

Figure 6 Major industries on the coast

The Sefton Visitor Economy dataset includes 6,200 employees across the 10 CCT wards, with 4,500 (72.4%) based in the direct coastal area. 12% of the local workforce is employed in the Visitor Economy.

The Sefton Coast is the main beach destination for Liverpool City Region. With a projected increase in population by 2024 and projected increasing summer temperatures as a result of climate change, it is likely that there will be an increasing number of people visiting the coast, particularly in the summer period.

There is some modelling of climate change and the visitor economy using a Tourism Climatic Index (TCI). This index assessed the attractiveness of the climate for tourism using a range of factors. The index for the Sefton Coast in future decades will start to improve from "fair" toward "excellent", as some Mediterranean areas reduce in attractiveness due to extreme temperatures. Whist this is data from a model, with projected climate change scenarios, when put alongside increasing population, it does suggest that there are opportunities for future tourism growth. The challenge is planning and accommodating this change.

Sefton ranks second regarding tourism spend in Liverpool City Region. While there are a similar number of hotels in Liverpool and Sefton (66 and 64 respectively), Sefton has only 15% of the capacity of Liverpool.

Sefton has two of the top five paid events in the city region.

While data is only available at a city region level; it is interesting to note that the areas of lower visitor satisfaction levels are related to infrastructure, including parking, echoing the local concerns on Sefton Coast.

While the visitor economy could be a major driver of sustainable economic growth, supporting retail as well as accommodation and food services, the second largest industry sector is related to Professional, Scientific and Technical Services. If Information and Communication sectors are added, these related sectors, often relying on similar infrastructure are the most prevalent sector on the coast.

The growth of the digital economy in nearby Liverpool provides an opportunity to locate on the Sefton Coast and link to "Digital City"[4].

Broadband speed along the Coast area is relatively high, with opportunities for further improvement and link to the onshore ICT structures. The Sefton Coast is the 'landfall' for two transatlantic fibre optic cables at Ainsdale and Birkdale with onshore infrastructues at Ainsdale on Sea and Kew, Southport. (See Appendix 4)

The internationally renowned golf courses (there are seven courses) on the coast generate an estimated annual turnover of £7.9m[5].

[4] Bournemouth may have already identified this sector as an opportunity "*A new generation of ultra-digital, highly entrepreneurial creatives, developers and designers are emerging in Bournemouth. The city's seaside-specific working culture is a crucial ingredient in enticing talent.*" http://centreforentrepreneurs.org/bournemouth-from-retirement-capital-to-digital-beach-the-story-of-britains-fastest-growing-tech-hub/

[5] Estimate based on Companies House information – likely to be an underestimate

Figure 7 Golf on the coast

With the UK's highest concentration of championship links courses in the UK, golf on the coast is of the highest standard and the area is understandably regarded as 'England's Golfing Capital'.

Royal Birkdale will once again host The Open Championship in 2017.

Three caravan sites and the holiday park at Ainsdale owned by Britannia also rely on the natural assets of the coast to attract visitors.

The area has good transport networks. Merseyrail operates a frequent service between Southport and Liverpool with rail stations in each of the Sefton Coast CCT villages. Weekend services operate at four trains an hour through the day and operate from 6 am to 11:40 pm.

The new Thornton by-pass has improved the local road network and the links to the wider motorway network.

There are four major investments planned/possible that will have an impact on the Sefton Coast:

- **Peel Ports** to the south of the coast partnership area, in the CCT of Waterloo and Crosby and taking in the Crosby Coastal Park
- **Southport BID** – to the north, in the neighbouring CCT
- **Ainsdale on Sea** – improvements to the infrastructure on the seafront at Ainsdale, seaward of Pontin's
- **Formby Point** – proposed investments in the visitor infrastructure to mark the 50th anniversary of the acquisition of the site by National Trust

(Map to follow)

Collectively these investments could total over £320m.

The Coast Plan will be critical in providing the spatial planning context for these, and future investments.

Each of the towns in the Sefton Coast CCT area has a slightly different focus for its economy:

- **Ainsdale** relies on its position as a local centre, mainly serving the needs of residents with a range of independent shops and businesses. It has won Britain in Bloom awards and there is an active business group that coordinates activity.
  Its proximity to the coast provides an opportunity for increased footfall, *if* more people can be directed to the village. As with all areas, sensitive signposting can help to avoid congestion and problems with parking.

- **Birkdale** has focussed on developing its visitor, retail and food offers and is a lively village. It too is looking to increase footfall, attract more visits from the "Golf Coast"

and the wider area. However, parking can be an issue at some points in the day and this is one of some infrastructure issues that will have to be addressed.

- **Formby** is the largest settlement in the CCT area. It too serves the local population with some independent and chain shops, including a large Waitrose. Infrastructure to accommodate the current number of visitors and promotion to encourage more people to spend in Formby are the two critical issues for the future prosperity of Formby.

- **Hightown** is a local centre, with little pressure from visitors for most of the year and with limited capcity to accommodate additional visits.

Natural Capital

Natural Capital can be defined as the coast's stock of natural assets, dunes, grassland, trees, water etc. It is from this Natural Capital that humans derive a wide range of services which make human life possible and improve day-to-day living.

For example, the coastal habitats provide flood protection whilst trees and woodlands reduce levels of airborne pollutants.

Our health is improved by having leisure and recreation opportunities in the natural environment. Evidence shows that we are happier and even work more productively in areas of good quality natural environment. Trees lock up carbon.

Commented [CS1]:

The Liverpool City Region Green Infrastructure Framework[6] provides a wealth of information about the relationship between the natural environment and a range of socio-economic issues that are of strategic significance.

From this Framework, we can extract data for the Sefton Coast.

Figure 9 shows clearly how the natural environment provides the context for the coast. In total 18% of the area is built up, 82% can be identified as "natural environment". The towns and villages exist within the matrix different land types. It is worth noting that the red area on the map identifies gardens, an often underestimated and forgotten element of green infrastructure.

[6] Liverpool Green Infrastructure Framework, 2014,www.natureconnected.com

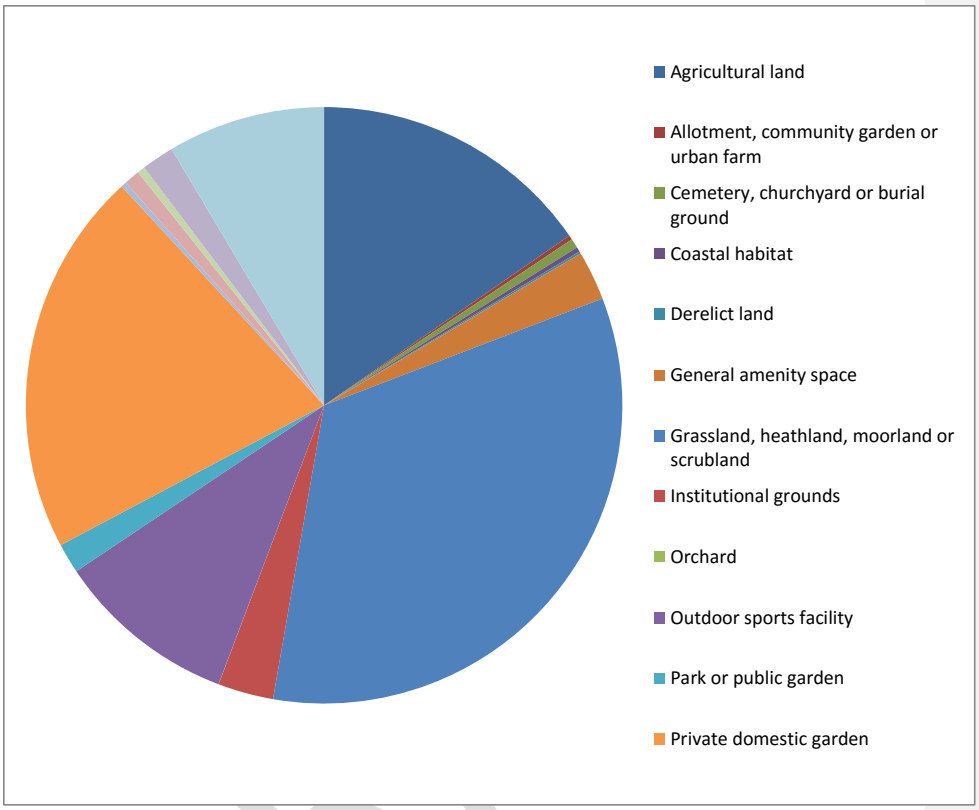


Figure 8 Green Infrastructure types on the coast

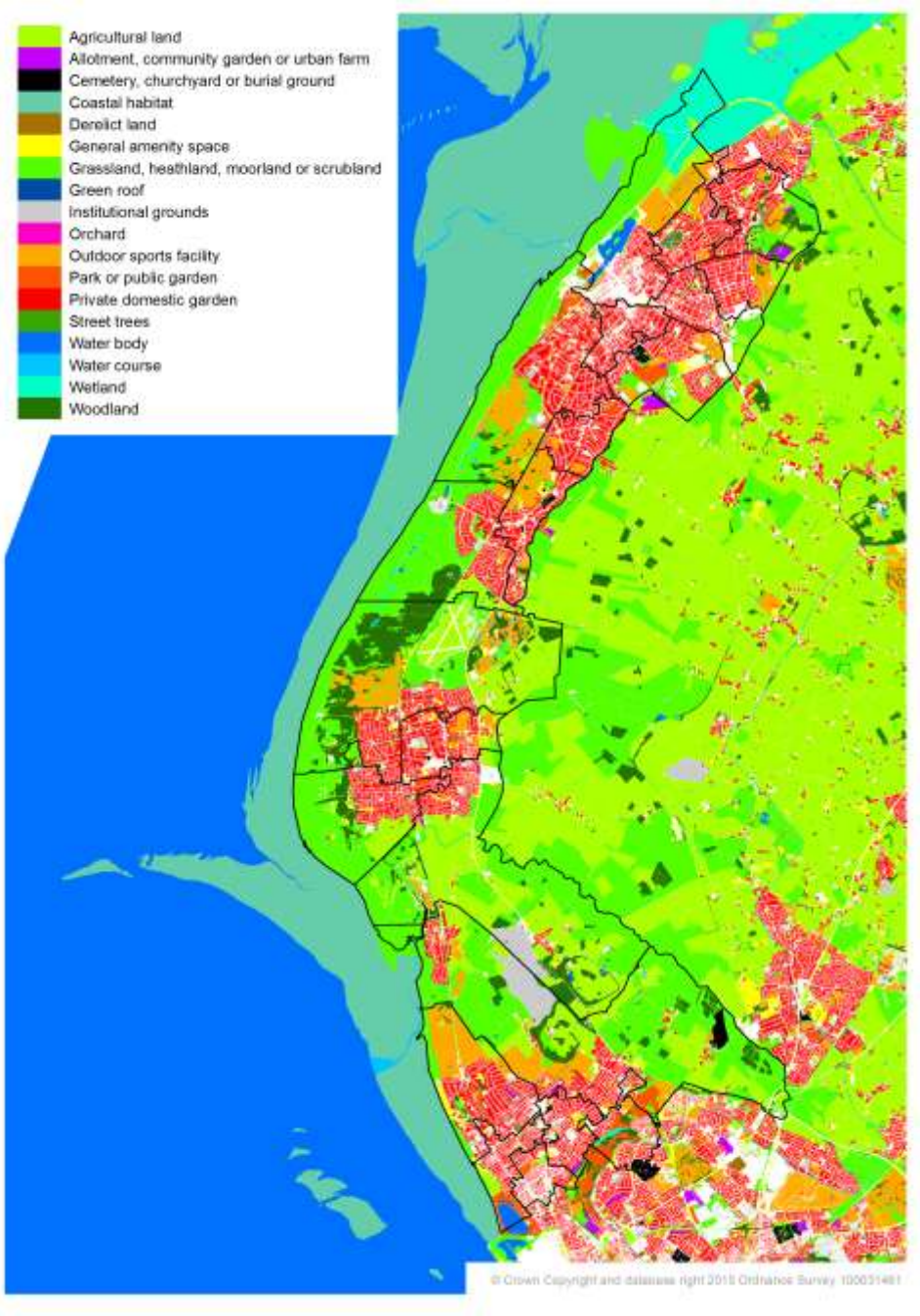


Figure 9 distribution of green infrastructure on the coast

The six most predominant green infrastructure types are shown below. The importance of the coast dune and grassland is obvious; the scale of private domestic gardens, as discussed above, is likely have been overlooked previously.

Type	percentage
Grassland, dune, heathland, moorland or scrubland	28%
Private domestic garden	17%
Agricultural land	13%
Outdoor sports facility	8%
Woodland	7%
Institutional grounds	2%

Figure 10 Principle green infrastructure types on the coast

Green infrastructure planning has a particular focus on identifying the role that the natural environment is playing in delivering services such as managing water, improving air quality, and providing for quality of life.

One in seven homes in Sefton is at risk of internal flooding. Green infrastructure can be one mechanism to help reduce and manage risk on the coast. The dune system in particular provides natural protection for coastal flooding.

Again we can use the City Region Framework to provide information about the "functionality" of the Sefton Coast green infrastructure. Figure 11 identifies the number of these functions that are provided in each location. The darker colours indicate areas where many functions are provided in one place. Potentially these are areas of particular interest or importance for planning, management and investment.

Many of the areas on the coast have very high levels of functionality, particularly when seen at a city region level. This assessment again highlights the coast as a major asset for the city region.

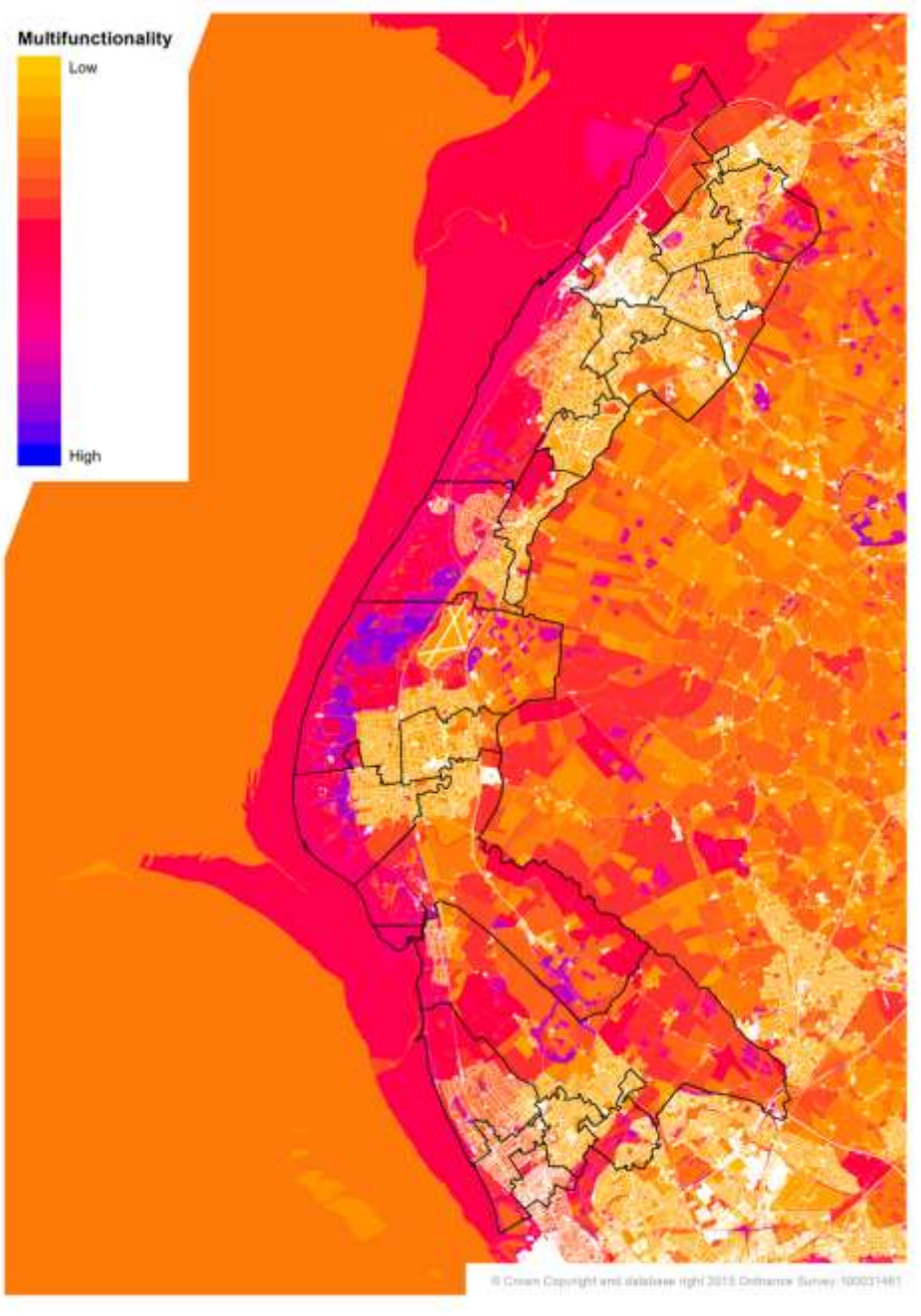


Figure 11 Function of green infrastructure on the coast

Related initiatives

It is clear from CCT discussions with business and community representatives that there is support for increased levels of joint activity to try to align visitor spend and aspirations for growth.

Plans for new housing identified in the Sefton Local Plan and some of the investments cited above can, if well planned, lead to the enhancement of the Natural Capital of the coast to create a virtuous cycle of investment. This can support local business and the quality of life and place that attracts business and investment as well as visitors.

It is opportune as well as reassuring that the CCT seems to have tapped into a groundswell of similar thinking about the sustainable development of the coast.

The following paragraphs provide an overview of the major activities that have a bearing on the Economic Plan.

Sefton Coast Plan - The Sefton Coast Plan will provide the evidence to support planning policy for the coast. It will look at the economy and communities across the coast and assess the application of national planning guidance and regulation on the coast. The Sefton Coast Plan is one strand of evidence for the Sefton Local Plan, which will guide the future development strategy of Sefton. There are very clear links between the Sefton Coast Plan and the Sefton Coast Economic Plan[7].

BID – Southport BID Ltd is an independent organisation that represents more than 900 businesses in Southport Town Centre. Its primary focus is to support and improve the economic vitality by investing monies, raised from a levy, sponsorship and commercial space management, into a programme of events, environmental improvements, safety projects as well as the marketing of the town as a premier visitor destination.

Southport BID Ltd came into existence in November 2014. Its first term will last five years until October 2019.

SUD – The Liverpool City Region Sustainable Urban Development Plan has been developed by the LEP and prioritises sustainable transport investments and associated green infrastructure improvements. The focus is on linking the City Region Strategic Investment Areas (see Appendix 5). In total €20m has been bid for this programme. Sefton Coast is a prime target for this funding as it provides one of the most promising areas to increase active travel and improve biodiversity.

Sefton Coast Heritage Lottery Fund (HLF), Transition Fund – The Sefton Coast has been the focus for a £1.2m investment by HLF over the past six years, to enhance engagement in the heritage landscape of Sefton Coast. The funding has enabled a wide range of community and landscape focussed projects to be delivered. Recognising the need to maximise the opportunities that could arise from the activities planned for 2017,

[7] There are many plans and strategies for the Sefton Coast. Appendix XX sets out a Glossary and tries to identify the relationships between the Plans.

an application for Transition Funding, to build the capacity of the wider partnership in 2016 has been submitted.

2017 – In 2017, a number of key events will bring opportunities to the Sefton Coast. The British Open will come to Royal Birkdale again. It is likely that the National Trust will start to invest in the infrastructure and visitor offer at the popular Formby Point property. The Sefton Coast Plan is likely to be adopted in 2017 and plans for Ainsdale on Sea and the Port to the south of the CCT area will have progressed. These events will help to to focus attention on the Sefton Coast. There are ambitions to develop a series of events to promote the coast during 2017 and maximise the impact from these events for the for the local economy.

Ainsdale – There is potential to develop the links between Ainsdale and the natural assets of the coast. Ainsdale is the most popular designated bathing beach on the Sefton Coast and the rail station is used by many people visiting the beach from the wider city region. The village is keen to develop business opportunities through a planned link to the coast natural assets. However, this link is not planned nor likely to be maximised.

The proposals for "Ainsdale on Sea", with the redevelopment of the infrastructure the seafront at Ainsdale may provide an opportunity to develop the links between the coast and the village.

Pontins Holiday Village attracts many visitors and should provide opportunities for Ainsdale to benefit from visits to the area.

Formby – in parallel to the development of this Plan there has been a discussion in Formby about how shops and businesses in Formby Village can derive greater benefit from visits to the coast. There has been a reduction in the range of shops available in the village and a perception that most visitors pass through, rather than spending time and money locally. A lack of knowledge in Formby as to the quality of bathing water at Formby is apparent – Formby is in fact the only 'Excellent' category bathing beach on the Sefton Coast in 2016. A meeting of the Parish Council in early 2016 will discuss these issues in more detail.

Birkdale - Businesses in Birkdale continue to promote the town as a hub for leisure and with a developing offer from the towns, restaurants can attract more evening visitors from the coast. Businesses are keen to engage and develop links to the Coast. Car parking in the area has been cited as a particular issue to address if increased visitor numbers are to be accommodated.

Sefton CVS – Community Economy

The borough of Sefton has an active and vibrant local voluntary, community and faith (VCF) sector that contributes significantly to the health and wellbeing and social and economic fabric of its neighbourhoods and communities.

VCF sector data, supplied by Sefton CVS, provides a profile of the locally based sector and thematic areas covered. Specifically, within the intended coastal investment

geographies there is a healthy VCF sector presence with 1,949 services based within the specified area; more than a quarter of these (526 VCF services) are focused on the Health & Wellbeing of Adults and/or Children.

As well as providing local services, the VCF sector is contributing to the tourism and visitor economy. For example, the hugely successful 'Another Place' created by Sir Anthony Gormley, comprising 100 cast iron sculptures, was initiated through the then named social enterprise South Sefton Development Trust, now Regenerus, in partnership with Sefton Council. It has recently celebrated its 10th anniversary including a public exhibition hosted at the Crosby Lakeside Adventure Centre. Local environmental and community projects provide an opportunity to build on the strong partnership track record that exists within Sefton to open up new opportunities for innovation and investment with the sector as an active contributor.

There are 1200 organisations registered with Sefton CVS in the postcode areas of the Sefton Coast Team. These groups provide a full range of services across the CCT area.

Type	Number
Sports / Recreation / Arts & Culture	471
Places of Worship	382
Children / Young People / Families - Health & Wellbeing	287
Adults - Health & Wellbeing	239
Philanthropy / Charitable Trusts / Business Support	136
Education / Training / Employability	100
Older People - Health & Wellbeing	93
Information / Advice / Advocacy	49
Environment	38
Community Safety / Vulnerable People	33
Equality - Vulnerable & Minority Groups	32
Housing / Homelessness	32
Animal Welfare	28
International Aid	15
Everyday Living (Food / Clothing / Furniture)	14

Figure 12 VCF organisations on the coast

Sefton MBC and Sefton CVS have recently agreed to build on the Sefton Compact through "New Realities", a 'can-do' collaboration that will forge closer links between the local authority and local communities for the benefit of all Sefton residents. Key elements of the agreement include more community involvement, including local leadership through the joint design and delivery of local service. Also, see Appendix 6.

Active Travel/Leisure routes

The Coast has enjoyed a period of investment in its cycle and footpath network. A circular route now exists in the CCT area. This route itself has links to important visitor attractions and links to the neighbouring areas of Southport and Crosby/Waterloo.

(Map to follow)

There are also two bike schemes operating in the area, operated by Mersey Travel and Sefton MBC.

Marketing and promotion

Promotion of the Sefton Coast online is disparate. While 'Visit Southport' is the main site used to provide information, different aspects of the coast are promoted via the 'Visit Liverpool' and 'Visit Seftonandwestlancs' websites.

None of the sites appears consistently as the number one search for Sefton Coast sites or activities and there is no cross marketing on most (all?) of the individual site/activity websites.

The Sefton Coast Landscape Partnership and 'Sefton's Natural Coast' brands are seen as positive, but used solely by the Partnership and not as yet by the wider business and community networks.

Flood and Coastal Erosion Management Strategy

One in seven homes in Sefton are at risk of internal flooding. The management of infrastructure, including green infrastructure, to mitigate risk, is essential to the communities and economy of Sefton,

"Coastal erosion at present affects the coastline around Formby and from Hightown to Crosby. These areas have the potential to expand as the climate changes with sea levels rising and predicted increased storminess. There will be limited impacts over the next fifty years; however, we believe this will significantly increase as we approach the end of the century."[8]

[8] http://modgov.sefton.gov.uk/moderngov/documents/s57260/OSRES20.1.2015%20-%20Appendix%20A%20-%20Flood%20Coastal%20Erosion%20Risk%20Management%20Strategy%202014-2017.pdf

Ambition

The Economic Plan for the first time highlights the connections between the natural assets of the coast and the long term success of the Coast economy.

The links to Southport CCT to the North and Crosby Waterloo CCT to the South, provide a collective strength and an opportunity to work together to improve the economy for a large part of Sefton's Coast.

The Economic Plan highlights how the Natural Capital of the Sefton Coast provides a basis for developing the local economy, providing a high quality of life and place for local communities, an attraction for visitors and is an asset for the city region as well as the local area.

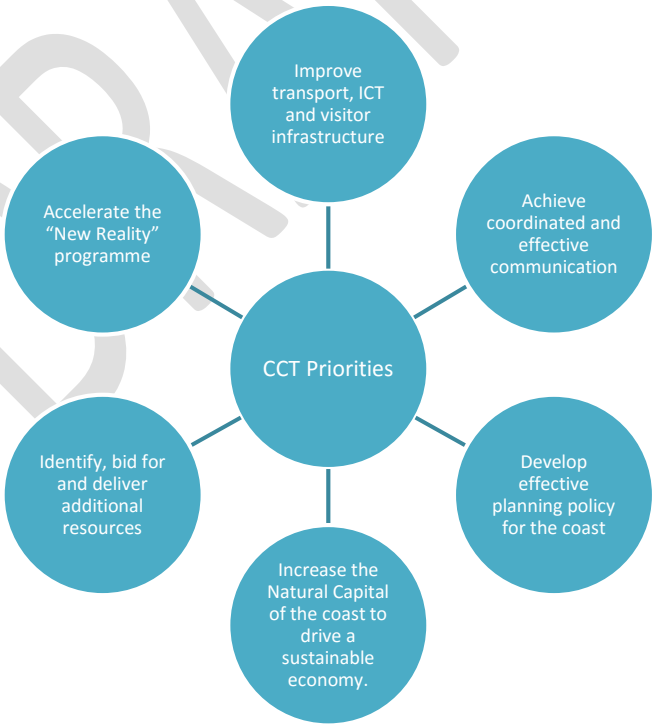
Commented [CS2]: Reword?

It also identifies opportunities to grow existing sectors, such as IT and Communications Technology, maximise the value of events such as the British Open and the infrastructure investments being made across the Sefton Coast Area.

Sefton Coast CCT's ambition is straightforward:

"A thriving coastal economy underpinned by a high quality natural environment."

We have six objectives to help us achieve this ambition:



SWOT Analysis

S — Strengths

Strong Partnership in place
Alignment of objectives between public private and third sector
Planned investments of £320m
Coast Plan being developed
High level support from a range of organisations
High quality natural environment
Blue Flag beach!
High speed broadband and
Many high tech businesses
Projected increases in visitors
Golf Coast a major asset
£870m of Natural Capital

W — Weaknesses

Funding cuts for many organizations
No clear marketing message for the coast
An array of information that is not coordinated
Link between business and the natural coast is lacking
Overcrowding in some areas – poor visitor experience
Capacity to deliver opportunities and build on strengths reducing
Debate often dominated by single issue groups that reduce capacity for joined up activity

O — Opportunities

Projected growth in visitors
SMBC include coast in Directors' strategic review
Planned investments on the coast
New Local Plan - S106 opportunities
Funding strategy identifies a number of opportunities
Join activity with neighboring CCTs
SUD and ESIF
Link to Health - through Natural Health Service
VCF Groups stepping up to provide additional support for coast communities
Support from Private Sector to link business and natural environment

T — Threats

Decline in Environmental quality affecting visits
Competition between CCTs
Continued reduction in resources affects ability to deliver objectives
Coordination reliant on a few organisations – resilience of the CCT and Partnership not fully tested

Figure 13 SWOT Analysis

Data

Evidence to support the development of the Economic Plan is provided in a series of Appendices.

Appendix	Title	Link
1	Sefton Coastal Community Team	Appendix 1 CCT Board
2	Natural Environment	Appendix 2 Natural Environment
3	Sefton Coast Communities	Appendix 3 Sefton Coast Community
4	Sefton Coast Economy	Appendix 4 Sefton Coast economy
5	Sustainable Urban Development Plan	Appendix 5 SUD
6	Data from Sefton CVS	Appendix 6 Sefton CVS data
7	Press Release	TBC
8	Risk Assessment	Appendix 8 Risk Assessment

Figure 14 Data for the Coast Economic Plan

Key projects and/or bodies of work

In line with the objectives for Sefton Coast, there are six high-level bodies of work that will be the main focus for the Coastal Communities Team.

These are further supported by the short-term actions identified in Section VV.

Activity	Rationale	Owner (proposed)
Infrastructure Plan	Through the Coast Plan. This provides the basis for many of the infrastructure improvements. Focus on visitor and transport/parking issues and further acceleration of ICT infrastructure improvements (through ERDF?)	Sefton MBC
Digital Beach (as part of the Infrastructure Plan)	Technology and Comms are the second most prevalent sector on the coast. Broadband speed is high. Nearby, Liverpool has an established and growing digital economy. This nearby "Digital City" market and the coast environment and culture offer a high-quality draw for talented, entrepreneurial individuals. Investigating and supporting creative and technology business development.	Transition Team (check with DMc)?
Communications Strategy and delivery (including plans for 2017)	A recurring theme from all sectors was a need to have a more coordinated approach to promoting the coast. This requires involvement from other Coastal Community Teams, and all sectors on the coast. The focus on 2017 provides an opportunity to strengthen the SCLPS and CCT and to bring together public, private and VCF partners to deliver a programme of activity that can act as a basis for long-term successful delivery of the CCT Economic Plan.	Transition Team (check with DMc)?
Funding Strategy	Provides the basis for most of the actions in the Sefton Coast Economic Plan.	MF/Coastal Community Team
Coast Plan	The Coast Plan will provide the planning context for the future strategic development of the Coast. It will provide an evidence base for the Sefton Local Plan and a link between the CCT Economic Plan and the Local Plan.	Sefton MBC - Coast Plan Officer
"New Reality" programme	It is likely that community, voluntary and faith groups will play an increasing role in the local economy, providing a range of services to communities and businesses.	Sefton CVS
Natural Capital	Ensure that the Natural Capital of the coast as a key driver for economic growth in the area is safeguarded and where possible enhanced.	SCLP

Figure 15 Key Projects

Medium term goals link to ambition and short term goals for Sefton Coast Economic Plan

We have identified medium and short term actions to fulfil the long-term ambition.

These are set out in a logical chain in the table below. In reality, there are overlaps and dependencies between the actions. The role of the CCT is to help to manage the delivery of the actions and to modify the plan in the light of new evidence/data, opportunities or unforeseen issues.

				Short Term activities/goals					
				1	2	3	4	5	6
Ambition	Aims	Objectives	Measure						
A thriving coastal economy underpinned by a high quality natural environment	Improve transport, ICT and visitor infrastructure to accommodate existing uses, allow for increasing numbers of local people and visitors and encourage active travel and the development of the technology sector on the coast.	Through the Coast Plan, identify the infrastructure needs of the coast for residents, businesses and visitors - whilst protecting the natural capital of the coast. Promote the roll out of super fast BB to support the ICT, science and technical sectors on the coast (Silicon Coast/Silicon Beach/Digital Beach idea)	Agreed infrastructure plan in place. Increasing BB speed (see current speed map)	Promote the need for infrastructure planning as part of the Coast Plan	Assess potential future visitor numbers	Ensure private sector on CCT - investors, landowners, ICT and Tourism in particular	Identify opportunities to develop Sefton Coast as "Digital Beach" to encourage IT business investment/growth. Increasing BB speed to be the fastest in LCR, promote incubator/business growth facilities. Market test Digital Beach idea.	Futher investigations of use of school and other car parks in peak season on the coast for car parking. With the engagement of VCF and local businesses.	SUD Bid to support active travel improvements and coordinate existing bike hire schemes
	Coordinated and effective communications for the Coast and with neighbouring areas	BY 2017, a single website provides excellent information about the coast economy and natural environment	Single web site promotes the Sefton Coast.	CCT to attempt to bring stakeholders together to identify a way to improve delivery of key coast messages	Comms Strategy developed by Transition Team	Promote the Natural Capital value of the Coast			

	Identify, bid for and deliver additional resources for the coast	By 2020, have secured £10m of additional resources to help to deliver the Economic Plan objectives	Successful bids, amount of £	Transition Team in place	Use funding grid at each CCT meeting and SCLPS Board to identify opportunity and monitor progress of bids				
	Develop effective planning policy for the coast to support the other aims	By 2017, have a Coast Plan that supports the Economic Plan and provides the context for the delivery of sustainable growth and maximises the opportunities for sustainable income to support the Economic Plan for the coast	Sefton Coast Plan in place	CCT to have standing item on Sefton Coast Plan	Coordinate/share input to plan with colleagues in neighbouring CCTs				
	Accelerate the "New Reality" programme to maximise the engagement of Community and voluntary sectors in a developing an inclusive, thriving economy.	Increase the opportunities for community and voluntary sector to play a role in helping to shape and deliver the Economic Plan for the coast.	Number of VCF engaged in Coast projects	Sefton CVS on CCT	Monitor VCF engagement with projects and programmes on the coast and explore the opportunities to develop the New Reality programme				
	Increase the Natural capital of the coast to drive a sustainable economy.	Steadily improve the status and function of the Natural Capital of the Sefton Coast as measured every 5 years - starting from the £250m baseline assessment of 2015.	Assessment of Natural Capital every 5 years (more often if opportunity arises)	Promote the Natural Capital Value of the Coast	Support the development of Nature Conservation Plan	Work with "Back from the Brink" project to provide additional resources for coast habitats and species.	Develop MC2 Interreg Bid to link Natural Capital and the planned investments for the coast.		

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Short Term Goals

The following table sets out the action plan for the short term goals. Delivering these helps to move us toward our medium term goals and overall ambition.

Short Term Action/goal	Who	Cost	Value	type of activity	Measure	End date
Promote the Natural Capital Value of the Coast	CCT members	5,000	20,000	Growth	Natural Capital information developed	Jun-16
Develop funding bids to support the improvement of biodiversity on the coast(e.g. SUD)	CCT members	4,000	150,000	Resources	Funding Bids submitted to SUD, STEP, HLF and Countryside Stewardship	Jun-16
Support the development of Nature Conservation Plan	CCT members	7,500	10,000	Resources	CCT input recorded	Jun-16
Work with "Back from the Brink" project to provide additional resources for Coast habitats and species	SMBC	3,000	50,000	Resources	Funding bid submitted	Jun-16
Develop Interreg Bid to link Natural Capital and the planned investments for the coast	MF	5,000	1,000,000	Resources	Funding bid submitted	Jun-16
Promote the need for infrastructure planning as part of the Coast Plan	CCT members	3,000	150,000	Resources	Coast Plan - includes ref to the CCT Economic Plan (or EP is encompassed within SCP)	Jun-16
Assess potential future visitor numbers	Transition Team	3,000	10,000	Capacity/evidence	Visitor potential data	Jun-16
Ensure private sector on CCT - investors, landowners, ICT and Tourism in particular	CCT members			Awareness raising	CCT Board expected to include private and VCF sector	Mar-16
Identify opportunities to develop Sefton Coast as "Digital Beach" to encourage IT business investment/growth. Increasing BB speed to be the fastest in LCR, incubator/business growth facilities	SMBC	15,000	1,000,000	Growth	Project brief developed and approved by CCT	Jun-16
Further investigations of the use of school and other car parks in peak season on the coast for car parking. With the engagement of VCF and local businesses.	MF/SMBC	3,000	20,000	Growth	Parking at schools as overflow for coast hotspots assessed - engaging VCF groups	Mar-16
SUD Bid to support active travel improvements and coordinate existing bike hire schemes	MF	5,000	200,000	Resources	Cycle hire coordination	Dec-16
CCT to attempt to bring stakeholders together to identify a way to improve delivery of key coast messages	Transition Team	3,000	20,000	Awareness raising	Re-established Comms group in place	May-16

Short Term Action/goal	Who	Cost	Value	type of activity	Measure	End date
Comms Strategy developed by Transition Team	Transition Team	5,000	10,000	Awareness raising	Communication Strategy in place	Apr-16
Transition Team in place	SMBC	30,000	100,000	Capacity/evidence	Transition Team in place	Feb-16
Use funding grid at each CCT meeting and SCLPS Board to identify opportunity and monitor progress of bids	CCT members			Resources	Track progress at each meeting	Jun-16
CCT to have standing item on Sefton Coast Plan	CCT members			Resources	Track progress at each meeting	Jul-16
Coordinate/share input to planning with colleagues in neighbouring CCTs	CCT members			Growth	Joint CC Bid in preparation	Jun-16
Sefton CVS on CCT	SCVS			Capacity/evidence	CCT Board expected to include private and VCF sector	Feb-16
Monitor VCF engagement with projects and programmes on the coast and explore the opportunities to develop the New Reality programme	SCVS	3,000	60,000	Capacity/evidence	Compare VCF economy with baseline in CCT Economic Plan	Jun-16
		94,504	**2,800,005**			

Figure 16 Short Term Goals assessment

The actions have been identified according to a "type of activity":

- Awareness Raising – linking to the communications objective
- Capacity/Evidence – in particular supporting the Infrastructure objective
- Growth – Actions that will directly support economic growth
- Resources – developing income streams that can support all the other objectives

The chart shows the estimated cost and potential value from the successful delivery of the short-term actions.

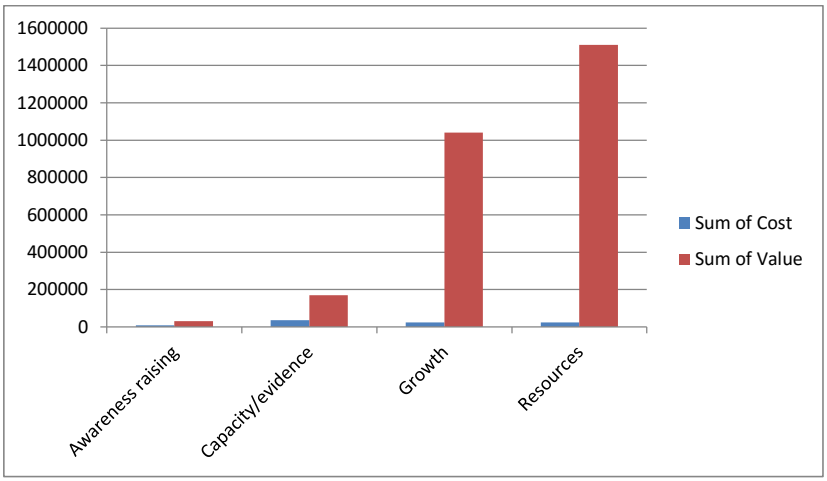


Figure 17 Comparison of cost and value estimates for delivery of short term actions

As is discussed above, there are no specific resources for the delivery of actions. Figure 16 indicates the estimated cost of delivery of each action, the CCT partner leading on the action and whether the resource is in place to deliver the action. In most cases the CCT is relying on members of the CCT to undertake the action as part of their substantive role in partner organisations.

For most actions there is an identified and agreed resource.

The value of the benefits that could be delivered is again an estimate. Based on the costs and values, Figure 17 shows the potential gearing of the investment by partners in achieving the actions. It is important that the CCT support lead bodies to undertake the actions.

Barriers/Risk Assessment

Figure 18 provides information on the top 5 risks assessed for the delivery of the Economic Plan by the CCT. The full table is provided in Appendix 8 Risk Assessment.

		Score 1-5, 5 = highly likely			Mitigated		Risk	Mitigated Risk	Owner	Review
Risk	**Description**	**Likelihood**	**Impact**	**Mitigation**	**Likelihood**	**Impact**	**Score**	**Score**		
Visitor numbers increase with no planned infrastructure improvements	Projections for the city region indicate that with increasing population and projected climate change there will be more visitors to the Sefton Coast with a corresponding need for facilities and infrastructure if they are to be accommodated and have a good experience of the coast	4	4	Improving infrastructure to reduce pressure on local residential areas	4	5	16	20	SMBC	Annual
Declining environmental quality	High quality natural environment supports the local economy. Reduction in quality reduces the services and benefits provided and experience of the coast	5	5	Funding strategy to target resources to safeguard and enhance natural environment. Support projects such as Back from the Brink	3	5	25	15	NE	CCT Meeting
Climate Change impacts on coast infrastructure	Coastal areas are often more likely to suffer from the impacts of projected climate change. Likely impacts on a range of infrastructures and on the natural environment that may have detrimental impacts on the area	5	5	Adaptation plan in place	3	5	25	15	SMBC	Annual
Lack of Private Sector Engagement	The long term success of the coast is reliant private sector engagement in decision making and support for the coast, including the continued improvements to natural capital of the coast	4	5	Positive engagement with private sector in the development of the CCT Economic Plan to date and this to be sustained in the structure of the CCT	3	5	20	15	MF	Annual
Promotion of the coast lacks coordination and focus	With reduced resources, coordinated marketing of the coast is essential to maximise impact	4	4	CCT to help to cordinate marketing	3	4	16	12	SMBC	CCT Meeting

Figure 18 Risk Assessment extract - top 5 mitigated risks

Maximising resources and minimising costs

The CCT has neither core staff, nor the budget to undertake an activity and so relies on the effective working, in a resourceful and efficient manner, of the CCT members to drive forward the agreed actions.

This may involve individuals taking a lead on issues, the efficient planning of meetings and maximising the use of IT to exchange information and develop ideas to deliver the Economic Plan.

Consultation

Consultation to date has involved a range of 1:1 meetings with business, community and public sector representatives to identify key issues and opportunities and to engage a broad range of groups in the development of the CCT Economic Plan.

Meetings have also been held with neighbouring CCTs and with specific departments/agencies involved in particular aspects of the coast, e.g. Transport and Planning.

These meetings have been successful in that there appears to be significant agreement about both the relationship between the local economy and the natural environment, and the need to plan the two more effectively as part of a holistic approach to the sustainable development of the coast. There is broad agreement on the key issues and the need for a limited number of targeted interventions across organisations and departments.

Plans are in place for a wider, open meeting to look at the CCT Plan and to speak to Parish Councils as well as the business associations.

We will issue press releases and articles to local and regional press and keep CCA and DCLG informed of progress. We hope that DCLG will also support the delivery of the Economic Plan with the endorsement of EU and national and local bids.

Communication with community

At meetings with community representatives and members of local groups, information about the CCT and Economic Plan were provided to local media early in 2016.

An open event and evening discussion meeting was also held to provide further information and to get feedback from local communities on the planned activities for the CCT.

(press release Appendix 7 - to do)

Management of team

Appendix 1 provides the approved Terms of Reference for the Sefton Coast CCT.

The team engages representatives from the public, private and voluntary sector; has a clear and close link to the Sefton Coast Partnership and, through day to day work of the team members, engages with communities across the Sefton Coast area.

Network of support built to enable CCT to deliver the economic plan

Enhancement of the Sefton Coast Landscape Partnership, through the CCT, provides the extensive network that will enable the Economic Plan to be delivered and monitored.

Running costs of CCT itself

At present, the CCT is supported by the Office of the Sefton MBC Chief Executive to cover the costs of organising and running the CCT meetings. Individual partners contribute their time to develop the agreed actions.

There is no dedicated budget for the CCT and this is likely to remain the case for the foreseeable future.

Funding for CCT Infrastructure will be built into project bids and, in the medium term, the increased engagement and involvement of a wider range of organisations, including the private sector, may allow for more sustainable funding of the CCT Infrastructure.

Sustainability

At present the long-term plan is to keep the team strategic, to guide and influence policy and develop a coordinated and consistent message for the coast.

The CCT believes that this is a pragmatic approach that can deliver the ambition and objectives for the Sefton Coast.

Areas of Specific Interest for work with other Coastal Community Teams

- Coast Infrastructure
- Tourism development
- Transport
- ICT sector development
- Natural Capital

Appendix 1 CCT Board

Coastal Community Team Terms of Reference

Introduction

Coastal Community Teams have been proposed by government to enable local communities to come together and develop a common vision and plans for their area.

The overall aims of a Coastal Community Team are to:

- Encourage greater local partnership working
- Support the development of local solutions to economic issues in the area
- Encourage the sustainable use of heritage/cultural assets to provide both a focus for community activities and enhanced economic opportunities
- Work with other Coastal Community Teams

Sefton Coast Landscape Partnership Coastal Community Team

Chair

Margaret Carney, Chief Executive Sefton Council

Background

The Resources Task Group was established by the Sefton Coast Landscape Partnership in January 2015 to provide a forum to find new ways to fund the work of the Sefton Coast Landscape Partnership. The Group agreed in September 2015 to take on the role of Coastal Community Team (CCT), given the similarity between the role of the Resources Task Group and that proposed for the CCT.

Purpose of the CCT

- The CCT will work to support greater local partnership working
- Approve the CCT Economic Plan for the Sefton Coast Landscape Partnership
- Maximise the opportunities that new investment in and around the Coast can bring to business and the natural environment
- Support the delivery of a Coast Plan that will safeguard the heritage and culture of the coast and provide for sustainable economic development
- Assess opportunities to access funding to meet the Sefton Coast Landscape Partnership Priorities

Area

The CCT looks at eleven wards in Sefton.

Cambridge	Norwood	**Birkdale**
Kew	**Dukes**	**Ainsdale**
Harrington	**Ravenmeols**	Manor
Blundellsands	Victoria	

But has a particular focus on five wards highlighted in **bold** above.

Membership

Membership of the group is open to members of the Sefton Coast Landscape Partnership and local partners and includes representatives from the local authority and voluntary sector. Other public and private sector representatives will be invited to join the Board.

Attendees

Margaret Carney	Sefton Council
Paula Lowrey	Sefton Council
Caroline Salthouse	Sefton Council
Rebecca Carolan	Sefton Council
Paul Nolan	Mersey Forest
Joanne Hudson	National Trust
Dave McAleavy	Sefton Council
Stephen Ayliffe	Natural England
Margaret Dickinson	Natural England
Janet Johnson	RSPB

Accountability

Group members are individually responsible for reporting back on activities of the group to the Sefton Coast Landscape Partnership Board.

Review

Membership of the group will regularly be reviewed to identify who else may assist in taking activity forward. The group will review the relevance and value of its work on a quarterly basis.

Working Methods

- At least four meetings will be held each year, organised and chaired by Margaret Carney, Chief Executive, Sefton Council. Additional meetings may be called as and when required.
- Topics for the agenda will be generated by members of the group
- Meeting papers will be circulated, by email, in advance of meetings
- Meetings may include small group discussions to share experiences and learning
- Non-members may be invited by the Chair to join group meetings on a one-off basis to aid discussion of a particular topic, for example, as speakers, observers or guests

Sharing of Information and Resources

- Members will be able to share information and resources through group meetings and electronic communications
- It is each member's responsibility to make it clear where a matter should remain confidential and not for discussion outside of the group

Appendix 2 Natural Environment

There is a wealth of information available on the high-quality natural environment of the Sefton Coast.

The following have been taken from the Natural England National Character Area data for Sefton Coast. The boundary of the NCA and CCT are different, but the data is an excellent representation of the range and quality of habitats on the coast.

There are nine Priority Habitats on the coast, with the coastal dunes and grassland providing 95% of the priority habitat.

The NCA contains the following areas of mapped priority habitats (as mapped by National Inventories). Footnotes denote local/expert interpretation. This will be used to inform future national inventory updates.

Priority habitat	Area (ha)	% of NCA
Coastal sand dunes	1,521	17
Lowland dry acid grassland	1,506	17
Coastal and flood plain grazing marsh	469	5
Lowland meadows	162	2
Purple moor grass and rush pasture	161	2
Broadleaved mixed and yew woodland (broad habitat)	87	<1
Lowland heathland	26	<1
Mudflats	1	<1
Reedbeds	1	<1

Source: Natural England (2011)

The coast has many designated areas/sites. These are embedded into planning and other statutory documents and provide for specific consideration about how sites are used and managed.

The NCA includes the following statutory nature conservation designations:

Tier	Designation	Designated site(s)	Area (ha)	% of NCA
International	Ramsar	Ribble and Alt Estuaries	1,682	19
European	Special Protection Area (SPA)	Ribble and Alt Estuaries SPA, Sefton Coast SPA	652	7
	Special Area of Conservation (SAC)	Sefton Coast SAC	1,725	19
National	National Nature Reserve (NNR)	Ainsdale Sand Dunes NNR, Cabin Hill NNR, Ribble Marshes	417	5
National	Site of Special Scientific Interest (SSSI)	A total of 3 sites wholly or partly within the NCA	2,185	24

Source: Natural England (2011)

The following maps show the distribution of these designations across the Coast

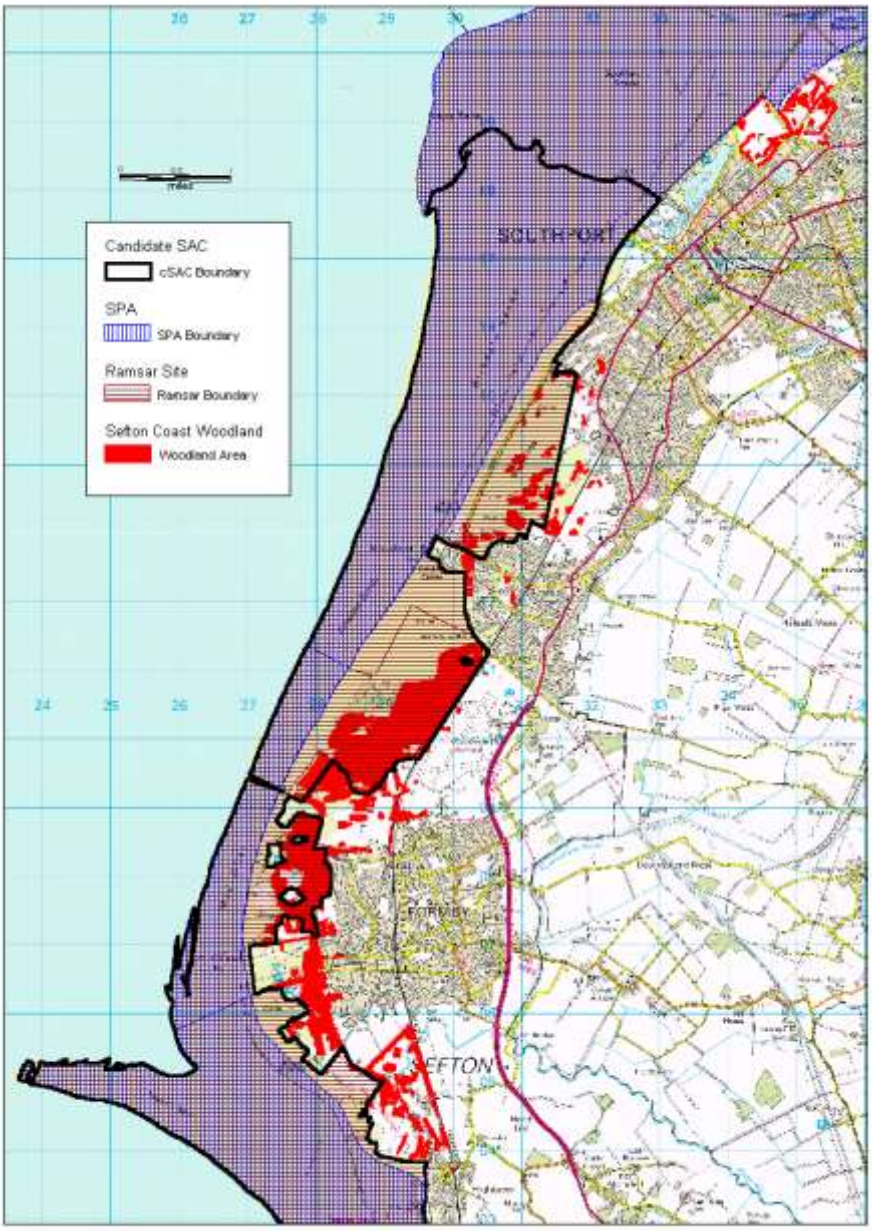


Figure 19 International designations

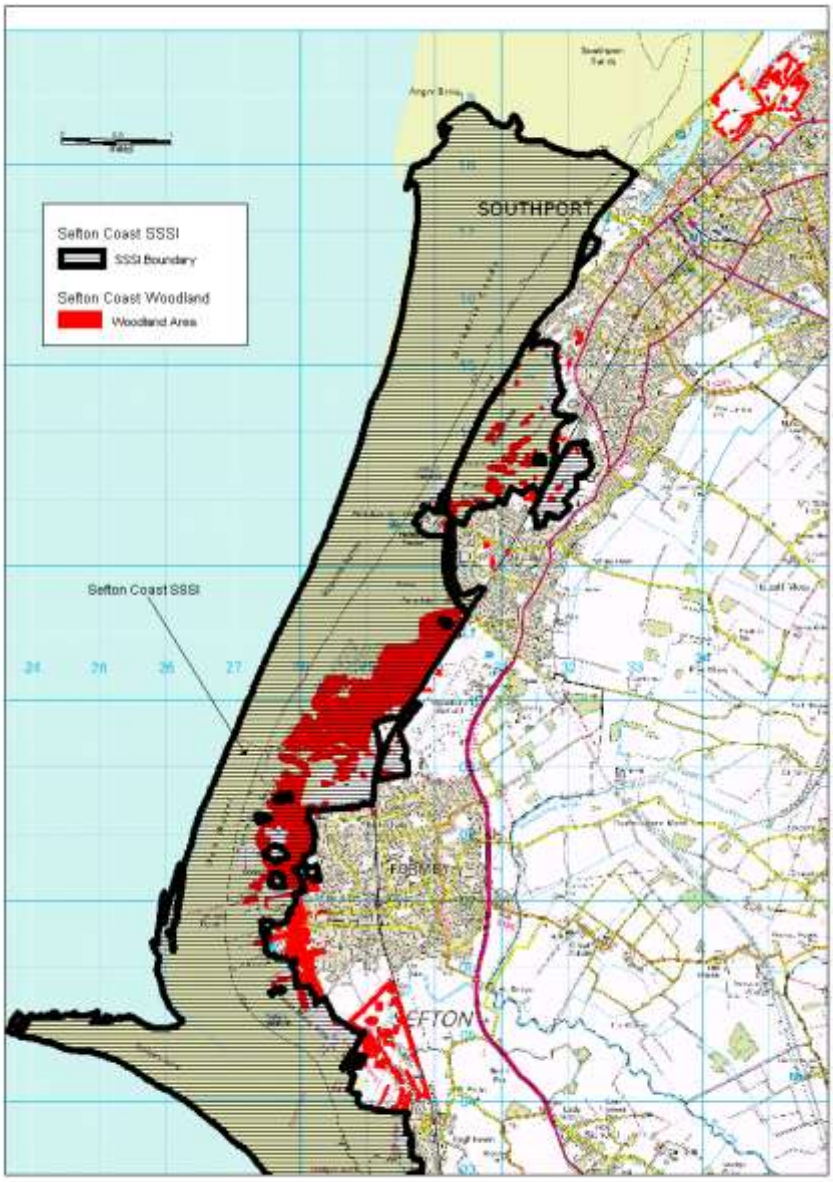


Figure 20 Sefton Coast SSSI

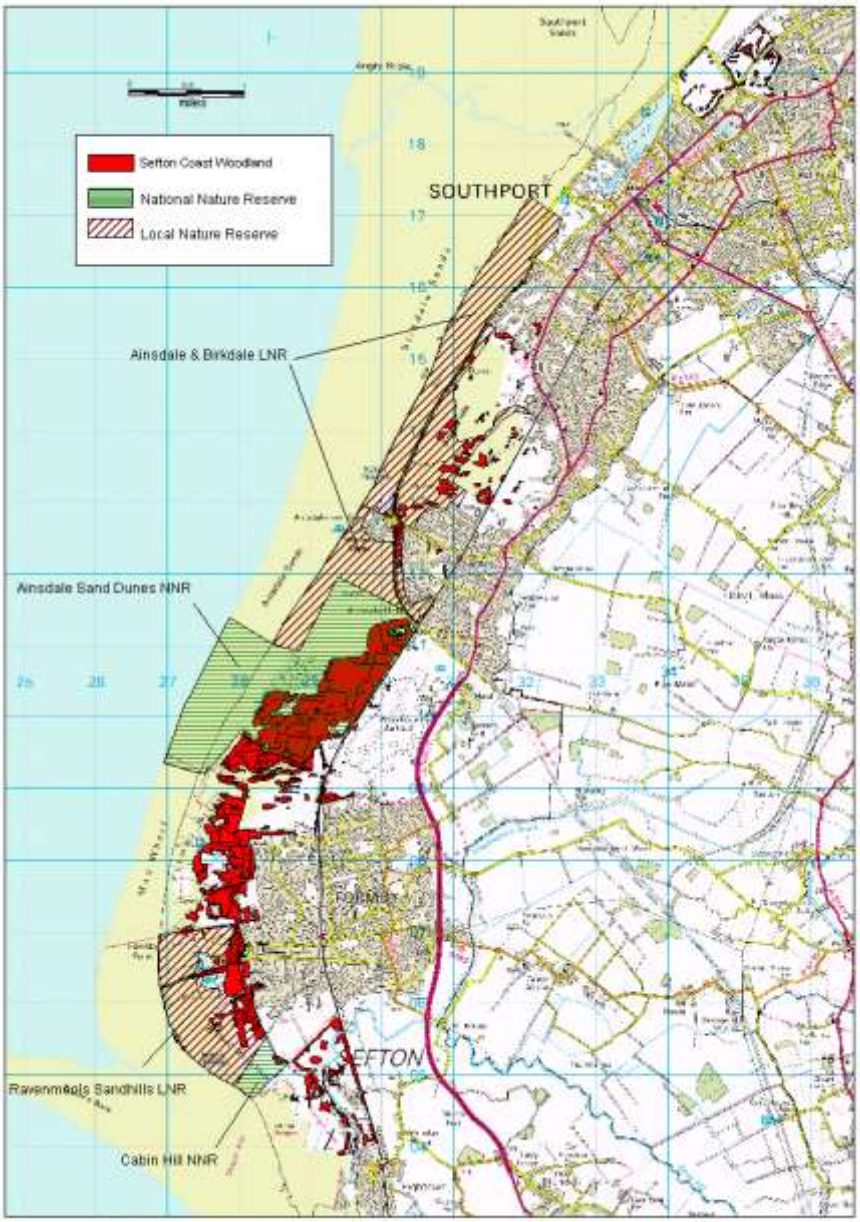


Figure 21 Local and National Nature Reserve

The condition of SSSIs is monitored closely by Natural England. There is a national and EU target to get the percentage of SSSIs into favourable condition by 2020. The table below shows the current condition. 20% of the area of SSSi is unfavourable and declining or unfavourable with no change. Only 23% of the area is in favourable condition.

Condition category	Area (ha)	% of SSSI land in category condition
Unfavourable declining	146	7
Favourable	509	23
Unfavourable no change	368	17
Unfavourable recovering	1,162	53

Source: Natural England (March 2011)

Economic Valuation

Using the Green Infrastructure Valuation Toolkit (www.ginw.co.uk) we can obtain an estimated economic value for these benefits, based on a series of economic models and using the environmental and economic data for the coast.

This model looks at three types of value

- GVA – the direct benefit to the economy
- Property value uplift – the added value to property as a result of the green infrastructure
- Wider economic value – the estimated value of non-market benefits such as reducing air pollution

The summary data for Sefton Coast is provided below.

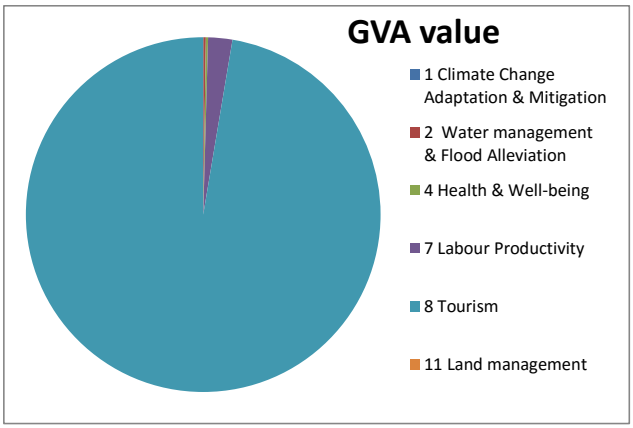
The values are likely to be conservative and greatly underestimate the flood alleviation benefits provided. The Valuation Toolkit unfortunately does not have a model for this benefit.

SUMMARY OF ECONOMIC VALUE

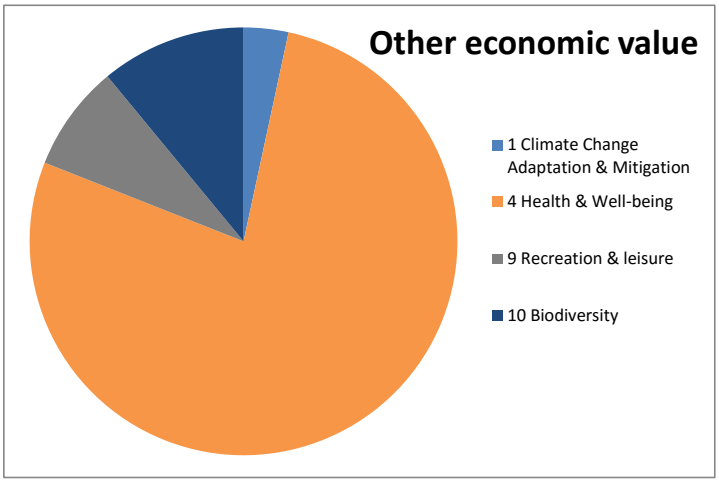
BENEFITS	BENEFIT MONETISATION		
Benefits groups	GVA value	Land and property value	Other economic value
1 Climate Change Adaptation & Mitigation	£0	n.a.	£7.8m
2 Water management & Flood Alleviation	£671k	n.a.	n.a.
4 Health & Well-being	£588k	n.a.	£178m
5 Land & Property Values	n.a.	£66.8m	n.a.
7 Labour Productivity	£6.3m	n.a.	n.a.
8 Tourism	£278m	n.a.	n.a.
9 Recreation & leisure	n.a.	n.a.	£18.4m
10 Biodiversity	n.a.	n.a.	£4.4m
11 Land management	£0	n.a.	n.a.
TOTAL ECONOMIC VALUE OF BENEFITS	£286m	£66.8m	£190m
	These three figures should not be added together, as they represent different kinds of value		

The value of recreation & leisure benefits has not been included in the other economic value total because of the risk of double counting

The largest element (by far) of GVA is from tourism.



The wider economic value is mainly from the health benefits from additional walking and cycling as a result of the footpath and cycle networks through the coast natural environment. There is also important value for climate change adaptation and mitigation and biodiversity.



Appendix 3 Sefton Coast Community data

Age distribution:

Area	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90 plus
CCT	5%	5%	6%	6%	5%	5%	5%	5%	7%	8%	7%	7%	7%	6%	5%	5%	4%	2%	1%

Sefton	5%	5%	6%	6%	6%	5%	5%	6%	7%	8%	7%	7%	7%	6%	5%	4%	3%	2%	1%
Liverpool City Region	6%	5%	6%	7%	7%	7%	6%	6%	7%	7%	7%	6%	6%	5%	4%	3%	3%	1%	1%
England	6%	6%	6%	6%	7%	7%	7%	7%	7%	7%	6%	6%	6%	5%	4%	3%	2%	1%	1%

Employment:

2014 electoral wards	Total claimants	
	number	**rate**
E05000932 : Ainsdale	63	1.0
E05000933 : Birkdale	60	0.7
E05000934 : Blundellsands	40	0.6
E05000935 : Cambridge	100	1.6
E05000938 : Duke's	171	2.3
E05000940 : Harrington	27	0.4
E05000941 : Kew	78	1.0
E05000943 : Litherland	203	2.8
E05000944 : Manor	58	0.7
E05000948 : Norwood	90	0.9
E05000950 : Ravenmeols	42	0.6
E05000951 : St Oswald	179	2.4
E05000952 : Sudell	52	0.7
E05000953 : Victoria	56	0.7
Column Total	**2,484**	**1.5**
CCT	**785**	**0.9%**
Sefton	**2,484**	**1.5%**
Liverpool City Region	**15,729**	**1.6%**
England	**505,386**	**1.5%**

General health:

		Very Good Health	Good Health	Fair Health	Bad Health	Very Bad Health
CCT	138830	46.1%	32.9%	14.6%	5.0%	1.4%
Sefton	273790	45.3%	32.5%	14.9%	5.7%	1.6%
Liverpool City Region	1506935	46.1%	31.4%	14.4%	6.3%	1.9%

England	53012456	47.2%	34.2%	13.1%	4.2%	1.2%

Qualifications: G:\MF_DATA_SETS\PARTNER_QUERIES\Team\Paul\Sefton_postcodes\Qualifications by ward 2011.xlsx

Home ownership: G:\MF_DATA_SETS\PARTNER_QUERIES\Team\Paul\Sefton_postcodes\Tenure by ward 2011.xlsx

Appendix 4 Sefton Coast economy

Data from Sefton MBC and further analysis of NOMIS and ONS data online have been used to develop the evidence base for the Economic Plan.

Data from Sefton MBC.

Methodology

To provide data on businesses and employment in the coastal area it will be necessary to use two separate data sets, UK Business Counts 2014 and Business Register Employment Survey 2013.

To make the data as compatible as possible, we need to ensure that the geographical area used can be matched through both sets of data. To do this, we have used best fit mid layer super output areas.

Two separate geographies have been developed; Coastal area only and Coastal wards.

i) Coastal Area only - developed by identifying those mid-layer super output areas that run along the coastline of Sefton and will include partial wards

Sefton 001	Cambridge/Meols
Sefton 004	Cambridge/Dukes
Sefton 009	Birkdale/Dukes
Sefton 012	Ainsdale
Sefton 013	Harrington
Sefton 015	Harrington/Ravenmeols
Sefton 016	Ravenmeols
Sefton 021	Manor/Molyneux
Sefton 022	Blundellsands
Sefton 028	Blundellsands/Church/Victoria

ii) Coastal Wards - full wards that may stretch inland from the coastline

Sefton 002	Cambridge	Sefton 013	Harrington
Sefton 003	Cambridge	Sefton 014	Harrington
Sefton 004	Cambridge	Sefton 015	Harrington/Ravenmeols
Sefton 005	Norwood	Sefton 016	Ravenmeols
Sefton 006	Norwood	Sefton 021	Manor
Sefton 007	Birkdale	Sefton 022	Blundellsands
Sefton 008	Kew	Sefton 024	Manor
Sefton 009	Dukes/Birkdale	Sefton 025	Manor
Sefton 010	Ainsdale/Birkdale	Sefton 028	Blundellsands
Sefton 011	Ainsdale	Sefton 030	Victoria
Sefton 012	Ainsdale		

Data in this report will be provided for both geographies.

We are using SIC 2007 codes to identify broad industrial groups for both business and employment numbers and also the Sefton definition of Visitor Economy Sector. Please note the visitor economy definition does not include retail.

Businesses

Industry	Coastal Area Only	% of total businesses in the coastal area	Coastal Wards	% of total businesses in the coastal wards	Proportion of ward businesses based in the coastal area only
Agriculture, forestry & fishing	25	0.9	30	0.6	83.3
Mining, quarrying & utilities	10	0.4	15	0.3	66.7
Manufacturing	90	3.2	200	3.8	45.0
Construction	265	9.3	530	10.1	50.0
Motor trades	90	3.2	190	3.6	47.4
Wholesale	135	4.7	245	4.7	55.1
Retail	410	14.4	795	15.1	51.6
Transport & storage (inc postal)	65	2.3	140	2.7	46.4
Accommodation & food services	220	7.7	365	6.9	60.3
Information & communication	150	5.3	270	5.1	55.6
Financial & insurance	80	2.8	145	2.8	55.2
Property	120	4.2	180	3.4	66.7
Professional, scientific & technical	465	16.3	770	14.7	60.4
Business administration & support services	170	6.0	310	5.9	54.8
Public administration & defence	30	1.1	40	0.8	75.0
Education	85	3.0	165	3.1	51.5
Health	205	7.2	425	8.1	48.2
Arts, entertainment, recreation & other services	235	8.2	440	8.4	53.4
Total Businesses	**2,850**	**100.0**	**5,255**	**100.0**	**54.2**
Sefton Visitor Economy Sector	**435**	**15.3**	**710**	**13.5**	**61.3**

Source: UK Business Counts 2014

In 2014, there were approximately 5,255 businesses based in the wards that were located on or near to the coast of Sefton. Of those 2,850 (54.2%) were actually within the direct coastal area.

There is a wide variety of industries across the area, and the Sefton Visitor Economy has 710 businesses based in the coastal wards. Of those 435 (61.3%) were based in the direct coastal area.

15.3% of businesses in the direct coastal area are included in the Sefton Visitor Economy Sector.

The Sefton Visitor Economy definition does not include retail businesses, which would represent an additional 795 businesses in the coastal wards, and 410 in the direct coastal area.

Employment

Industry	Coastal Area Only			Coastal Wards			Proportion of ward employment based in the coastal area only
	number	% of total		number	% of total		Percent
Agriculture, forestry & fishing							
Mining, quarrying & utilities	100	0.4		100	0.2		100.0
Manufacturing	900	3.7		1,800	4.1		50.0
Construction	800	3.3		1,800	4.1		44.4
Motor trades	400	1.7		800	1.8		50.0
Wholesale	500	2.1		1,100	2.5		45.5
Retail	5,000	20.8		7,100	16.2		70.4
Transport & storage (inc postal)	500	2.1		1,000	2.3		50.0
Accommodation & food services	2,900	12.1		3,900	8.9		74.4
Information & communication	300	1.2		600	1.4		50.0
Financial & insurance	400	1.7		1,200	2.7		33.3
Property	600	2.5		800	1.8		75.0
Professional, scientific & technical	1,600	6.7		2,800	6.4		57.1
Business administration & support services	1,500	6.2		2,200	5.0		68.2
Public administration & defence	1,300	5.4		1,600	3.6		81.3
Education	2,400	10.0		5,000	11.4		48.0
Health	3,500	14.6		9,900	22.6		35.4
Arts, entertainment, recreation & other services	1,500	6.2		2,300	5.2		65.2
Total Employment	**24,000**	**100.0**		**43,800**	**100.0**		**54.8**
Sefton Visitor Economy Sector	**4,500**	**18.6**		**6,200**	**14.1**		**72.4**

Source: BRES 2013 (figures are rounded to the nearest 100)

In 2013, there were approximately 43,800 people employed across all industry sectors in the coastal wards. Of those, 24,000 (54.8%) were based in the direct coastal area.

Industry employment is spread across all coastal wards; the Sefton Visitor Economy includes 6,200 of those employees across those wards, with 4,500 (72.4%) based in the direct coastal area.

18.6% of jobs in the direct coastal area are included in the Sefton Visitor Economy definition.

As explained in the business section, the Sefton Visitor Economy definition does not include retail jobs, which account for an additional 7,100 jobs across the coastal wards and 5,000 in the direct coastal area.

SIC 2007 class (4 digit) Sefton definition of Visitor Economy

- 4910 : Passenger rail transport, interurban
- 4931 : Urban and suburban passenger land transport
- 4932 : Taxi operation
- 4939 : Other passenger land transport n.e.c.
- 5010 : Sea and coastal passenger water transport
- 5030 : Inland passenger water transport

- 5110 : Passenger air transport
- 5510 : Hotels and similar accommodation
- 5520 : Holiday and other short stay accommodation
- 5530 : Camping grounds, recreational vehicle parks and trailer parks
- 5590 : Other accommodation
- 5610 : Restaurants and mobile food service activities
- 5621 : Event catering activities
- 5629 : Other food service activities
- 5630 : Beverage serving activities
- 6820 : Renting and operating of own or leased real estate
- 6831 : Real estate agencies
- 7711 : Renting and leasing of cars and light motor vehicles
- 7721 : Renting and leasing of recreational and sports goods
- 7722 : Renting of video tapes and disks
- 7729 : Renting and leasing of other personal and household goods
- 8230 : Convention and trade show organizers
- 9001 : Performing arts
- 9002 : Support activities to performing arts
- 9003 : Artistic creation
- 9004 : Operation of arts facilities
- 9101 : Library and archive activities
- 9102 : Museum activities
- 9103 : Operation of historical sites and buildings and similar visitor attractions
- 9104 : Botanical and zoological gardens and nature reserve activities
- 9200 : Gambling and betting activities
- 9311 : Operation of sports facilities
- 9312 : Activities of sport clubs
- 9313 : Fitness facilities
- 9319 : Other sports activities
- 9321 : Activities of amusement parks and theme parks
- 9329 : Other amusement and recreation activities

Tracy Brennan
Economic Intelligence Officer
Investment & Employment
9th September 2015

Broadband speeds

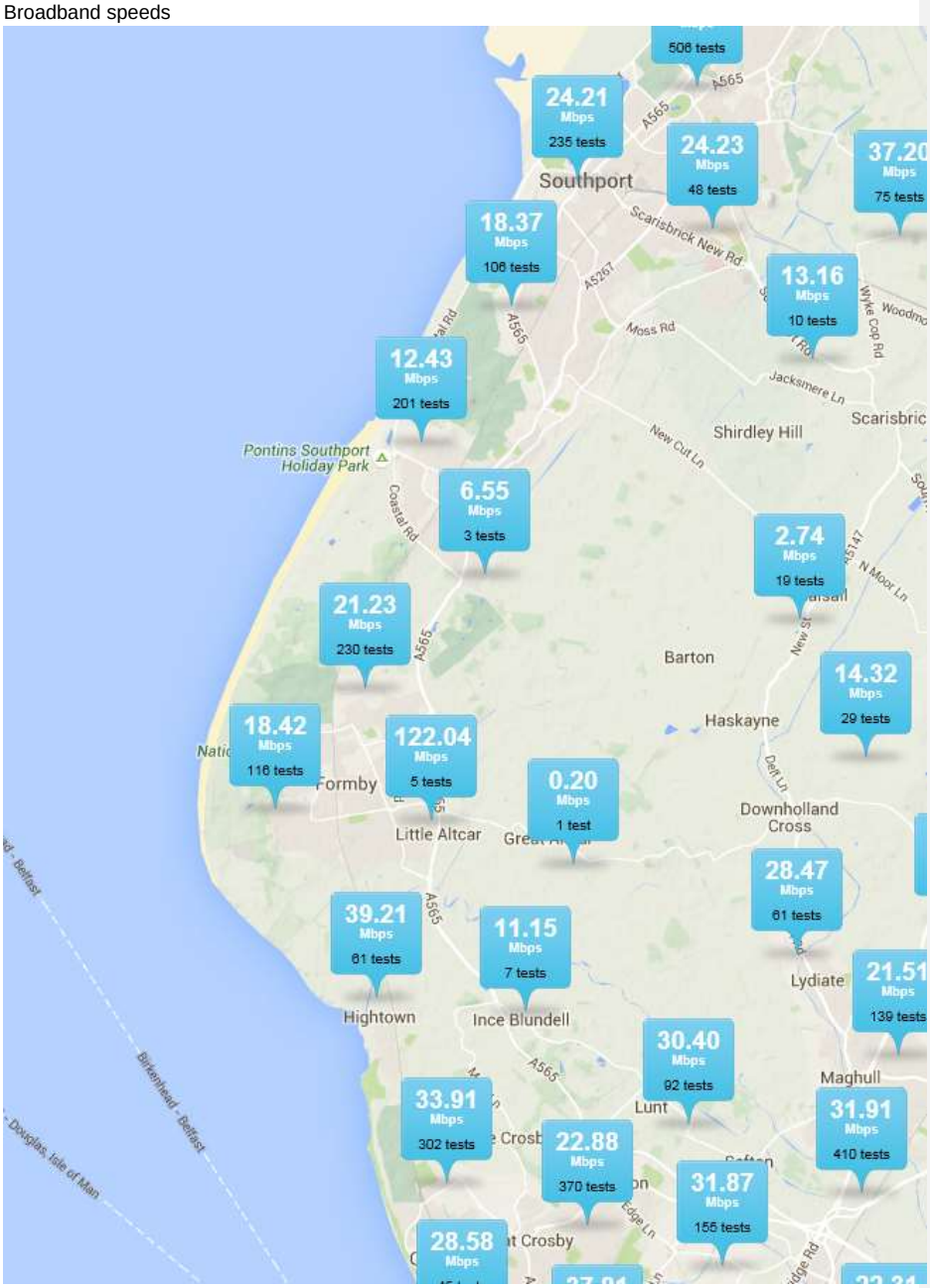


Figure 22 Broadband speeds on Sefton Coast

Liverpool City Region produces composite tourism data that includes Sefton.

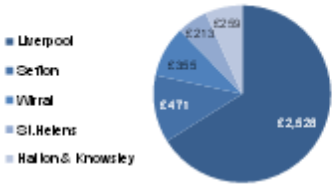
The data is useful at showing City Region trends, but is less helpful in describing the specific situation for Sefton.

NorthWest Research

Tourism Data Summary
June 2015

LCR Overall Tourism Value
£3.8bn

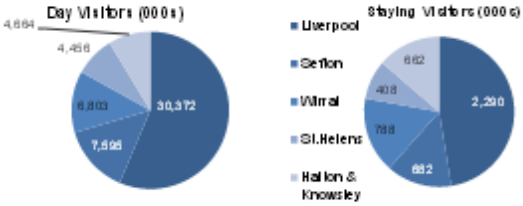
Liverpool City Region breakdown (£m):



Source: STEAM 2014

LCR Overall Number of Visitors (Volume)
58.7 m

Liverpool City Region breakdown:



In 2014 Liverpool was the 6th most visited city in the UK for international visitors and 5th in England for domestic visitors (2013).

Top Towns by Overseas Visitors		Top Towns by GB Visitors	
Town/City	Visits (000s)	Town/City	Visits (000s)
London	17,693	London	12,305
Edinburgh	1,588	Manchester	2,756
Manchester	999	Birmingham	2,267
Birmingham	946	Bristol	1,921
Glasgow	623	Liverpool	1,678
Liverpool	608		

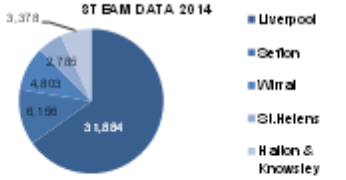
Source: IPS 2014 Source: GBTS 2013

Visitor Economy Employment

Liverpool City Region	All Employment
Accommodation	3,467
Food and drink	12,636
Recreation	4,642
Shopping	14,620
Transport	2,332
Direct Employment	37,697
Indirect Employment	11,309
TOTAL	49,006

Source: STEAM 2014

Total Jobs (Incl. Indirect)
ST BAM DATA 2014



Hotel Supply
Source: Tourist Board Records

Location	End 2014	
	Hotels	Rooms
Liverpool	66	6741
Knowsley	6	352
Halton	9	628
Wirral	30	879
Sefton	64	1158
St. Helens	15	854
Total LCR	190	10611

Hotel Occupancy
Source: STR GLOBAL LTD. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR GLOBAL IS STRICTLY PROHIBITED

LCR	2011	2012	2013	2014
Occupancy %	70.60%	68.80%	71.2%	75.5%
ADR	£56.43	£56.66	£57.09	£61.13
REVPAR	£39.93	£39.09	£41.00	£46.33
Rooms sold	2,351,508	2,385,808	2,566,093	2,960,096

Origin of Visitors

Visitors to Liverpool *(Liverpool district only)*	% of staying visitors
Cheshire	1%
Greater Manchester	2%
Lancashire	3%
Cumbria	1%
Northeast	3%
Yorkshire	11%
East Midlands	4%
West Midlands	7%
London & Southeast	9%
Southwest	4%
Wales	5%
Scotland	4%
Northern Ireland	2%
Overseas:	38%

Top Overseas Visitors to Liverpool *(Liverpool district only)*	% of staying visitors
Eire	4%
Spain	3%
Australia	3%
USA	3%
France	3%
Germany	2%
Poland	2%
Italy	2%
Canada	1%
Japan	1%

Highest % change in origin of staying visitors to Liverpool since 2012:

Increases:

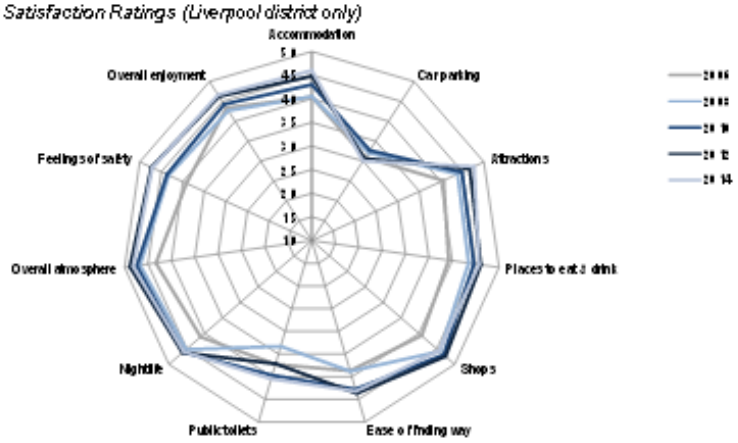
- Yorkshire + 6%
- West Midlands + 4%
- Northern Ireland + 2%
- USA + 2%
- France + 1%

Decreases:

- Eire - 3%
- Spain - 3%
- Germany -3%
- Scotland - 2%
- North East – 1%
- Japan – 1%

Source: Destination Survey 2014

Visitor Satisfaction Ratings (Liverpool district only)



Source: Destination Survey 2014

Liverpool City Region Events & Attractions

Top Events Attendance 2014

Top Free Events

- *Giants spectacular – 1m*
- Biennial – 677,000
- Mersey River Festival – 200,000
- International Music Festival – 100,000
- Brazilica – 100,000

Top Paid Events

- Open Golf Championship – 203,000
- Grand National – 139,000
- Southport Flower Show – 90,000
- Southport Air Show – 67,500
- Creamfields – 60,000

Source: Tourist board annual Visitor Attractions Survey

Top Attractions Attendance 2014

Top Free Attractions

- Bluecoat – 743,814
- Museum of Liverpool – 707,405
- Merseyside Maritime Museum – 631,711
- World Museum – 610,785
- Tate Liverpool – 540,885

Top Paid Attractions

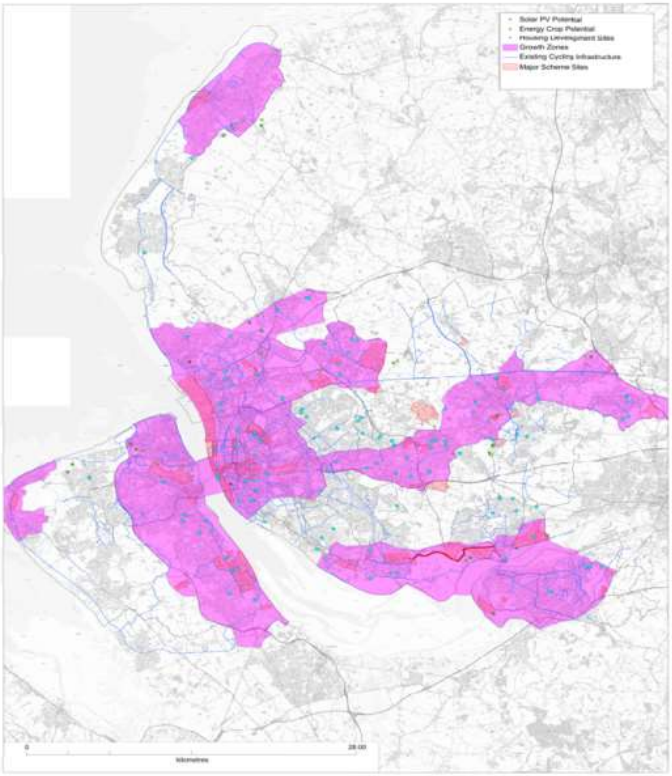
- Mersey Ferries – 611,028
- Echo Arena Liverpool – 521,234
- Knowsley Safari Park – 503,678
- Beatles Story – 249,734
- Aintree Racecourse – 203,042

Appendix 5 SUD

This Sustainable Urban Development (SUD) Strategy will cover the entire Liverpool City Region (LCR). This covers an area of approximately 724 km² of land with a population of 1.5 million people. It covers the local authority districts of Halton, Knowsley, Liverpool, St Helens, Sefton and Wirral.

The SUD will invest to accelerate the development of a multimodal, integrated low carbon transport network to enable citizens to make informed choices about modes of transport within a safe transport environment, linking emerging cycling/walking networks, investing in the gaps, supporting alternative transport fuels for public transport while at the same time enhancing and rehabilitating land within the LCR wide green infrastructure framework. These investments are integral to the Transport Plan for Growth (TPfG).

The SUD's main focus will be on investments in green corridors/cycle/walking networks that link economic growth zones with centres of population. A second strand will enhance the green infrastructure of the city region.

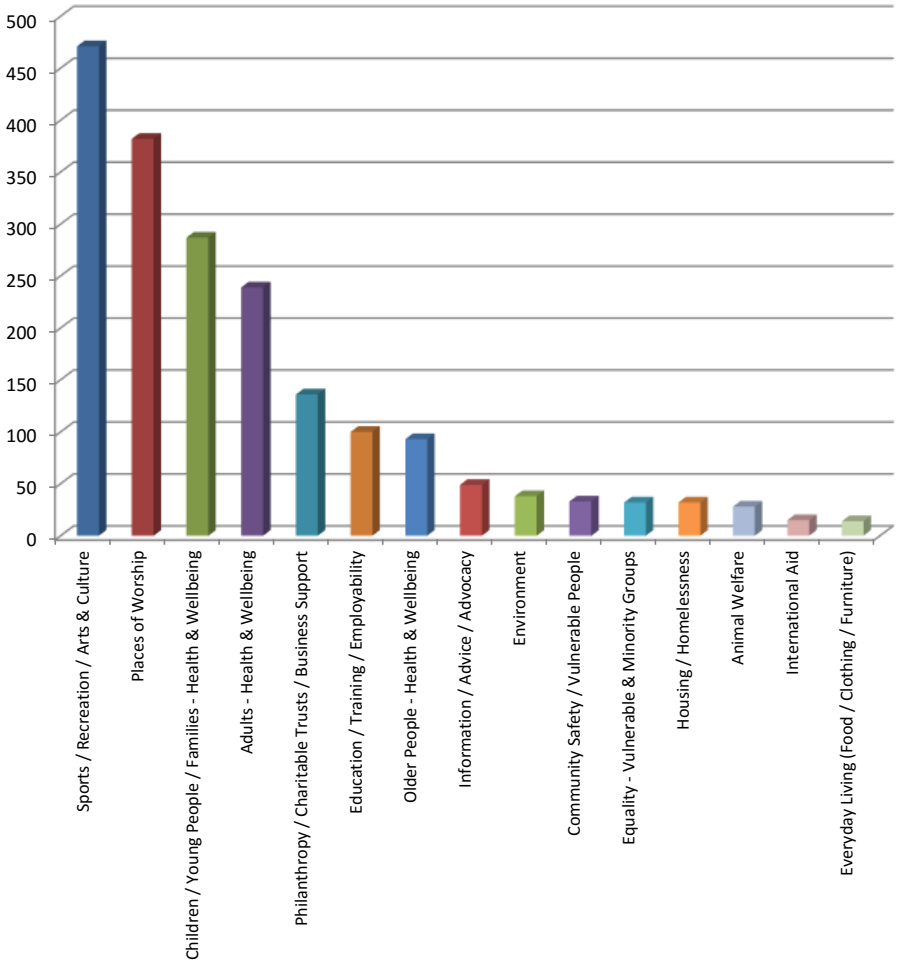


Appendix 6 Sefton CVS data

Sefton CVS support the community, voluntary and faith sector in Sefton. From their database, they have supplied a wealth of data that has been used to support the development of the Economic Plan.

There are nearly 2000 organisations in the sector registered with Sefton CVS. The types of service provided are indicated in the table and chart below.

Type	Number
Sports / Recreation / Arts & Culture	471
Places of Worship	382
Children / Young People / Families - Health & Wellbeing	287
Adults - Health & Wellbeing	239
Philanthropy / Charitable Trusts / Business Support	136
Education / Training / Employability	100
Older People - Health & Wellbeing	93
Information / Advice / Advocacy	49
Environment	38
Community Safety / Vulnerable People	33
Equality - Vulnerable & Minority Groups	32
Housing / Homelessness	32
Animal Welfare	28
International Aid	15
Everyday Living (Food / Clothing / Furniture)	14


500
450
400
350
300
250
200
150
100
50
0
Sports / Recreation / Arts & Culture
Places of Worship
Children / Young People / Families - Health & Wellbeing
Adults - Health & Wellbeing
Philanthropy / Charitable Trusts / Business Support
Education / Training / Employability
Older People - Health & Wellbeing
Information / Advice / Advocacy
Environment
Community Safety / Vulnerable People
Equality - Vulnerable & Minority Groups
Housing / Homelessness
Animal Welfare
International Aid
Everyday Living (Food / Clothing / Furniture)

Appendix 7 Press Release

Appendix 8 Risk Assessment

		Score 1-5, 5 = highly likely			Mitigated		Risk	Mitigated Risk	Owner	Review
Risk	Description	Likelihood	Impact	Mitigation	Likelihood	Impact	Score	Score		
Visitor numbers increase with no planned infrastructure improvements	Projections for the city region indicate that with increasing population and projected climate change there will be more visitors to the Sefton Coast with a corresponding need for facilities and infrastructure if they are to be accomodated and have a good experience of the coast	4	4	Improving infrastructure to reduce pressure on local residential areas	4	5	16	20	SMBC	Annual
Declining environmental quality	High quality natural environment supports the local economy. Reduction in quality reduces the services and benefits provided and experience of the coast	5	5	Funding strategy to target resources to safeguard and enhance natural environment. Support projects such as Back from the Brink	3	5	25	15	NE	CCT Meeting
Climate Change impacts on coast infrastructure	Coastal areas are often more likely to suffer from the impacts of projected climate change. Likely impacts on a range of infrastructures and on the natural environment that may have detrimental impacts on the area	5	5	Adaptation plan in place	3	5	25	15	SMBC	Annual
Lack of Private Sector Engagement	The long term success of the coast is reliant private sector engagement in decision making and support for the coast, including the continued improvements to natural capital of the coast	4	5	Positive engagement with private sector in the development of the CCT Economic Plan to date and this to be sustained in the structure of the CCT	3	5	20	15	MF	Annual
Promotion of the coast lacks coordination and focus	With reduced resources, coordinated marketing of the coast is essential to maximise impact	4	4	CCT to help to cordinate marketing	3	4	16	12	SMBC	CCT Meeting
CCT Economic Plan not incorporated into Sefton Coast Plan	Coast Plan provides a critical foundation for the delivery of infrastructure improvements and the planning for projected changes to the coast	3	5	Ongoing discussion with Coast Plan manager	2	5	15	10	MF	Annual
Loss of Blue Flag	The Blue Flag status of beaches on the coast attracts visitors - it is a valuable asset for the coast	3	5	SMBC and EA have plans and processes in place to ensure status is retained	2	5	15	10	SMBC/ EA	Annual
Uncoordinated activities	A disparate array of good projects and activities will not maximise the impacts that the coast can have for business and wider promotion of the coast	4	3	CCT provides the basis for coordinated activities, particularly leading up to 2017	3	3	12	9	CCT	CCT Meeting
Lack of progress in delivering CCT Economic Plan	Lack of progress will undermine confidence in the CCT and also undermine the efforts of the SCLP to engage in the wider debate about the future sustainable development of the coast to the detriment of local communities and the natural capital of the coast	4	5	CCT Economic Plan has SMART objectives, high level support from a range of organisations and the project plan that can be monitored to ensure progress can be made. The Plan has a mix of easier wins and aspirational projects	3	3	20	9	CCT	CCT Meeting
Loss of SMBC focus on Coast	Despite funding cuts SMBC continue to play a key role on the coast. It is unclear how this role can be filled if further cuts reduce this role	4	5	SMBC have included the Sefton Coast in the Strategic Review of priorities being carried out by SMBC Directors	3	3	20	9	SMBC	Annual
Competition with neighbouring CCTs	The Economic Plan has shown the interconnectedness of the 3 Sefton CCTs. Competition may provide short term benefits, but will not maximise the benefits of the coast in the long term when competing at a national or international level	3	4	CCT plan to engage with both Southport and Crosby and Waterloo CCTs	3	2	12	6	CCT	CCT Meeting
Lack of VCF Engagement	The VCF sector provide important services and can play a greater role on the coast and access funds that are not available to other organisations	3	3	Engagement with Sefton CVS to be sustained in the CCT structure	2	2	9	4	Sefton CVS	Annual