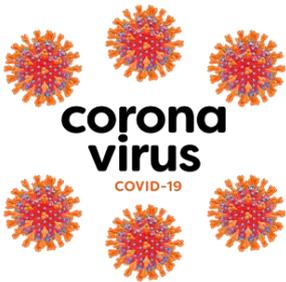


Draft Sefton Economic Strategy Consultation



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 14th July and
ends on the 12th August 2022.

