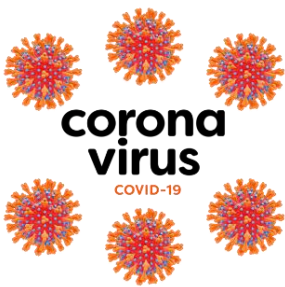


Draft Sefton Economic Strategy Consultation



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

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



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



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

KEY FACTS

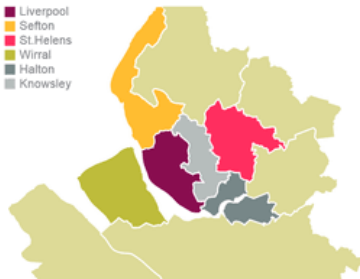
We collect lots of information to help develop the plan called **Key Facts**, like:

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





There are areas of Sefton where there are more people who do not work. If they work, the money they get is less than in other areas of the borough. One of the areas is Bootle. Another area is part of Southport.



Sefton is part of the Liverpool City Region. The Liverpool City Region is an area that covers Sefton and

- Knowsley
- Halton
- St Helens
- Liverpool
- Wirral



The Liverpool City Region works together to create jobs, have easier transport links, and organise events.



In Sefton there are not as many businesses as other parts of the Liverpool City Region and of England. We need to create and develop more businesses.



Lots of people in Sefton work for

- Sefton Council
- Health
- Schools
- The Fire Service
- The Police





Lots of people who live in Sefton travel outside of Sefton to go to work.



During the pandemic, lots of people worked at home more.



The way people work has changed, and this will have to be looked at.



A lot of older people live in Sefton. This means that there is likely to be less working age people (aged 16 – 64) in the future.

The need for adult social care will be higher.



In Sefton, there will be a need to attract people to work in Sefton and to keep them as members of staff.



More people in Sefton are learning new work-related skills.



There are more people aged 16 – 64 years, who have got an NVQ4 qualification and above.



There are some areas of Sefton where people are not as skilled as other areas of the borough.

The number of people getting unemployment benefits now is lower than during the Covid-19 pandemic.



Good transport routes in Sefton help people get to work.



There is a demand for housing that people can afford in Sefton.

There is a lack of land for building houses though.



From the information above, we think that the four main themes for the Sefton Economic Strategy are:



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



This consultation would like your feedback on this and any other ideas you might have for themes.

You can take part in this consultation by completing this survey form and sending it to:



Jayne Vincent
Magdalen House
30 Trinity Road
Bootle
L20 3NJ



or email to: investsefton@sefton.gov.uk

complete the survey online



<https://yourseftonyoursay.sefton.gov.uk>



If you need help to complete the survey, please or you need it in a different way phone

0151 934 3733
between 10.00am and 3.00pm



The consultation starts on the 20th July and ends on the 17th August 2022.



1. Please read the privacy notice at the end of the survey. **Do you agree that we can use your personal data as mentioned in the privacy notice which is at the end of the survey?**

Yes

No

ABOUT YOU

2. Please tell us which best describes you.

A local business

A developer/Investor

An organisation

A member of the public who lives in Sefton

A member of the public who does not live in Sefton, but visits the borough

Other please tell us _____



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

How important?

Low

High

Key issue

1 2 3 4 5



Employment and opportunities for work



Business growth and investment



Social inclusion and access for all



Regenerated places

4. Please use the box below to provide any comments you have on the proposed four themes and the important facts.



Key Issues – Employment and opportunities for work

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

How important?

Low

High

Key issue

1

2

3

4

5



Provide advice and support for people who are not in work and who need help to get long-term work.



Deliver a range of development pathways to better connect Sefton's young people with local employment opportunities and make a successful change to working as an adult.



Provide support for people with disabilities or poor health to reach their full potential in learning and work.



Develop new partnerships with employers to deliver better quality careers and improve opportunities for Sefton residents, prioritising the most vulnerable such as care leavers.



Deliver accessible learning for residents of all ages to gain the skills required by our employers and move into work or get better jobs with more pay

Key Issues – Business growth and investment

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

How important?

Low

High

Key issue

1 2 3 4 5



Support for people wanting to start their own business



Provide more support for businesses of any size seeking to grow and create new jobs



Develop land and business buildings to provide more jobs for people



More support on keeping existing companies and helping them to grow in Sefton



Support for businesses based in Sefton's town centre's



Tell people about Sefton to seek and attract more businesses to be based in Sefton



Support Sefton businesses who want to get local opportunities from large public sector (for example, council, health, education) contracts



Key Issues – Social inclusion and access for all

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

How important?

Low

High

Key issue

1

2

3

4

5



Make sure the benefits of digital inclusion impact across all Sefton's communities and businesses



Make sure equality and diversity is included in all our activities



Supporting long-term improvements in health and wellbeing through both plans and delivery of economic development projects

Key Issues – Regenerated places

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

How important?

Low

High

Key issue

1

2

3

4

5



Provide a mix of different housing types including housing that people can afford



Carry out housing regeneration in less popular parts of the borough where our oldest houses are



Providing town centres with a different range of services to support the business and residential communities around them. e.g., health & social care



Have good outdoor spaces in our town centres which support health and wellbeing for different age groups (Younger/Older People) and support different needs.



Encourage people to live in town centres to help create different communities and support the local area to manage and recover from any economic challenges



Using vacant shops and offices for other allowable uses



Moving away from car travel and encouraging active travel throughout the borough (for example, cycling and walking)



Developing a shared vision to tackle climate change for all who work and live in Sefton, including our most vulnerable residents



Encourage and celebrate local cultural, heritage and local identity



Telling people about Sefton's excellent places visitors can visit in Sefton and the great attractions and events that can improve to the

Borough's
economy and
make it a great
place to work,
live and do
business

9. Are there any other key issues that you think could be an area of focus for Sefton? Please use the box below to comment



A large, empty, rounded rectangular box with a black outline, intended for the respondent to write their comments.

BUSINESS SUPPORT



If you are a business or organisation, please complete the following questions about business support.

If you are not a business or organisation, please go to the next section Keeping Informed and Involved.



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

Yes

No (go to question 14)

Does not apply to me (go to question 14)

11. If YES, please tell us about the support required (tick all that apply)



Business planning

Growing your business

Sales and marketing

Starting a business

Product or service development

Market research



Accessing different businesses outside the UK

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

Skills & recruitment

Energy management

Carbon reduction

Other, please tell us



Training Room



12. Number of people who work for you (If this applies to you)

Full-time

Part-time



13. Business location? (If this applies to you)

Working from home

Commercial Premises



KEEPING INFORMED AND INVOLVED

14. As mentioned in the Privacy Notice, do you want to be kept informed about the Sefton Economic Strategy?

Yes

No

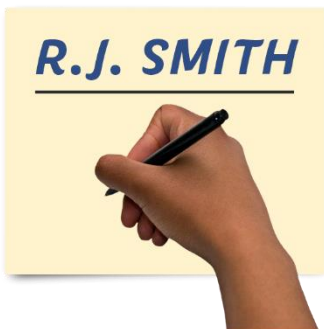


15. Would you or your organisation like to contribute towards the development and delivery of the Sefton Economic Strategy?

Yes

No

16. If you have ticked YES to the above, please provide your contact details below:



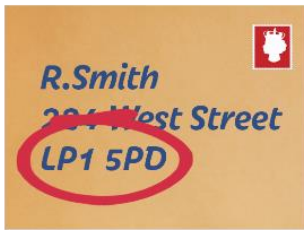
Name

Email address

Business/organisation name (if it applies)

Business/organisation activity (if it applies)





Postcode of business or organisation (if it applies)

THANK YOU

If you are a member of the public, please consider answering the equality monitoring questions below.



Some Questions About You

These questions are optional, you do not have to answer them.

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

All this information is private. We bring together the answers.

17. How old are you?



Under 18	<input type="checkbox"/>	18-29	<input type="checkbox"/>	30-39	<input type="checkbox"/>
40-49	<input type="checkbox"/>	50-59	<input type="checkbox"/>	60-69	<input type="checkbox"/>
70-79	<input type="checkbox"/>	80-84	<input type="checkbox"/>	85+	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>				

18. Are you



Male





Female



Prefer not to say



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

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





	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
	Yes	No	Prefer not to say	

20. If you answered Yes to question 19.

Do you currently live as the sex you were given when you were born?

	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
	Yes	No	Prefer not to say	

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

	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
Transgender		Non binary		I identify differently		Prefer not to say	

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



Heterosexual/
Straight

Gay



Lesbian

Bisexual

I identify
differently

Prefer not
to say

Please tell us how you identify

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



Physical
Impairment

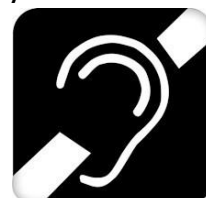
Visual Impairment



Learning difficulty



Hearing impairment
/ deaf



Learning disability



Long-term illness that affects you daily life



Autism / Asperger's



Dementia



Mental Health condition



Prefer not to say



If you have Cancer, diabetes, or HIV this is seen as a disability under the Equalities Law.
Or you have selected any of the boxes in question 5.

24. Do you think of yourself as disabled?



Yes

No



Prefer not to say

25. What is your religion or belief?

No religion or belief

Christian 

Hindu 

Muslim 

Jewish 

Sikh 

Other

Prefer not to say


26. Race and ethnicity - do you identify as

Prefer not to say 

White



English
Welsh
Scottish
Northern Irish
British

Irish

Gypsy or Irish Traveller

Roma

Polish

Portuguese

Latvian

Other white background

Mixed/Multiple ethnic groups



White and Black Caribbean

White and Black African

White and Asian

Other mixed ethnic background

Asian or Asian British



Indian

Pakistani

Bangladeshi

Chinese

Other Asian Background

Indian	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>
Bangladeshi	<input type="checkbox"/>	Chinese	<input type="checkbox"/>
Other Asian background			

Black / African / Caribbean / Black British



African

Caribbean

Other ethnic
background

Other Ethnic Group

Arab

Other Ethnic background



Thank you for filling in this form.

This information will **not** be able to tell us who you are.

But it will help us to understand if we are missing people out.

Sefton Council Sefton Economic Strategy Consultation Privacy Notice



Sefton Council would like to tell you about our Privacy Notice for the Sefton Economic Strategy (Plan) consultation.



This Easy Read privacy notice for the Sefton Economic Strategy consultation will explain:



The personal information about you we collect.

In this questionnaire we will collect information about



- IP addresses (this is a computer code to show what computer the information comes from)
- Name, Organisation name, email address, postcode of business or organisation
- Business support information
- Equality questions



What personal information we collect.

In this consultation we collect

- IP address
- Name, Organisation name, email address and postcode of business
- Business support information
- Age
- Sexuality
- Gender
- Disability
- Religion
- Race or ethnicity

Why we collect and use this information



IP addresses that identify computers

- The IP addresses are collected to make sure only one response per resident is received.
- Once this is checked the IP address information is deleted.
- Business support information (if applicable) so we know what support businesses need
- Your name, organisation name, email address and postcode of the organisation (if applicable) will be used if you have said that you would like to be kept up to date about the Economic Strategy

developments or be part of developing the Strategy



Equalities Questions

These are collected to show what groups of people are responding to the questionnaire.

This also lets us know if we need to use different ways to contact groups of people who are not responding.



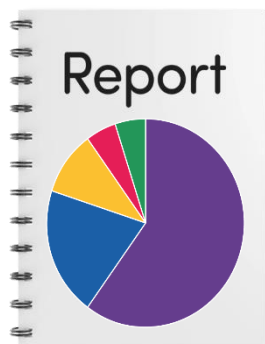
How long we keep your information

The IP address will be deleted immediately after the checks are done.



Your contact details and the type of support businesses need will be kept for no more than two years.

The equalities information will be kept until the information has been looked at and a report written.



How we use the information and who we share the information with

The information collected in this questionnaire will only be used as numbers in the report.

No information is included in the report that tells us who you are.



Storing the information

All information is kept safe. Sefton Council follows the laws around data protection.



The laws

We need to make sure we

- Only ask the questions we need to in the questionnaire.



- Ask equalities questions. The law says we must ask and act on this information.

It helps us to know what groups of people are responding to the questionnaire.

It also helps us to know we are not missing groups of people.



Confidential

Your answers will not tell us who you are.

The answers will be collected to help us know what people think.



Who will we share this information with?

Your personal information will not be shared with any other organisation.



Asking to see your personal information

You can ask to see what personal information we keep about you. Be aware there are some rules about why some information cannot be shared.



You can refuse to answer any questions in the questionnaire.

If you want to ask to see your personal information you can. Use the Council [website to complete a request form](#).



Or you can call Sefton Council on 0345 140 0845



Contacts

For more information about this privacy notice and the consultation please contact

Economic Growth & Housing
InvestSefton
Magdalen House
Trinity Road
Bootle
Merseyside
L20 3NJ

E-mail: investsefton@sefton.gov.uk

Telephone: 0151 934 3452



Sefton's Data Protection Officer

Ino.information@sefton.gov.uk



0345 140 0845